**Annex A4a**

Morocco Key Findings

***Key findings of the Morocco GTF Evaluation***

*The Team*-Morocco was a successful drama in that it managed to address key issues in the society, and provide an outlet for citizens to engage with such issues, and explore meaningful ways to face them. This is a novel experience in Moroccan TV drama.

***The major successes of the drama relate to:***

- Introducing real life issues that touch all Moroccans

- Framing the issues within the football theme made the issue relevant to most segments of the society

- Combining the effort of airing the drama with an outreach campaign which opened the space for dialogue and interaction

- Inspiring youth to take initiative and action to address issues raised in the drama

Data also shows that *The Team*-Morocco did not have the best conditions when it was aired.

- Strong competition from a popular program (The White Thread).

- Most people were under the impression that it was aired only on land TV and not on Satellite, and therefore had no access to the show.

- Advertizing campaign by the TV station was limited in order to be consistent with their practices.

All these factors, in addition perhaps to being on air near the final examination time, reduced the reach of the drama to a wider audience. This perhaps also explains the low traffic on the website and on the Facebook page. Additional technical issues seemed to hamper the flow and continuity of watching the show, such as the commercial breaks between the two episodes.

In terms of change, both qualitative and quantitative date show that the *Team*:

- Presented important issues which not only interested the audience, but also inspired some to take steps to address some of these issues.

- Provided role models and challenged practices and traditions which hamper the development of youth across class and gender divides.

Three main groups of respondents seemed to present the most consistent positive changes as a result of the drama or its associated outreach activities: Younger youth age 13-19; those who watched the drama more regularly, and those from Marrakech. They all seemed to have been influenced by the show more strongly, and seemed to come out motivated to tackle traditions which get in their way, and to enhance their collaborative approaches and their abilities to resolve conflicts related to themes addressed in the drama.