



University for Peace
Universidad para la Paz



The Team- Morocco

Baseline and Final Evaluation Report

Prepared by

Amr Abdalla and Yasmine Arafa

University for Peace

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Contents

Executive Summary	i
Short Introduction to The Team-Morocco	1
1. The Research and Evaluation Methodology	2
a. Logframe Objectives and Indicators.....	2
c. Methods of Data Collection	3
2. Views on the Drama, Outreach Activities and their Reach	6
a. Patterns and Effects of Viewing The Team	6
c. Potential Case Studies of Action and Behavior Changes along the Logframe Objectives	11
3. Qualitative and Quantitative Results for Drama Themes and Logframe Objectives.....	13
Theme 1: Social and Economic Problems.....	13
Theme 2: Initiative and Social Responsibility	19
Theme 3: Family Issues	22
Theme 4: Gender and the Importance of Women’s Role in Society	27
Theme 5: Marginalized Groups.....	32
Theme 6: Institutional Problems	37
Theme 7: Ways of Dealing in a Peaceful Manner	42
4. Summary and Recommendations.....	47

Executive Summary

According to Search for Common Ground (SFCG)'s description in its Inception Report, *The Team* in Morocco “seeks to transform the relationship between individuals from two sides of the economic divide. The series dramatizes the wide and growing gap between the ‘haves’ and the ‘have-nots’ characterized in the relationship between the wealthy footballer, Mehdi and the poor footballer, Samir. Without the football pitch, these two would never come in contact. Therefore the series is primarily about social cohesion, It is a metaphor about Moroccan society today and asks a central question about how disparate groups can better understand one another. The Moroccan governance system is that of a constitutional monarchy, therefore our expectations of how we influence the relationship between the people and their representatives is quite different in this context¹. With discussion groups, talk shows and follow up participatory dialogue, *The Team* can help change the relationship between these two groups between one that is adversarial to one that is cooperative.” Within this context, The University for Peace (UPEACE) was contracted to conduct research and evaluation of the impact and effectiveness of *The Team* in addressing the themes it presented.

Methods of Data Collection

The baseline research and the evaluation aimed at gathering information on how citizens and responsible individuals in government and civil society view the conditions related to each theme that the drama was to address, and the effectiveness of the drama in achieving its objectives. Based on discussions with SFCG staff, it was determined that the research would be conducted in three regions representing the North, Center and South of Morocco: Tetouan, Casablanca and Marrakech. Within each of the three areas, the UPEACE team used three approaches during the baseline research, and additional two approaches during the evaluation stage:

1. Key Informant Interviews
2. Focus Groups
3. Surveys
4. Interviews with Outreach Facilitators
5. Case Studies

Key Findings

The information gathered from evaluation focus groups and interviews with SFCG staff and outreach facilitators showed that in terms of the drama’s approach to the theme categories:

- The drama managed to tackle people’s problems in a realistic way and succeeded in portraying youth’s struggles. The issues addressed in the drama were crucial and significant to the Moroccan society. Focus group responses were consistent in praising the drama for portraying important issues in the Moroccan society.
- The drama succeeded in presenting role models, and behavioral patterns which were positive and constructive.
- Most focus group participants stated that the handling of the issues was realistic and timely.
- A few were concerned that at times the language and set up for certain issues departed somewhat from the Moroccan reality.

¹ Unlike other constitutional monarchies, in Morocco, the King holds executive power including the ability to dissolve parliament. He can also issue decrees which have the force of law.

- Most of focus group participants weren't satisfied by the tendency of the drama to leave issues open-ended; they were looking for direct and realistic solutions.
- The Following are examples from what the participants mentioned regarding the effects of the drama on them:
 - i) The drama helped them to be more aware regarding certain issues.
 - ii) The drama revived some values that were about to disappear.
 - iii) The drama succeeded in reminding the participants of the suffering of marginalized groups and gave them the chance to observe their conditions closer.

In terms of the timing of airing the show and its length, most focus group participants suggested that the following may have contributed to a reduction in the number of viewers:

- The timing of airing the drama coincided with another popular TV program: "The White Thread". This may have contributed to reducing the number of potential viewers.
- Most people thought that the drama was aired only on land TV, and not satellite (which was not true). That impression led many people to think that they could not view the drama as they only had access to satellite TV.
- Each week two episodes were aired back to back, with commercials between the two episodes. As this was not a common practice, most people thought that the airing of commercials at the end of the first episode indicated the end of the drama for the week.
- SNRT television channel *Al Oula*, has certain guidelines for the amount of publicity for each of its shows. According to SFCG staff, that publicity was not sufficient.
- The use of a mega-star personality such as Aziz Bouderbala was expected to bring much attention to the drama and to keep the audience interested. This was perhaps accomplished, and at the same time including him may have skewed the attention of the audience towards him and away from the specific issues the drama was set to address. Further, according to some research respondents, they preferred to see Aziz in the soccer field, and not as a TV actor.

The information gathered from outreach facilitators indicated that because of outreach activities, combined with watching the drama on TV, some participants and civil society organizations have started initiatives to address issues raised in the drama, or have changed or adjusted their actions or modes of operation in order to benefit from what the drama has inspired. However, follow up research suggests that much of these efforts have not been sustainable beyond the period of airing of the show and the outreach activities.

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.

The limitations set on selecting the survey sample makes it difficult to determine with confidence if changes seen with the survey results are related to the drama (except when direct questions were asked). However, if the drama has influenced the patterns seen with the survey results, this may suggest that youth, those who watched the drama regularly, and those from Marrakech have been influenced by the ideas and approaches in the drama. Such influence brought them to the realization of how serious some of those issues are. At such time, it is important to continue to follow up either with a new season, a re-run and/or a continuation of outreach activities in order to support their reflections and directions.

Recommendations

The following are recommendations based on this evaluation:

1. It will be worthwhile to continue with the evaluation effort using case study approaches in order to examine the long-term impact of the drama on specific actions that seem to be underway in several locations, even if follow up research evidence suggests that many of them were not sustainable.
2. If a second season or a re-run are planned, SFCG should carefully determine the time allotted for airing the show, especially in relation to other programs aired at the same time (although SFCG has no control over SNRT programming decisions). SFCG should also reduce the number of themes tackled by the drama so as to be more focused in its messages.
3. Continue, if possible, with outreach activities as they seem to play a rather effective role in motivating youth and in bringing the drama messages clear to them. They also are becoming an intact component of the work of several civil society organizations which have been engaged in *The Team* outreach activities.
4. Consider, if possible, engaging the production company, and/or other civil society organizations, in the outreach effort. Consider an exploration of the role of Media Focus on Africa in Kenya in all aspects of the drama production, outreach and beyond.
5. Consider an exploration of the efforts made in Kenya with the website and Facebook in order to share experiences and lessons learned.
6. Examine carefully “the Aziz Bouerbala Effect”. It seems that it has brought much attention, as planned, to the drama, but also seemed to detract from the focus on the issues.

Short Introduction to *The Team-Morocco*²

According to Search for Common Ground (SFCG)'s description in its Inception Report, *The Team* in Morocco “seeks to transform the relationship between individuals from two sides of the economic divide. The series dramatizes the wide and growing gap between the ‘haves’ and the ‘have-nots’ characterized in the relationship between the wealthy footballer, Mehdi and the poor footballer, Samir. Without the football pitch, these two would never come in contact. The series, therefore, is a metaphor about Moroccan society today and asks a central question about how these groups can learn to overcome their differences so that the country can best use the talents of everyone. With discussion groups, talk shows and follow up participatory dialogue, *The Team* can help change the relationship between these two groups between one that is adversarial to one that is cooperative.” The general objective of The Team and its related outreach activities were to enhance cooperation between citizens, government and civil society on governance issues related to the themes depicted in the drama within the limits of working in a constitutional monarchy.

Within this context, The University for Peace (UPEACE) was contracted to conduct research and evaluation of the impact and effectiveness of *The Team* in addressing the themes it presented. The baseline research was conducted between August 2009 and February 2010, and the evaluation effort was conducted in June 2010, and continues until now with case studies research. This report includes the findings of the baseline research and evaluation based on information gathered from focus groups, interviews, and surveys with segments of the society, government and civil society officials. An addendum to the report will be produced at a later stage to include findings from specific case studies about individual and societal changes which may be related to *The Team*.

The report is divided into the following sections:

1. Research and Evaluation Methodology
2. Assessment of the Drama, Outreach Activities and their Reach
3. Qualitative and Quantitative Findings for Themes
4. Summary and Recommendations

² All opinions gathered from individuals during interviews or focus groups and included in this report belong to those who expressed them and they by no means reflect the points of view of SFCG or the University for Peace.

1. The Research and Evaluation Methodology

This research and evaluation is conducted as part of a multi-country effort to assess the effectiveness of *The Team* in achieving its objectives as laid out in the Logframes produced according to the project supported by the Department for International Development (DFID). The objectives and indicators were taken into account and reviewed in this evaluation. UPEACE is conducting research and evaluation about *The Team* in DRC, Ivory Coast, Kenya and Morocco. In order to be able at a later stage to conduct a global evaluation of *The Team*, the methodology has been developed to be consistent in all four countries, to the extent possible.

As the circumstances vary from one country to the other, there are some unique elements in the methodology of each country. For example, in Morocco, for security reasons, it was not possible to conduct a random country-wide survey. Therefore, surveys were conducted with participants of focus groups.

