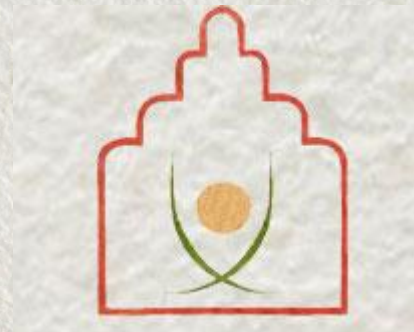




Empowering
women
through art



Au Grain de Sésame

Ecological art and design
Training workshop

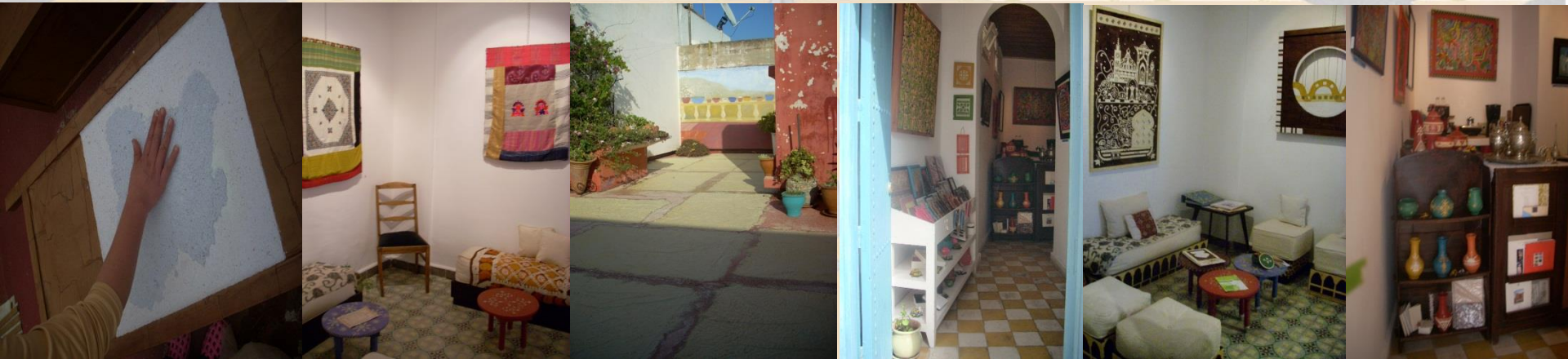
In collaboration
with the art studio
of
Asmaa Benachir



Presentation

Our mission

Using art and ecological design training
to empower artisan women
to believe in themselves.





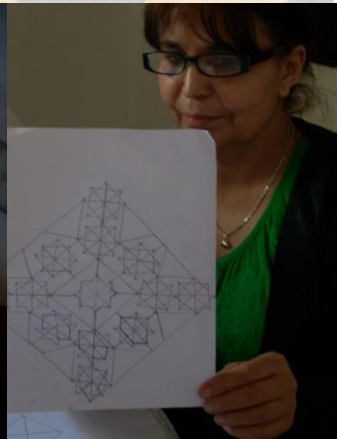
Our vision

Make art
a vector of sustainable development
through
respect for the environment
and
human values.



Our goals for our beneficiaries

- Improving women's lives using art as a vehicle for social change,
- Skill building through exchange and dialogue,
- Raising awareness on the socio-economic importance of environmental protection and conservation
- Protecting cultural heritage;



Our goals for our business

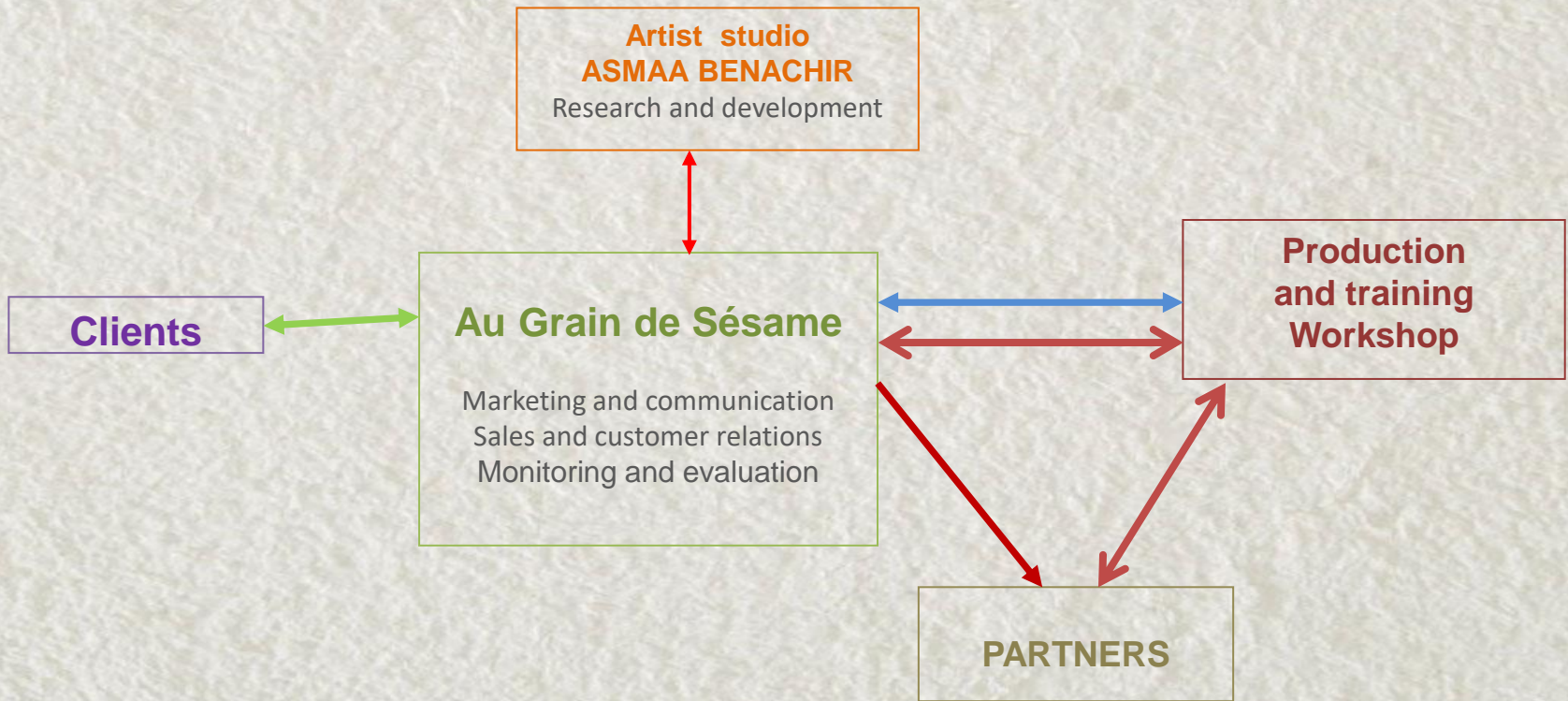
Encourage eco-friendly consumption

- Support women's empowerment.
- Enjoy functional, innovative and ecofriendly products.
- Do good for the community and the world.



Our approach

a- Actors :



Current Focus

- Promote, and develop the Au Grain Sesame workshop production.
 - Search for attractive and reliable national and international partners: ONG, Museums, Foundations, Schools, Universities, Fair Trade shops, ...
- Launch the Au Grain de Sésame e-commerce web site.

Future Goals

To develop our training program using internet technology

Our partners

- **Seed** team, a United Nations initiative for the environment.
- **Worcester Polytechnique Institute, WPI Worcester USA:** technical support in product development,
- **MAROC FUSION:** Accounting & Finance
- **Taqafat** NGO: cultural exchange program,



Visibility

Currency Au Grain de Sésame is member of the platforms:

- SEED Uno,
- United Women,
- State Alumni,
- Institut de la Méditerranée Corse (Member of Fondation Anna Lindh et Euromed France),
- Switchmed platform,



Au Grain de Sésame

Empowering women through art.



Au Grain de Sésame

augraindesesame.org




Essential Core Values

Women's happiness and wellbeing

Knowledge sharing

Environmental respect

Au Grain de Sésame SEED Winner 2013




SEED Initiative
supporting entrepreneurs for sustainable development

AFRICA
WINNER 2013

Founding Partners: UNEP, UN Women, IUCN

Au Grain de Sésame, a locally based enterprise, runs environmental arts and crafts workshops training women in vulnerable situations. The approach uses a new design concept based on an innovative technique for recycling paper.



Au Grain de Sésame, Morocco

BUSINESS MODEL

Au Grain de Sésame designs, produces and sells arts and crafts that use an innovative technique for recycling paper. The enterprise improves quality of life for both its customers and its producers – women in vulnerable situations who are trained to manufacture the ecological products.

Au Grain de Sésame is launching a new range of ecological products using natural, local materials. These products will be marketed locally online and through Fairtrade/ ecological trade channels.

ENTERPRISE FAST FACTS

Location	Rabat
Year founded	2007
Sector	Sustainable production and consumption
Product/Service	Organic arts and crafts

CONTACT

Ms. Asmaa Benachir
 @ augraindeSésame@yahoo.fr
 www.facebook.com/augraindeSésame

- Social impacts:**
- Involving at least 25 women from the medina of Rabat-Salé a year, providing them with specific trainings and new sources of income.
 - Preserving cultural heritage: Mixing local know-how with imported techniques makes it possible to preserve and develop age-old local heritage.
 - Encouraging consumers to change their behaviour in line with climate change.
- Environmental impacts:**
- Raising awareness about environmental conservation and encouraging eco-friendly consumerism.
 - Reducing waste by recycling paper collected from the local community.
- Economic impacts:**
- Developing fair trade products that guarantee fair remuneration for the women of the medina of Rabat-Salé.
 - Creating access to employment for women in vulnerable situations by building their confidence and skills and providing them with sustainable incomes.