The development of a research and evaluation design included three major tasks: a) Design of Logframe objectives and indicators; b) Identification of themes addressed in *The Team*; and, c) Development of data collection methods in order to assess the effectiveness of the drama in relation to the themes and the Logframe objectives (please see the Logframe in Appendix 1).

a. Logframe Objectives and Indicators

The DFID Logframe for Morocco follows the general principles and guidelines of the overall Logframe of The Team. Consistent with such principles and guidelines, this Logframe emphasizes as its main goal:

“The engagement and actions of citizens with one another and with officials on issues concerning governance, contribute to making both citizens and governments more capable, accountable and responsive to one another in order that democratic processes progress”

Flowing from this overall goal are several objectives, with their related indicators, which focus on governance (in its wide sense) changes that would result from watching *The Team* and participating in its outreach activities. These changes relate to citizens, government and civil society's abilities to collaborate and enhance their actions and performance regarding issues of socio-economic class divides, human rights, gender, disadvantages groups (such as prisoners, immigrants from Sub-Saharan Africa), and peaceful methods of problem solving.

The Logframe indicators provide specific measurable elements to assess the effectiveness of The Team in achieving its objectives. The indicators include a combination of qualitative (such as case studies) and quantitative methods (such as surveys) which laid the foundation for the development of the evaluation's tools.

Within this broad goal, the Logframe had the objectives of contributing to youth's ability to resolve conflicts and problems constructively, and to benefit from the drama's messages to change attitudes, especially about the “other”, positively.

At the end of each of the thematic detailed below, a sub-section will be dedicated to discuss how the results feed into the two Logframes' objectives.

b. Identification of Themes

The Logframes had two major areas of focus: improved citizen involvement with governance (in its broad sense), and improved knowledge, attitude and behavior related to the themes addressed in the drama. In

order to identify the themes included in the drama, UPEACE appointed six Moroccan research assistants to carry out research and evaluation activities for the baseline stage and for the formative and summative research and evaluation. The research team headed by Dr. Amr Abdalla, and assisted by Ms. Yasmine Arafa (who worked on a similar project in Egypt- The Station), reviewed the twenty six episodes and identified seven unique, albeit broad, general theme categories, and over 40 specific sub-themes. The themes were identified based on the frequency of presenting each of them in different episodes. The theme categories identified were:

1. Social and Economic Problems
2. Initiative and Social Responsibility
3. Family Issues
4. Gender and the Importance of Women's Role in Society
5. Marginalized Groups
6. Institutional Problems
7. Ways of Dealing with Conflict in a Peaceful Manner

Appendix 2 includes a complete listing of the sub-themes. The sub-themes are more specific and relate to certain aspects of the general category. For example, addressing issues related to immigrants from Sub-Sahara Africa is a sub-theme under the category of Marginalized Groups; domestic violence is a sub-theme under Gender and the Importance of Women's Role in Society.

Identifying the themes was a necessary first step in this process as it allowed for designing relevant research questions, and identifying appropriate key informant interviewees from specific governmental and civil society sectors. The identification of the themes also allowed for developing more specific survey and focus group questions.

c. Methods of Data Collection

The baseline research and the evaluation aimed at gathering information on how citizens and responsible individuals in government and civil society view the conditions related to each theme that the drama was to address, and the effectiveness of the drama in achieving its objectives. Based on discussions with SFCG staff, it was determined that the research would be conducted in three regions representing the North, Center and South of Morocco: Tetouan, Casablanca and Marrakech. Within each of the three areas, the UPEACE team used three approaches during the baseline research, and additional two approaches during the evaluation stage:

1. Key Informant Interviews. These were interviews conducted with government and civil society organizations working on issues related to the theme categories. Thirty interviews were conducted with officials in the three regions at the baseline stage, and six were conducted at the evaluation stage with civil society members who worked on outreach activities. Appendix C includes a list of the interviewees, and the themes that were included in the interviews.

2. Focus Groups: These were conducted with youth representing the age target group of the drama (13-26), and various socio-economic and educational backgrounds. Eighteen focus groups were conducted at the baseline stage (302 Participants), and twelve were conducted at the evaluation stage (178 Participants). Appendix D includes a list of focus groups conducted in each region, and the demographics of each group's participants.

Focus group questions focused on the seven themes identified in the drama. The questions were formulated to assess participants' views about the conditions associated with each theme, its prevalence and effects on individuals and communities. The questions also sought participants' views on how to address issues related to the themes. Because the large number of questions related to each theme, the researchers divided questions related to each theme over four focus groups question forms. In each region, the focus group facilitators were assigned specific question forms in a way that allowed for asking all theme-related questions within each region. The same process was repeated in the evaluation stage

after the show has been aired. The difference with the focus groups at the evaluation stage was that they included questions related to viewing the show, and its effects.

3. Surveys: These were conducted with focus group participants, and included mainly quantitative questions to establish baseline and evaluation data about their attitudes and behavior as they relate to the specific Logframe objectives. 299 surveys were completed during the baseline focus groups, and 334 were completed during the evaluation stage.

The survey was designed to provide data relevant to the achievement of the Logframe objectives as they relate to the key themes of the drama. In addition to including demographic questions, such as age, gender, education and region, the survey included questions about:

- Collaboration between citizens, civil society and government on themes addressed in the drama;
- Ability of citizens to address problems arising in relation to themes addressed in the drama;
- Social and economic class divides;
- Efforts of the civil society to address themes raised in the drama;
- Media efforts to address themes raised in the drama;
- Approaches to resolving conflicts; and,
- Pattern of viewing *The Team* (asked only at the evaluation stage)

Sample and Survey Respondents

A word of caution is necessary here regarding the selection of survey participants. Due to security and bureaucratic factors, conducting a scientific random public survey based on recognized sampling techniques was not possible. Therefore, in order to collect quantitative data to measure the achievement of the Logframe objectives, the survey was conducted with those who attended focus groups during the baseline and evaluation stages. The selection of participants for focus groups followed three criteria:

1. Age: Focus groups were designed to include youth who either belonged to the younger age group of 13-19 or 20-26
2. Education: Focus groups were designed to include youth who either belonged to lower or higher levels of education
3. Socio-economic Status: Focus groups were designed to include youth from lower and higher socio-economic groups

The selection of participants to join focus groups relied on the researchers networks of acquaintances, and the word of mouth. These approaches succeeded in bringing to focus groups individuals who met the three criteria mentioned above. However, the selection of individuals was not conducted in a random manner, as it would have realistically been too difficult to accomplish. Because the selection of focus group members, who were the ones who completed the survey, was not random, it is advisable to be cautious when attempting to generalize findings from this survey to a wider population.

However, at the Evaluation stage it was determined that the number of those who watched the drama was too small to conduct statistical analyses efficiently. Therefore, a second strategy of collecting more data from a larger number of citizens was implemented in October 2010. This resulted in increasing the number of those who watched the drama sufficiently. Also, the second strategy extended into other cities such as Fes, Meknes, Sale and Rabat. The following chart shows the distribution of survey respondents:

	Casablanca	Marrakech	Tetouan	Other Cities	Total
Baseline Survey	96	101	102		299
Evaluation Survey	88	89	73	84	334

In terms of gender, there was a fair representation of young men and women in the survey. But in terms of age, a large segment of survey participants at the evaluation stage belonged to the older age group of 20-26, as shown below:

	Male	Female	Total
Baseline Survey	58.4%	41.6%	100.0%
Evaluation Survey	50.3%	49.7%	100.0%

	13-19 Years Old	20-26 Years Old	Total
Baseline Survey	42.5%	57.5%	100.0%
Evaluation Survey	34.8%	65.2%	100.0%

In terms of level of education, most respondents in the baseline survey reported that they had either primary or middle education. In the post survey there was an increase in the number of those with college education, as shown below:

	No education	“Mssid” (religious education)	Primary Education	Middle Education	College Education	Total
Baseline Survey	2.7%	6.8%	53.0%	37.5%		100.0%
Post Survey	1.2%	0.6%	6.6%	46.1%	45.5%	100.0%

4. Interviews with Outreach Facilitators: Outreach activities in various communities accompanying and following the airing of the show included facilitated discussions with groups of youth about issues raised in the drama, and online outreach via a website. During the evaluation stage, interviews were conducted with the coordinator of outreach activities at SFCG and facilitators from the three regions. The interviews focused on their impressions about the outreach activities, and how participants reacted to them, and how they perceived the drama. These interviews were also used as one of the main sources for collecting information about potential case studies of change which relate to the specific Logframe objectives and indicators.

5. Case Studies: Based on information gathered during the focus groups and interviews after the drama was aired, the research and evaluation team identified several cases of potential behavioral change which were consistent with the Logframe objectives. In order to determine the degree to which the drama itself or its outreach activities played a role in affecting such changes, a case study approach is currently conducted. The results of the case studies will be included in an addendum to this report. This report includes in the next section a description of each of the 13 potential cases of behavior and action change which resonate with the Logframe objectives and indicators.