” Training courses and innovative production techniques open the door to a better life.

Scaling up activities:

- Launch three workshops (home furniture, giftware, artistic wrapping) and gradually set up new production sites enabling the entire production process to be managed, from raw material to final product.
- Increase the number of women trained from 25 a year to a minimum of 100 a year.
- Explore new business opportunities, such as the Fairtrade label, to boost revenues.



Partnership

- Institut de la Méditerranée de Corse is an association enhancing the visibility of Au Grain de Sésame through networking. It also offers fundraising and training opportunities.
- IFG Strategy and Management is a company providing moral and managerial support, as well as advice and assistance about project implementation.
- ClairCom'Net is a public relations agency specialised in creating websites and marketing strategy consulting. It acts as consultant to the enterprise on issues of marketing strategy.



” Training, trade and culture.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit: www.seedinit.org

The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destines.



Partners

CONSERVATION INTERNATIONAL, Department for Environment, Food & Rural Affairs, With the support of the Ministry of Agriculture, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Corporate Partner: Hisense

Hosting Partner: adelphi

Founding Partners: UNEP, UN Women, IUCN

Supporter: Hogan Lovells



First laureate of the 2014-2015 Museum Conect

Certificate of Participation

We hereby commend

Asmaa Benachir

for participation in the

Museums Connect Colloquium

Hosted by the U.S. Department of State's Bureau of Educational and Cultural Affairs
and the American Alliance of Museums

September 29-October 1, 2014

Washington, DC

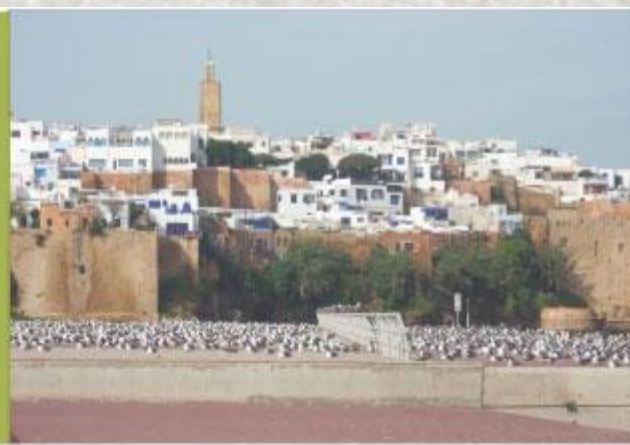


American
Alliance of
Museums



Au Grain de Sésame

Rabat Cultural Exchange



We invite international students and professionals to join us in **Rabat**, the capital city of Morocco, an UNESCO World Heritage Site, **to discover** the city's rich and diverse **culture**, and **to work alongside** local **artisanal women** trained in Au Grain de Sésame workshops, while **experiencing first hand** what it's like to work in a **local social enterprise** dedicated to **sustainable development, women's empowerment, and environmental conservation**.

Through this experience, participants will also gain a deeper understanding of Moroccan handicraft traditions, the daily life of women artisans in Rabat, and the role of visual arts in Morocco.



All of our programs can be adapted to fit your specific needs and academic or personal goals. We offer Arabic language courses (MSA and Colloquial Moroccan) through our local partner institutions.

Our Programs:

- ONE-DAY PROGRAM
- FIVE-DAY PROGRAM
- SEVEN-DAY PROGRAM



Au Grain de Sésame

CULTURAL OBJECTIVES



To **savor** traditional Moroccan food and **create** personal connections in a family homestay and/or by working with the Rabat women artisans of the Au Grain de Sésame workshops.



To **meet** with local women artisans to **learn about their lives** in Morocco through their personal stories.



To **be immersed** in the rich variety and traditions of **Moroccan handicrafts** at the Au Grain de Sésame workshops and **visit** the workshops of local artisans.

To **experience** the unique, vibrant street life of the historic medina of Rabat and surrounding neighborhoods.



To **make new friends** & **create positive change.**



PROFESSIONAL OBJECTIVES



Our programs are designed for international university students and professionals from different backgrounds.



To **experience** what it's like to work on a personal or group project in one of the Au Grain de Sésame workshops.



To **work alongside** the Moroccan women artisans in the workshops, **learn** their innovative techniques, and **exchange** best practices



To **share insights** from broadened intercultural perspectives with travel peers and new local friends.