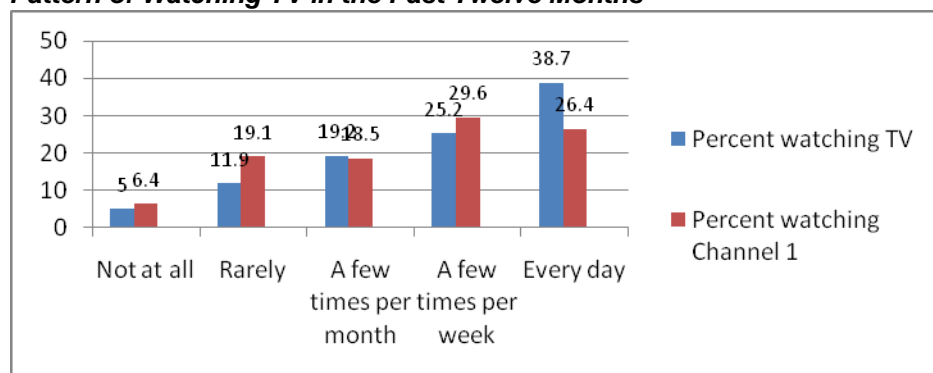
2. Views on the Drama, Outreach Activities and their Reach

This section includes survey data relating to patterns of viewing *The Team* and its effects on the audience, as gathered with the survey. A second sub-section includes an assessment of the effects of the drama and outreach activities as collected with focus groups and interviews of outreach facilitators. Finally, a third sub-section includes information on potential cases of action and behavior changes along the Logframe objectives, for which case studies are currently conducted.

a. Patterns and Effects of Viewing *The Team*

The post survey included questions about the patterns of viewing *The Team*, and the effects it may have had on viewers. When asked about their pattern of watching TV, the majority of respondents (more than 60%) indicated that they either watched TV a few times per week (25.2%) or everyday (38.7%). However, a fewer respondents indicated that they watched *Al Oula* Channel with the same frequency as 29.6% reported watching it a few times per week, and 26.4% reported watching it everyday.

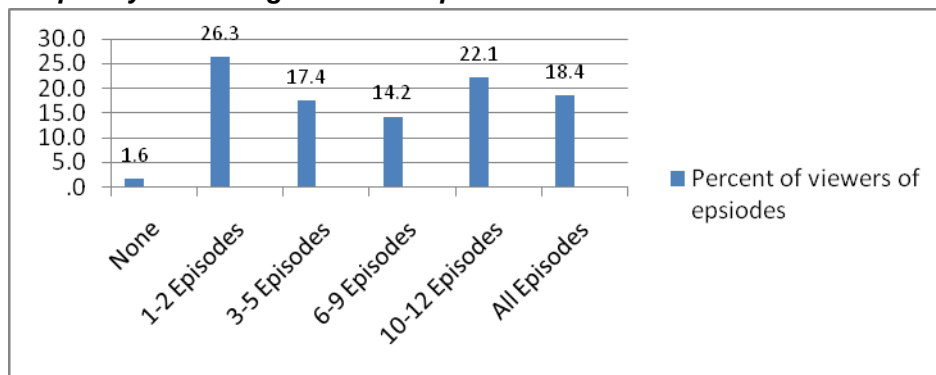
Pattern of Watching TV in the Past Twelve Months



In terms of statistical comparisons between groups of respondents, those who reported watching *The Team* with higher frequency were also more likely to report watching TV and watch *Al Oula* channel more regularly. Participants from Marrakesh and Tetouan were likely to watch *Al Oula* more frequently compared to respondents from Casablanca. No significant differences existed based on gender or age.

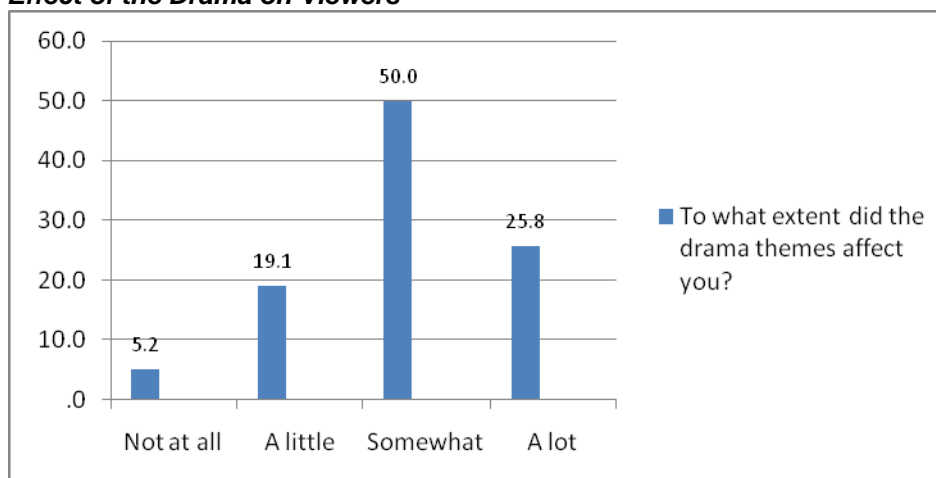
When asked about watching *The Team*, 60.7% reported watching it. There was also a wide range of frequency of viewing the episodes, with 26.3% reporting watching 1-2 episodes, and 18.4% reporting watching all episodes. Younger respondents age 13-19 were significantly more likely to report watching the drama (mean score of 5.10) compared to older respondents (mean score of 4.28). A parallel trend existed for school students compared to university students.

Frequency of Viewing The Team Episodes



When asked about the extent to which the drama themes affected them, 50.0% reported that they affected them “somewhat” and 25.8% reported that they affected them “a lot”. That effect was significantly higher among women, and among those who watched the drama more frequently. Younger respondents age 13-19 were significantly more likely to report that the drama affected them (mean score of 3.33.) compared to older respondents age 20-26 (mean score of 2.92). A parallel trend existed for school students compared to university students.

Effect of the Drama on Viewers



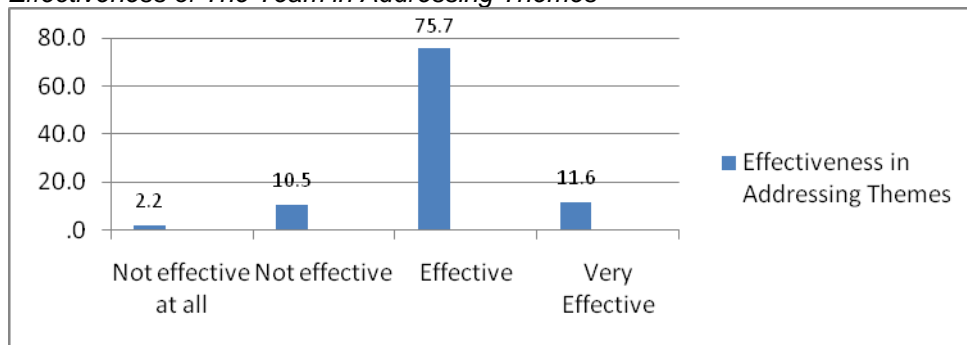
Respondents provided explanations of how the drama affected them. These can be summarized as follows:

- The show helped to give them a better insight on how to deal with these issues. They were satisfied with the way the show discussed these themes.
- The show managed to tackle people’s problems and daily struggles. Many of them also mentioned that this is the first time in a TV series to address these issues in this manner and intensity.
- The show managed to expose society’s problems in a realistic way. For most of them the show was an eye opener about many issues.

Finally, when asked how the drama handled its themes, a vast majority (75.7%) reported that it either handled them effectively or very effectively (11.6%). Younger respondents were significantly more likely

to report that the drama was effective (mean score of 3.17) compared to older respondents (mean score of 2.84). A parallel trend existed for school students compared to university students.

Effectiveness of The Team in Addressing Themes



Respondents provided explanations for their responses above. Overall, they stated that the show offered practical solutions and ways to deal with these issues through the positive examples and role models set in the show. At the same time, some criticized technical aspects of the show such as the script, the unrealistic solutions, and how the show at the beginning was exciting but then became boring. Following are some of their comments:

-“The example of Samir and the difficulties he faced while searching for a job has touched me deeply.”

-“The strong family ties within Samir’s family, made me want to be more cooperative and positive with my own family”.

-“Through this show I was able to see the daily struggles of certain individuals in my community especially the marginalized groups which changed the way I interact with them.”

-“This show helped me to believe that people from different backgrounds can come together to accomplish one common goal.”

-“This show was an eye opener for me; through it I became willing to become involved in community work. ”

-“The show affected me psychologically and socially as its message was loud and clear through the various characters from different backgrounds.”

-“This show has succeeded in motivating us and giving us an optimistic outlook for our future by showing us that it’s possible to defy the odds we meet in our lives.”

-“The idea of the show could have worked if these topics were handled intensely not in such superficial way.”

b. Information on Patterns of Viewing and Effects of Watching the Drama and Engaging in Outreach Activities: Qualitative Results

The information gathered from evaluation focus groups and interviews with SFCG staff and outreach facilitators showed that in terms of the drama's approach to the theme categories:

- The drama managed to tackle people's problems in a realistic way and succeeded in portraying youth's struggles. The issues addressed in the drama were crucial and significant to the Moroccan society. Focus group responses were consistent in praising the drama for portraying important issues in the Moroccan society.
- The drama succeeded in presenting role models, and behavioral patterns which were positive and constructive.
- Most focus group participants stated that the handling of the issues was realistic and timely.
- A few were concerned that at times the language and set up for certain issues departed somewhat from the Moroccan reality.
- Most of focus group participants weren't satisfied by the tendency of the drama to leave issues open-ended; they were looking for direct and realistic solutions.
- The Following are examples the participants mentioned regarding the effects of the drama on them:
 - The drama helped them to me more aware regarding certain issues.
 - The drama revived some values, such as taking initiative to help the community, which were fading away in the society.
 - The drama succeeded in reminding the participants of the sufferings of the marginalized groups and gave them the chance to observe their conditions closer.

In terms of the timing of airing the show and its length, most focus group participants suggested that the following may have contributed to a reduction in the number of viewers:

- The timing of airing the drama coincided with another popular TV program: The White Thread. This may have contributed to reducing the number of potential viewers.
- Most people thought that the drama was aired only on land TV, and not satellite (which was not true). That impression led many people to think that they could not view the drama as they only had access to satellite TV.
- Each week two episodes were aired back to back, with commercials between the two episodes. As this was not a common practice, most people thought that the airing of commercials at the end of the first episode indicated the end of the drama for the week.
- SNRT Channel Al Oula, the TV station, has certain guidelines for the amount of publicity for each of its shows. According to SFCG staff, that publicity was not sufficient.
- The use of a mega-star personality such as Aziz Bouderbala was expected to bring much attention to the drama and to keep audience interested. This was perhaps accomplished, and at

the same time including him may have skewed the attention of the audience towards him and away from the specific issues the drama was set to address.

In terms of outreach activities, the SFCG Monitoring report of June 30, 2010, stated that the Outreach component was launched some two weeks after the inaugural broadcast of *The Team*, and it includes two aspects: 1) the organization of Outreach Debates across Morocco; and 2) the launch of a website fully dedicated to the TV series and discussions around it.

According to the Monitoring report, the numbers and information concerning the outreach debates are generally positive and on target:

- Over 100 debates have taken place across the country, in the following cities: Rabat, Salé, Casablanca, Meknes, Marrakech, Aghbalou, Essaouira, Fes, Tetouan, Mohamedia, Tangiers, Medieq, Larache, Azilal, Temara, Sefrou, Moulay Driss Zerhoun, Boufekrane, Missouri and Zagoura. The average number of people attending individual events is 42.
- The most discussed topics include: Poverty (1), Social Inequality (2) and Social Responsibility (3), followed by Unemployment (4) and Other (5);
- Broadly speaking, most debate participants intervened during the discussions and did so constructively.

The interviews conducted with outreach facilitators seemed to indicate that indeed outreach participants, like focus group participants, were enthusiastic and engaged in the discussions. One anecdote referred to how members of an outreach session gathering in a café refrained from watching a World Cup football game on the café TV (even asked to lower the volume down) in favor of staying engaged in the discussions of the outreach event!³

The evaluators also conducted interviews with members of civil society organizations which participated in the outreach activities. The interviewees discussed how they engaged with the outreach activities, how they used such activities to guide their own work, and what impact such work had on their constituencies. Interviews were conducted with six members working with civil society organizations in Fes, Tetouan, Marrakesh, Sale, Casablanca and Meknas.

The interviewees stated that they engaged with *The Team* outreach activities as facilitators, and used its model of showing specific episodes followed by a discussion with youth in their jurisdictions. They all agreed that such approach was effective with participants as the topics related well to their reality, and that the process allowed for their sharing of ideas to address such issues. They stated also that as a result, many individuals were impacted positively. Here are some examples of how the outreach activities influenced some of the participants:

“Abdel Moneim, one of the workshop’s participants, attended literacy classes after watching episodes of the team through our association. He took with him many of his friends as well.”

“We organize sport matches twice a week to encourage the spirit of team work which was highlighted in the episodes of the Team.”

“Our association formed a group called “Initiative Work Team” which encourages social participation among the youth, and they already made many environmental and awareness initiatives.”

³ This finding resembles to a great extent a similar one observed with the process of focus groups with the TV drama *The Station* in 2007-8 in Egypt. As the evaluators were involved with the evaluation of both dramas, it is striking to realize what appears to be a need among citizens of two Arab countries (Egypt and Morocco) for facilitated open discussions of their social, cultural and political issues.

As for future efforts, most of the interviewees stated that they would continue to use *The Team* model of outreach (having episodes of the drama followed by a discussion about actions to address issues raised):

“We will continue using the Team’s episodes to encourage the social initiative spirit and will include it in our summer camps as well.”

“We will definitely continue using the Team’s episodes as it helped the youth in developing their communication skills in our workshops’ discussions.”

Finally, when asked about suggestions for the efforts of *The Team*, they all agreed on the need to continue with an organized effort to capitalize on the success of the outreach activities. They suggested continued coordination among organizations using *The Team* model, and the continued engagement of SFCG.

“I encourage the development of organized coordination between different associations to exchange experiences and success stories.”

“The cooperation and mutual workshops between Search for Common Ground and other associations should continue. I would recommend the translation of the Team episodes and other episodes of similar series, which were made in other countries, so all these series could be broadcasted in many countries.”

c. Potential Case Studies of Action and Behavior Changes along the Logframe Objectives

The information gathered from outreach facilitators indicated that because of outreach activities, combined with watching the drama on TV, some participants and civil society organizations have started initiatives to address issues raised in the drama, or have changed or adjusted their actions or modes of operation in order to benefit from what the drama has inspired. The following is a list of such cases:

1. An association in Marrakech, Initiative de Development, uses the drama for their in-school educational programmes.
2. A group of university students, alumni association of the University of Science in Tetouan, who have a Facebook page with online radio are using the drama issues for online discussion on their radio.
3. In Aghla Oudrar, near Zagoura, as a result of the show some participants collected donations from their families to purchase melons and sold them. This was better than being idle. They continue to do this.
4. In Zagoura some participants from Amal Association are engaging in fighting illiteracy. They used to do it, but now they are more aware and provide more solutions. They promised to do classes with children, and one teacher decided to help children in a deprived area. These new efforts were related to the show and sessions.
5. In Marrakech, Al Hamraa Association conducted awareness campaigns around issues of disability and prisoners with the purpose of increasing the awareness that such groups are marginalized, and that in order to help them there is a need to mobilize all active actors. They collected funds from people and will use it for these purposes. Another activity is to work with drug users to establish a football team. The association existed before the show, but intensified its efforts after the show.

6. In Marrakech, UPEACE researchers mentioned that at least one participant in focus groups stated that, on the government (or semi-government) side, The Mohammed V Foundation for Solidarity did increase its effort towards disability rehabilitation centers, and related this to *The Team*.

7. In Tetouan, according to the UPEACE researchers, one person working with disabled people organization felt that there were positive changes. The organization is called The White Dove for Protecting the Youth Disabled. Examples of change was to increase the number of those served, and different ways of managing the association.

8. In Tangier, as a result of outreach activities, a group of youth decided to continue as a group to discuss related matters and to see what actions to take. According to a Tangier Facilitator, this example of forming a group to discuss and take action is common among many groups who attended outreach activities.

9. In Moklata neighborhood, Tetouan, a member of the Moklata Association is working on establishing an illiteracy elimination programme in cooperation with the department of education. The project is moving forward.

10. In Fès, students in one school formed a Facebook group to address child labor in order to make the government and society aware of the issue. They are from Ein Haroon secondary school.

11. A facilitator from Fès stated that via work with a human rights CSO, he and his colleagues helped students to realize the significance of human rights-related issues and to plan to form groups to address these issues such as violence against children. Another initiative was to establish forums for human rights in 4 schools. They selected outstanding students who are now receiving training so that they can start groups in their schools with the new academic year.

12. In Tasltan District, Marrakech, a group of youth formed a football team to play and to do work related to development. They were members of the Shams Development Association.

13. In Riad Mukha, Marrakech, youth attending outreach activities formed a group and named it Al Firqa (Arabic for *The Team*) to make use of youth time and efforts. It becomes a network to identify activities that may engage youth. They also would go to different areas to encourage the concept of initiative.

Finally, regarding the website, the monitoring results indicate that traffic has not been at the expected level. The evaluation team did not detect specific effects as a result of establishing the website⁴.

The case study evaluation effort that was made to assess the extent to which such efforts have been sustained beyond the airing of the drama and conducting outreach activities has shown that most of them require additional efforts, and sometimes funds, in order to institutionalize and to ensure their sustainability. The apparent inconsistent implementation of these efforts, in the view of the evaluators, stems from issues other than the content and substance of the drama itself. They relate more to the timing of airing it, its advertizing, and the need for more ongoing outreach effort, as explained above.

⁴ It is the recommendation of the evaluation team to consider engaging with individuals responsible for *The Team* website and Facebook page in Kenya as they seem to receive a lot of attention and traffic. Significant evaluation data was gathered from the information provided to the Kenyan website and Facebook pages.

3. Qualitative and Quantitative Results for Drama Themes and Logframe Objectives

This section includes information collected on each theme category from three sources:

1. Baseline key informant interviews;
2. Baseline and evaluation focus groups;
3. Baseline and evaluation survey

Within each theme category, the information is organized as following:

- a. Focus groups and interviews information from the baseline research. The information in this sub-section were collected before airing the show. The intention was to collect the views of key informants and the public about the prevalence and dynamics of each theme category as they exist in the Moroccan society. The interviews and focus groups also aimed at assessing the extent to which government, civil society and citizens take actions to address such issues.
- b. Focus groups Information from the evaluation research. The information in this sub-section were collected after airing the show. The intention was to assess the extent to which the public perceived any changes regarding how the government, civil society and citizens address issues related to the theme category, as a result of watching the drama or engaging in outreach activities.
- c. Survey information from baseline and evaluation research. This sub-section includes quantitative results of the surveys conducted with focus group participants at the baseline stage before airing the show, and at the evaluation stage after airing the show. The sub-section includes comparisons of the results of baseline data for the entire sample, and evaluation stage data for those who reported watching at least 6 episodes of the drama. In addition, statistically significant results based on city, age, level of education (university and high school), gender and dosage of viewing the drama are reported. The information in this sub-section represents knowledge and attitudes about issues related to each theme category, and reported changes as a result of viewing the drama or engaging in its outreach activities.
- d. Summary of results and implications to Logframes' objectives. This final sub-section will include a summary of the main results from all data sources for the specific theme, and a discussion of how the results contribute to achieving the Logframes' objectives.

Theme 1: Social and Economic Problems

- a. Focus groups and interviews information from the baseline research

When asked about issues related to social and economic problems, participants across the board commonly touched on the issues of *differences in social classes, poverty and lack of morals and unemployment*. With respect to *differences in social classes*, almost all participants responded that a large gap between classes exists. Only one participant, from the National Agency for Promotion of Employment and Skills in Marrakech⁵, expressed that he did not feel that class inequality has a negative impact within the Moroccan society. He justified this by saying that poverty cannot be considered a defect and cannot be the reason for failure and lack of ambition. A person who belongs to the poor class has no less value than the rich person, capabilities and competencies should be the only factors of preference. One other participant from the House of Youth in Casablanca stated that these class differences are

⁵ the National Agency for Promotion of Employment and Skills (*Al Wekala Al Wataneya Li In'ash Al Tashgheel Wal Kafa'at*) is a public institution that helps job seekers to attain an appropriate job by teaching them the necessary techniques and qualifications through workshops, seminars, and partnerships with many universities. <http://www.anapec.org/>

necessary to maintain nature's balance, and therefore cannot be changed. The respondent further went on to say that gender inequalities are what needs to be changed.

Some participants commented that differences in social class are not specific to Morocco, but rather common to many societies, particularly in the third world. Similarly, one participant from the National Agency for Promotion of Employment Skills in Casablanca identified these discrepancies as being more pronounced in rural areas. Almost all responses that confirmed a large gap in social classes connected this gap to unequal access to education, proper housing, healthcare and opportunities. Participants from both Casablanca focus groups further attributed unequal access to these services to corruption and bribery on behalf of government officials and individuals from higher classes. Some responses expanded their answers to include the negative impacts of these inequalities. Discussed impacts included psychological damage and depression, high divorce rate, risk of homelessness and hazardous working conditions. Of these, the most commonly mentioned was psychological damage.

The final issue related to differences in social classes discussed by participants was actions taken up to this point, as well as suggestions as to what needs to be done. Some participant suggestions were general, such as the responses from one of the focus groups in Casablanca that equality must be achieved, or that of the participant from the Listening Centre for Legal Aid in Marrakech that a modern democratic society needs to be established based on equality, social justice, and respect for human rights. Frequently mentioned across all groups were the eradication of corruption and bribery and the implementation of a system of human rights in Morocco. Specific efforts taken on behalf of the Moroccan government mentioned were the elimination of substandard housing, the distribution of aid to the needy, provision of housing, micro-credit financing for both men and women, the Mohammed V Foundation for Solidarity, the students' housings, free clinics, the National Day of Fight against Poverty, the National Initiative for Human Development program which provides support to the lower class and the creation of projects. One participant from the Casablanca House of Youth gave reference to the new family code which was brought in by His Majesty King Mohammed VI that guaranteed many rights for women. Additional suggestions for government action were supporting the poor, providing all citizens with employment and housing, raising awareness, the establishment of health care centers, improving education and making it equally available to all, economic policy reform and applying a fair distribution of wealth. Participants from both focus groups in Marrakech and one from Tetouan expressed that they were dissatisfied with the efforts put forth by the government. Civil society organizations and society itself were also mentioned frequently as being important actors in addressing this issue and ranged from practicing of the zakat⁶ from one of the focus groups in Tetouan to improve awareness, fighting for one's rights and being kind to one another. The need for coordinated action at all levels was also emphasized by participants.

The second theme frequently identified under social and economic problems was the connection between *poverty and lack of morals*. Here two main streams of thought patterns were evident: those that felt that there is a direct link between poverty and lack of morals, and those that felt there was not necessarily a causal relationship between the two, or at least not in all situations. Responses from participants from one Casablanca focus group and all Casablanca interviews, both focus groups from Marrakech and the interview with the Tetouan Association for the Defense of Human Rights fell into the first category. The reasoning behind this response was that poverty can produce increased theft and sexual harassment, homelessness, drug use and family conflict. Poverty and lack of morals was also linked back to the gap between social classes, causing psychological damage that can lead to deviation and substance abuse. The decrease in moral values was associated with the increase of lies, deception, delinquency, use of power, substance abuse, self-interest and bribery. Participants from one Marrakech focus group also commented that just as poverty can lead to a lack of moral values, so too that the deterioration of morality can lead to poverty. One other small distinction within this group of responses was the answers provided of the Casablanca National Agency for Promotion of Employment and Skills, the Casablanca Start-up Association for Childhood and Youth and Casablanca House of Youth, whereby they further identified this trend as being particularly common among youth.

⁶ Zakat is the Islamic religious obligation that every capable Muslim contributes annually from her/his capital/income a certain percentage to be used for social causes in the community.

On the other hand, participant responses from the second focus group from Casablanca, both focus groups from Tetouan, and the Tetouan Urban Community articulated that while poverty can lead to deviation, it does not have to be. Comments included that poverty can actually be an incentive to study and work hard in order to improve one's position in society, that deviation exists in all societies and is not concentrated only among poor populations, but also occurs in wealthy nations and societies. The Tetouan Urban Community further added that deterioration of morals can also come through means of media and information communication.

Opinions expressed surrounding current actions taken and actions needed to address the issue of poverty and lack of morals varied. While several participants provided no comment on the subject (particularly from Marrakech), responses from one Casablanca focus group, the Casablanca National Agency for Promotion of Employment and Skills and both focus groups from Tetouan articulated that they were unsatisfied with actions taken by the government. Some participants responded that there are no visible actions to speak of, while others went on to say that government officials demonstrate ignorance of the importance of a participatory approach, clinging to traditional measures that promote the interests of government officials.

Only one focus group from Casablanca provided examples of actions taken on behalf of the government, which included fighting slums, providing decent housing for the poor, the creation of small projects of income, the creation of private institutions operating and building industrial units that provide employment for many and supporting small businesses. One participant also mentioned the provision of occasional aid as being the only action they had seen taken. The Casablanca House of Youth and the Casablanca Startup Association for Childhood and Youth expressed that the root of these problems lies within the family, and hence the government has no place in the solution, but rather the family. Finally, suggestions for government action from participants from Casablanca and Tetouan included the eradication of corruption and bribery, which was mentioned most frequently, the provision of rehabilitation centers and vocational training centers, employment opportunities, overcoming social class differences and social media programs to change the mindset of the rich.

The third theme often emerging under social and economic issues was *growing unemployment*. Topics discussed by participants across all cities and groups were the causes of unemployment in Morocco, impacts, current efforts and suggested actions. Among the causes mentioned were illiteracy, lack of job opportunities, laziness among youth, high rate of demographic growth, a disconnect between obtaining an education certificate and getting a job, temporary contracts, favoritism, monopoly of high positions by powerful people, the rise of corruption, family problems, poor living conditions and psychological reasons such as lack of patience when beginning a new job or depression. Similarly, many participants mentioned the various negative impacts of unemployment such as delinquency and theft, begging, substance abuse and dealing, increased poverty rate, lack of school attendance due to small incomes, increased family conflicts, psychological frustration and an unenthusiastic attitude towards education. Many participants also mentioned illegal immigration as being an important negative impact of unemployment.

In terms of efforts undertaken by the government to address the issue of unemployment, participants from one focus group from Casablanca, and both focus groups from Tetouan mentioned none. On the other hand, participants from the Casablanca National Agency for the Promotion of Employment and Skills and Al Intilaka Association for Childhood and Youth in Casablanca ⁷ identified the following actions that the government has taken: 1. The creation of centers and private agencies such as the National Agency for

⁷ Al Intilaka Association for Childhood and Youth in Casablanca (Gam'eyet Al Intilaka Lel Tofoola Wal Shabab) main role is to improve citizens' lives through voluntary activities. Facebook page: <http://www.facebook.com/pages/Casablanca-Morocco/Association-al-Intilaka-pour-lenfance-et-la-jeunesse-AIEJ/108391686814?v=wall>

the Promotion of Employment and Skills; 2. The creation of private projects such as Moukawalati (or My Project) that opens doors for young people who want to work and 3. Development projects started by His Majesty King Mohammed VI. Many participants from Tetouan, as well as one from Casablanca and one from Marrakech, provided suggestions as to what should be done. Among these suggestions were equalizing opportunity, improving education and literacy rates, establishment of democracy and respect for human rights, creating more job opportunities that will employ people and teaching good employment skills. The Tetouan National Agency for Promotion of Employment and Skills recommended more specific efforts, such as encouraging small and medium businesses, establishing new industrial areas, encouraging the establishment of small and medium businesses, reviewing the tax laws and modifying them to encourage investment, reforming the Moroccan judicial system to win the confidence of citizens and foreigners and improve wages to raise the purchasing power. Similarly, the Tetouan Urban Community also identified 2 specific levels that need to be covered: 1. eliminating the migration from rural areas to the cities by providing basic equipment and supporting the economic and agricultural activities in the rural areas and 2. creating the appropriate field for the private sector as well as encouraging self-employment for youth by supporting their ideas and projects.

b. Focus groups Information from the evaluation research

- In all focus groups that discussed this theme, the participants had the same opinions regarding the reasons of this phenomenon and how to deal with it. When discussing the government's efforts concerning this issue, Casablanca's Focus Group participants were very satisfied with the government's performance in dealing with this issue compared to participants in the other regions who weren't satisfied at all. The following are examples of statements made by focus group participants:

- i. Male from Casablanca: "The government is making significant efforts to address these differences by trying to improve the living standard of the lower class and spending on public education, vocational training and health services."

- ii. Female from Tetouan: "Sometimes the government's actions aggravates the current situation, we find that the upper class monopolizes the best education, health care and other facilities."

- iii. Female from Marrakech: "The government's efforts in dealing with this issue remain very small."

- According to some participants, the show managed to tackle people's problems in a realistic way and succeeded in offering practical ways to deal with them, while other participants weren't convinced of the solutions offered in the show. Most of the participants in Marrakech and Tetouan believed that the show succeeded in dealing with the discussed themes, while Casablanca's participants weren't satisfied of the show's content.

- i. Female Participant from Casablanca: "The show didn't address the discussed topics properly and dealt with them from a narrow angle".

- ii. Male Participant from Casablanca: "The show failed to benefit from the audience's love for football and didn't succeed to make them interact with the themes".

- iii. Male Participant from Tetouan: "I think the show has succeeded in dealing with the various issues raised and has discussed them in a professional manner."

- iv. Male from Marrakech: "I am so glad that this show raised important issues such as ex-prisoners, as this issue is avoided and neglected in the society."

- All participants stated that they are not aware of any effect or efforts concerning the discussed themes made by individuals, NGOs, or government officials after viewing the show.

- i. Male from Casablanca: "I am not aware of any direct effect of the show, but I am already engaged with my friends in voluntary work such as distributing free books for needy children."

- As for the effect of the show on the way the participants will deal with this issue in the future, some participants admired the positive examples set in the show and saw them as motivational, while others didn't feel any effect.
 - i. Female Participant from Casablanca: "Simo is considered an admirable motivational example for the unemployed youth, as although he was negative at the beginning, he succeeded in changing his attitude into a positive one and demonstrated the importance of strong will in overcoming difficulties."
 - ii. All participants in Tetouan didn't feel any effect for the show, except for one male who said: "After watching this show I realized that I must put a plan to make sure I will not be unemployed after my graduation."
 - iii. All participants in Marrakech didn't feel any effect for the show, except for one male who said: "I learned not to be prejudice while dealing with people from social classes different than mine."

c. Baseline and Evaluation Survey Information⁸

The survey design combined Logframes' indicators with drama themes by asking quantitatively about the extent that respondents conducted one of the actions measured by the Logframe indicators (for example, collaboration with government or civil society) in relation to relevant themes of the drama (for example, alleviating poverty). In this section on social and economic issues, the survey included three sets of questions: 1) collaboration with other citizens, government and civil society on themes such as alleviating social and economic class divides, poverty, unemployment, and working on social projects; 2) ability to resolve conflicts in relation to the same themes; and, 3) efforts of citizens and the respondent her/himself to address issues of class divide. Each of the three sets of questions represented one of the objectives and relevant indicators from the Logframe.

The responses in the chart below show that respondents, on average, answered at about the mid-point of the scale from 1-5, indicating that they collaborated to some extent on these themes. These scores remained similar at the evaluation stage without significant changes.

Demographic analyses showed an interesting finding which became a trend in this survey: respondents from the younger age group (13-19 years old) compared to older ones scored significantly higher at the evaluation stage about "collaborating to alleviate poverty." The younger group's mean score at the evaluation stage was 3.26 compared to 2.80 for the older group.

In terms of gender, male respondents' score regarding collaborating to alleviate poverty dropped significantly from 3.31 at the baseline stage to 2.91 at the evaluation stage. By contrast, women's response to the statement about collaborating on social project increased significantly from 2.29 at the baseline stage to 2.74 at the evaluation stage. However, women's score for ability to resolve conflict around alleviating conflict dropped significantly from 3.39 at the baseline stage to 2.98 at the evaluation stage.

⁸ All quantitative results at the evaluation stage are reported only for those who watched at least six episodes of the drama. This includes also all demographic comparisons. In doing so, the results represent the effect that the drama may have had on viewers compared to: 1) baseline data; and, 2) those who did not watch the drama or watched only a few episodes.

When comparing results for respondents based on the level of viewing the drama, those who reported watching most or all episodes scored significantly higher on the theme of collaborating to overcome social and economic class divides compared to those who reported that they did not watch the drama (mean scores of 3.21 vs. 2.68).

In terms of changes from baseline to evaluation stages by the cities where the survey was conducted, the score for the statement about collaborating to overcome unemployment and its effects dropped significantly in Casablanca from 3.12 to 2.38. Ability to resolve conflicts for the same statement also dropped in Casablanca from 2.92 to 2.41. In addition, also in Casablanca, the score for the ability to resolve conflicts related to overcoming social and economic class divides dropped from 3.43 to 2.88. However, in Marrakech the scores for respondents' ability to collaborate on contributing to social projects increased significantly from 2.57 to 3.29. The same positive change occurred in Marrakech for the statements related to resolve conflicts to alleviate poverty and to contribute to social projects (2.67 vs 3.27; and 2.88 vs 3.55, respectively).

On a scale of 1-5 with 1= not at all, and 5= very much, to what extent do you, as a citizen, collaborate with other citizens, government and civil society on the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
1. Overcoming social and economic class divides	2.94	3.06
2. Alleviate poverty	3.19	2.96
3. Unemployment and its effects	2.93	2.77
4. Contribution to social projects	2.45	2.73

When asked about their assessment of their ability to resolve conflicts related to the same themes mentioned above, respondents scored similarly on both baseline and evaluation surveys, with scores hovering around the mid point. One significant difference between baseline respondents, and those who watched the show at the evaluation stage related to their ability to resolve conflicts associated with alleviating poverty. The difference showed that such ability went down among those who watched the drama and responded to the evaluation survey (please see yellow-shaded scores in the chart below). At the same time, younger respondents age 13-19 increased significantly their score regarding ability to resolve conflicts around unemployment and its effects from 2.59 at the baseline stage to 3.15 at the evaluation stage.

On a scale of 1-5 with 1=very negative and 5=very positive, how do you assess your ability to resolve conflicts you may face in dealing with the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
1. Overcoming social and economic class divides	3.19	3.09
2. Alleviate poverty	3.36	3.01
3. Unemployment and its effects	2.79	2.93
4. Contribution to social projects	2.88	2.86

In addition to the two sets of questions explained above, two more questions addressed respondents' assessment of the efforts of citizens, and of respondents themselves, to address social and economic divides. Responses to the two questions showed that at the baseline survey citizens' efforts received an average score (on a scale of 1 =not at all, and 5-always) of 3.10, while

individual effort received a similar average score of 3.34. Both scores went down slightly in the evaluation to 2.92 and 3.10 respectively.

In terms of changes within the three cities where the baseline and evaluation research were conducted, the scores of the respondents from Casablanca dropped significantly for the statement about what respondents themselves do to address social and economic divides from 3.68 to 3.10. These results perhaps suggest that the drama succeeded in highlighting the magnitude of issues associated with the socio-economic divides, and in the process increased a realization that not enough is being done to address these issues.

The quantitative results for this theme supported the findings from focus groups and interviews regarding a sense that not enough is being done to address social and economic issues. Further, the ability of citizens to collaborate on these issues seemed limited. Only younger respondents seemed to have improved their scores on some of the items within this theme; this perhaps suggests, as will be seen further, that the drama has been most effective with the younger group.

d. Summary and Achievement of Logframes' Objectives

The results above showed that the vast majority of Moroccan are aware of the main social and economic issues in their society such as unemployment, poverty and class divides. They are also aware of their negative effects and their relation to wider issues of corruption and abuse of power. Some, especially in Casablanca, recognize the efforts made by the government and civil society, but most continue to believe that they are not enough.

Most respondents in focus groups and surveys praised the drama for portraying issues related to these topics in a realistic manner. Some also suggested that the drama influenced them positively by giving them role models for how to deal with such issues.

Quantitatively, the results show that while no major overall effect was detected at the evaluation stage, positive effects seemed to exist for younger respondents, while effects in Casablanca seemed not to go in the desired direction.

The following objectives from the DFID document relate to this theme:

Citizens have increased skills and knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.

Enhanced awareness and attitudes of viewers of The Team about the possibilities and responsibilities regarding social and economic class divisions and tensions

The results above show that there is no conclusive quantitative evidence that the show by itself succeeded in increasing the number of those who improved their collaborative skills, attitudes and behaviors to better work on issues of governance with others, and to address social and economic divides. However, such evidence exists to some extent for younger viewers age 13-20- a finding that seems to be consistent throughout the rest of this report. In addition, the qualitative data from focus groups indicate that most viewers were influenced by the show, and that it did help them change their attitudes and behaviors in ways consistent with the desired outcomes of the Logframes.

Theme 2: Initiative and Social Responsibility

a. Focus groups and interviews information from the baseline research

When the theme of initiative and social responsibility was discussed among focus groups in Casablanca, Tetouan and Marrakech, two sub-themes emerged as being common in the responses from each group.

Comments made can be categorized as having to do with obstacles to local initiatives and positive versus negative participation.

Participants from focus groups in Casablanca and Tetouan all made some kind of reference to ways in which individuals are positively contributing. The general sentiment expressed by many was that there is very little positive initiative, or opportunity for it. Positive contributions were identified as people from the community who want to help the community and the poor. Many participants commented that negative contributions were more abundant and defined them as being led by entrepreneurs who follow their own agendas and self interest. One of the Casablanca focus groups further commented that many individuals do not care about social projects. Additionally both Casablanca focus groups identified income-generating/micro-credit projects as being successful examples of local initiatives.

Many participant responses were centered on the range of obstacles that prohibit successful social projects. It should be noted here that participants from the focus group in Marrakech expressed that they were unable to participate in social projects due to the nature of their jobs, which leaves them little time for volunteer work. Among obstacles identified by the focus groups in Casablanca and Tetouan were the monopoly of officials over the decision-making process, complicated administrative procedures for participants to participate (thereby excluding the participation of community, which also leads to project failure), shortage of materials and insufficient individual qualifications.

Suggestions put forth by focus groups from Casablanca and Tetouan to overcome these obstacles were improving education and consciousness, citizen solidarity, self-confidence, self-configuration, material sufficiency, citizens being aware of and insisting on their rights and obligations and a participatory approach that includes the government, citizens and civil society organizations.

b. Focus groups Information from the evaluation research

- When discussing this theme, all the participants agreed on the importance of initiative and social responsibility as a vital component for society's progress. They also agreed across all focus groups on the same obstacles facing individuals in getting more engaged in such activities. The following are examples from the common obstacles they mentioned: decline in values and religious incentives, the large number of administrative procedures needed for their participation in social work, and the scarcity of institutions and organizations that sponsor those activities.

<p>“Although this is a very important matter, the administrative procedures needed for our participation is considered a big obstacle for me in getting more engaged.”</p> <p style="text-align: right;">Male, Casablanca</p> <p>“Unfortunately people became more selfish and are not ready to make extra efforts for their society’s progress.”</p> <p style="text-align: right;">Male, Tetouan</p> <p>“As an active member in civil society’s association the following are the main obstacles we face: financing some of the projects, reluctance of people to participate, and lack of moral support.”</p> <p style="text-align: right;">Female, Marrakech</p>

- According to some participants, the show managed to tackle people's problems in a realistic way and succeeded in offering practical ways to deal with them, while other participants weren't convinced of the solutions offered in the show. Most of the participants in Marrakech and Tetouan

believed that the show succeeded in dealing with the discussed themes, while Casablanca's participants weren't satisfied of the show's content.

"The first thing that came to my mind when I read the show's title is that it's mainly focusing on sports, which made me not able to recognize its main objective or the issues it's dealing with."

Male, Casablanca

"The show succeeded in portraying the Moroccan society's problems."

- All participants stated that they are not aware of any effect or efforts concerning the discussed themes made by individuals, NGOs, or government officials after viewing the show.

"It is still early to measure the effect of the show."

Male, Tetouan

- As for the effect of the show on the way the participants will deal with this issue in the future, they didn't feel any effect except for the participants of Casablanca's focus group who consider the characters of Soukaina and Mostapha are ideal models for initiative and social responsibility as the show highlighted through them the importance of such participation in the society's development.

"Soukaina and Mostapha are seen as perfect examples for initiative and social responsibility."

Female, Casablanca

"The show managed to highlight the importance of social responsibility in the society's development through them."

c. Baseline and Evaluation Survey Information

With this theme, the survey measured the Logframe objective that related to increased skills and knowledge of collaborative problem solving in connection to initiative and social responsibility. The scores for this set of questions were much higher than the ones observed with the previous theme of social and economic problems. Here the average scores came close to a higher point of "4" on the scale of 1-5. No significant differences existed with the scores of this theme from baseline to evaluation surveys. In terms of demographics analyses, one significant change, in a positive direction, related to respondents from the younger age group: their score for "achieving my goals despite of challenges and financial obstacles" increased from 3.66 to 4.29 in the evaluation survey.

Regarding comparisons of results for baseline and evaluation in the three cities, Marrakech respondents' score on resolving conflicts to achieve goals despite challenges and financial obstacles improved significantly from 3.56 to 4.13.

On a scale of 1-5 with 1=very negative and 5=very positive, how do you assess your ability to resolve conflicts you may face in dealing with the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
12. Achieving my goals despite challenges and financial obstacles	3.67	3.82
13. Balancing my personal and family ambitions and my social obligations	3.77	3.74
14. Teamwork	3.92	3.96
15. Express gratitude to the society via my contribution	3.80	3.76

d. Summary and Achievement of Logframes' Objectives

The overall results for this section show that most respondents found that the opportunity for positive initiative was limited. Several of them, especially in Marrakech and Tetouan, realized that the show offered positive approaches to how to take initiative in one's own community. The case studies we discussed earlier, despite their limited sustainability, demonstrated the potential of the show to inspire citizens to take such initiatives in their communities.

Quantitatively, the survey results showed stable results for the entire sample from baseline to evaluation stages on items related to initiative and social responsibility. At the same time, two consistent trends present themselves here: the younger population age 13-19, and those from Marrakech were more likely to demonstrate, with quantitative significance, positive changes towards more initiative and social responsibility.

The following DFID objectives apply with this theme:

Citizens have increased skills and knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.

Percentage of interviewed TV viewers who say that they have changed their attitude and behavior after seeing the TV drama and can give concrete examples of how they used the messages and models depicted in the drama.

Similar to the results of the last theme, there is no sufficient evidence quantitatively that the viewers changed their attitudes, knowledge or skills significantly in relation to issues of taking initiative and social responsibility. However, such evidence exists to some extent for the younger population and for those from Marrakech. In addition, the qualitative information strongly support that several participants in outreach activities, and in focus groups reported that because of the drama they became more aware of their responsibility to take initiatives in their own lives and in their communities. Several mentioned examples, as stated earlier, of actions they have taken in this regard.

Theme 3: Family Issues

a. Focus groups and interviews information from the baseline research

When discussing issues related to family, four common themes were observed across participants from Casablanca, Tetouan and Marrakech focus groups and representatives from civil society organizations. These four themes were family neglect, early marriage, violence against women and conflict between generations. All participants from civil society organizations mentioned family neglect in their comments about family issues; however, it was not mentioned in any of the focus groups. Comments provided on family neglect generally dealt with the level of action taken to address this issue. Answers were varied in relation to what extent participants felt that the government had taken action. The Professor of Family Education from Casablanca, the Social Assistant from Basma's Centre for Listening, Guidance, and Legal Counseling for Women Victims of Violence in Casablanca, the representative from the Association of the

Struggling Woman from Tetouan and the representative from the Tetouan Center of Education and Rehabilitation each expressed that there were either no significant actions taken, or very few. The Professor of Family Education specifically mentioned divorced women's' rights and how they are not taken care of. The Social Assistant from Casablanca mentioned the only initiative that he/she knew of, which was the 'Foundation of the Forum for Initiatives' who deals with youth suffering from family neglect as a result of divorce or busy parents.

The representative from the Tetouan Center of Education and Rehabilitation identified the fact that the trend of families neglecting their children is not isolated to poor families, but also wealthier families. However, contrary to this statement, in an interview with a representative from the Casablanca Foundation of the Forum for Initiatives⁹, the participant states that social and economic level play a major role in the emergence or the absence of family neglect. Participants from the Casablanca Focus Group also expressed this sentiment on a larger scale, stating that relationships in the Moroccan family are generally positive, particularly if the father is well off, but that when there are financial difficulties, family issues increase.

The representative from the Foundation of the Forum for Initiatives from Casablanca, the representative from the Democratic League for Women's Rights in Marrakech¹⁰, the judge at the Marrakech Family Justice Court¹¹ and the representative from the Law Firm in Marrakech¹² all expressed affirmation of government action with respect to family neglect. Initiatives mentioned by the representative from the Foundation of the Forum for Initiatives from Casablanca were an increased number of youth houses and the State's efforts to reduce the neglect of family through creating governmental institutions concerned with family issues. The representatives from the two Marrakech organizations and the court (mentioned above) all stressed the actions taken related to developments in family law. These included the law fighting family neglect and recent updates under the Family Code which gives more rights to the victims of family neglect and preventative and protective measures to protect women, men and the whole family from wreck or injustice. The representative from Marrakech Law firm added however that these improvements still face difficulties in implementation, such as loopholes or the limiting the definition of neglect to the omission of child alimony without considering other forms of neglect. Participant suggestions to improve on actions taken to address this issue include stressing the importance of the participatory and human rights approach.

With respect to the theme of early marriage, there was disagreement among participants as to the extent to which this problem still exists. The Professor of Family Education from Casablanca and the participants from Foundation of the Forum for Initiatives, the Democratic League for Women's Rights in Marrakech and the Law Firm in Marrakech expressed that this is still a widespread problem. In contrast, the Social Assistant from Casablanca, Judge at the Family Justice Court in Marrakech and representatives from the Association of the Struggling Woman in Tetouan, The Tetouan Centre of Education and Rehabilitation all expressed that this issue had improved as a result of the change in the Family Code that raised the legal age of marriage to 18 years of age for both men and women. The discrepancies in participant responses seem to indicate that there may be certain areas, particularly in Marrakech and Casablanca, where this problem continues to exist more so than in other areas. A few participants attributed this issue to the lack of awareness, lack of family responsibility, lack of mental maturity and not enough attention given to young girls. The Professor of Family Education from Casablanca also noted the impacts of this phenomenon, namely the deprivation of girls' rights to education, playing and having to take on responsibilities before her personality has fully developed.

⁹ The Casablanca Foundation of the Forum for Initiatives (*Mo'asasat Montada Al Mobadarat Al Gam'aweya*) in Casablanca.

¹⁰ The Democratic League for Women's Rights in Marrakech (*Al Osba Al Democrateya Le Hokouk Al Mar'aa*) is an institution that works on improving women's life conditions and obtaining their rights through sensitization campaigns, projects and public discussions. It also provides support for abused women whether emotional or legal.

¹¹ Judge Belmeer Fouad, judge at the Marrakech Family Justice Court

¹² Mrs. Gameela Goudar, Lawyer specialized in Family Issues in Marrakech.

Another common theme emerging from discussions around family issues was problems related to the use of violence against women. Almost universally participants expressed that there have been significant improvements at all levels of society to address this issue and raise awareness. Initiatives from civil society groups mentioned included associations fighting violence against women, centers and shelters to support battered women, actions on behalf of women's associations and human rights organizations and special spaces in police stations for receiving women. Two specific organizations mentioned were the Moroccan Association for Combating Violence against Women and the Women Labor Union. A few participants mentioned actions taken at the legal level, namely the offering of legal assistance against spouses committing violence, an initiative from His Majesty King Mohammed VI to give women a higher status, a draft law to prevent domestic violence in general with particular emphasis on violence against women. The Judge at the Family Justice Court in Marrakech noted the cooperation between society and judicial institutions, and that society's role has been increasing. The only participant to express a lack of adequate action taken to address violence against women was the representative from the Law Firm in Marrakech, who stated that there is a lack of number of authorized researchers and social workers and this disrupts the proceedings of cases tackling violence against women.

The theme of conflict between generations was also frequently mentioned by participants, who either described the gap, provided reasons for it, or discussed actions taken to address it. This gap was described as between students and teachers, between parents and their children and as being bigger and wider than it used to be. Participant responses regarding the causes of this gap included the current media, the internet, lack of communication, not knowing nor understanding children's desires, attachment to Western culture, rejection/lack of respect of the culture of ancient ancestors and older generations, globalization, parents having grown up in a time of underdevelopment and colonialism and the absence of educational programs to address this issue. Participants across all groups commented that there are not enough measures taken by officials, civil society organizations or society to address these issues. One important distinction to note is that of the response from the Judge at the Family Justice Court in Marrakech, who expressed that the gap is not nearly as big in rural areas as it is in urban cities, where youth are more rebellious to traditions and do not respect their elders. The participants in the Casablanca focus group suggested media programs discussing honor and respect within the family and family relations in school curriculums.

Overall, participants indicated that there is not enough done to address family issues and suggestions overarchingly involved raising awareness, education, respect, proper application of the law as well as media programs.

b. Focus groups Information from the evaluation research

- When asked about this theme, nearly all the participants agreed that family relationships are very fragile and vulnerable due to the disharmony between members of the same family while very few participants believe that family ties haven't changed. The participants agreed that lack of communication and the influence of western culture which promotes for individualism are the main reasons for the deterioration of family relationships.

"Family ties have changed due to the influence of the western culture which is different than ours as it promotes for individualism and our culture promotes for close family relationships."

Female, Casablanca

"Nowadays respect among family members have reduced, it still exists but not as before."

Female, Tetouan

"Parenting has become very difficult due to the daily stresses we go through, and that's why we see the change within families' values."

Male, Marrakech

- According to some participants, the show managed to expose society’s problems and offered practical solutions for them, while others think that the show didn’t offer practical solutions.

<p>“The show just reminded us of our daily problems without offering practical solutions.”</p> <p style="text-align: right;">Male, Casablanca</p>
<p>“The show addressed various issues in different angles and exposed some neglected problems, and that was very useful.”</p> <p style="text-align: right;">Female, Tetouan</p>
<p>“We were given practical solutions through the positive examples set in the show as we saw in the relationships between the Team members.”</p> <p style="text-align: right;">Female, Marrakech</p>

- All participants stated that they are not aware of any effect or efforts concerning the discussed themes made by individuals, NGOs, or government officials after viewing the show except for one participant from Marrakech who mentioned that by discussing the themes of the show with his friend he managed to help him in solving his son’s problem with drug addiction.

<p>“Women NGOs are already too many and they deal with all women and family issues.”</p> <p style="text-align: right;">Male, Casablanca</p>
<p>“I think we, as individuals, are not able to measure this effect, I think you should approach the NGOs and government officials.”</p> <p style="text-align: right;">Female, Tetouan</p>
<p>“After viewing the show I was able to help my friend with a problem he had with his son, as he was a drug addict, and I advised him how to approach to his son and discuss his issues with him.”</p>

- As for the effect of the show on the way the participants will deal with this issue in the future, they mentioned that the show addressed the family issues properly through two different models representing two different types of Moroccan families: Benchaqry's family (the upper class) and Belqacem's family (the lower class), and also managed to revived some family values that were about to extinct.

<p>"The show introduced two different models of families in Morocco and discussed their various problems and issues; the first Benchaqry's family who are rich with high social standards and education, the second model, represented by Belqacem's family are very modest, financially and socially."</p>	<p>Male, Casablanca</p>
<p>"Nowadays NGOs are more concerned with family issues but I can't refer that to the effect of the show."</p>	<p>Male, Marrakech</p>
<p>"The show revived some family values that were about to extinct by showing us the importance of family solidarity."</p>	<p>Male, Tetouan</p>

c. Baseline and Evaluation Survey Information

The survey results for this theme showed that respondents expressed relative confidence in their ability to address conflicts related to family solidarity and caring for parents. This is not surprising in the context of the Moroccan society where emphasis on family values is strong. For the other two related questions below, the scores were lower, yet above the mid point, suggesting that respondents overall felt that they are capable of addressing such issues. Their scores did not change significantly from the baseline to the evaluation survey.

In terms of demographic comparisons, respondents from Casablanca, and male respondents, scored significantly higher at the evaluation survey (3.78 and 3.77, respectively) compared to their baseline scores (2.98 and 3.18, respectively) for the last statement related to addressing traditions which influence youth. Males' response to that last statement about traditions at the evaluation stage (3.77) was significantly higher than that of women (3.16). Younger respondents (age 13-19) scored significantly higher on the two statements related to solidarity/caring for parents, and addressing traditions: for the first statement their score increased significantly from 4.24 to 4.61; for the third statement it increased significantly from 2.96 to 3.62.

On a scale of 1-5 with 1=very negative and 5=very positive, how do you assess your ability to resolve conflicts you may face in dealing with the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
16. Family solidarity/caring for parents	4.33	4.45
17. Dealing with the generation conflict	3.60	3.52
18. Addressing traditions which influence youth (such as ones that govern relations between sexes, and early marriage)	3.17	3.45

d. Summary and Achievement of Logframes' Objectives

The results for this theme showed positive quantitative increases for two of the three statements used to measure family issues. Although the changes were not statistically significant, they highlighted, consistent with focus group results, that the show succeeded in addressing family matters especially by introducing two contrasting models of families which were different socio-economically. The qualitative results also showed that some respondents stated that the show helped them deal with family matters of their own or of their friends. As with other theme results, those who belong to the younger group of respondents reported statistically significant changes in the positive direction.

In terms of Logframe the following DFID objectives and indicators relate to this theme:

% increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in The Team and addressed in the outreach activities

Percentage of interviewed TV viewers who can identify three ways of addressing conflicts/problems, submitted to them, in a constructive way

The quantitative results cautiously suggest that there was an improvement in respondents' scores for this theme, and firmly confirm such results for the younger audience. Qualitatively, the show succeeded in attracting the audience especially to the family theme, and evidence exists that some viewers changed their attitudes and behaviors not only for their own family matters, but also in collaboration with others. It must be noted here that most of those interviewed suggested that the government and civil society have been active in trying to address family issues such as child neglect, early marriage and violence against women.

Theme 4: Gender and the Importance of Women's Role in Society

a. Focus groups and interviews information from the baseline research

When discussing issues related to gender and the importance of women's role in society, answers among participants varied. However, most participants answered in terms of what improvements they had seen in the role of women in society and what actions have been taken at the government level, by civil society associations and by the media.

In terms of how participants perceive the current role of women in today's society, the Professor of Family Education in Casablanca, the Lawyer from the El Nakheel Association in Marrakech and the Social Assistant from Casablanca expressed recent improvements in the status of women, including more equality, being less marginalized, the attainment of more legal freedoms with regard to family law and elections and women being more liberal and more aware of their rights. On the other hand, participants from the Casablanca focus group, the Tetouan focus group and the focus group from Marrakech all articulated that the role of women in Moroccan society varies from one place to another. Among the factors mentioned for impacting the status of women included the level of education, urban versus rural areas, regional variances and the mentality of men. These participants reported more improvements for urban and educated women than for women living in rural settings.

Among the actions taken at the government or legal level to address women's role in society mentioned by participants were a change in the legal field that granted women the right to education, right to divorce and the right to employment, the integration of women into the political sphere, attention given by King Mohammed VI to women and their participation, the passing of the new Family Code and the establishment of the National Initiative for Human Development. In contrast, the representative from the Association of the Struggling Woman from Tetouan expressed that government officials have not contributed much to reducing the gender gap. Additionally, even while participants in the Casablanca focus group acknowledged the new rights and privileges granted to women, some also argued that women still suffer from inferiority which keeps them from getting their fair share, particularly in the work field.

Initiatives on behalf of women's associations and other civil society organizations reported by the participants included the provision of support and funding for women's projects (particularly for poor women), advocacy regarding violence against women and gender issues, the provision of legal and psychological guidance, playing the role of a mediator, putting pressure on administrative and governmental institutions to recognize and apply rights, engaging in national campaigns, the networking of the assertive movement to give strength and authority to decision-making levels and combating political and institutional violence as well as physical violence. A few participants emphasized the particular importance of the work of civil society associations and women's associations.

In terms of discussed actions taken by the media, the participant sentiments varied as to what extent the media addresses gender issues. The Professor of Family Education and the Social Assistant from Casablanca reported the allocation of a large number of programs discussing Moroccan women's role than presenting successful women from various fields such as medicine, science, politics and sports. On the other hand, the representatives from the Association of the Struggling Woman and the Al Sayeda Al Horra Association from Tetouan and the El Nakheel Association's Lawyer from Marrakech expressed the lack of adequate attention given in the media to women's issues and even that it rather perpetuates traditional roles and stereotypes.

Among a couple of groups two additional specific issues surrounding gender and the importance of women's role in society surfaced, those being violence against women and the relationships between young people and society's traditions. The Casablanca focus group discussed the various forms of violence against women as including physical violence, sexual harassment and economic violence such as limiting the money spent on family or the acquisition of women's salaries. When addressing this issue, the focus group from Tetouan discussed causes of this phenomenon including dire financial situations, drug abuse and external pressure at work. To combat this trend, participants from this group suggested focusing on the intervention of family members who can help facilitate reconciliation, raising awareness, providing guidance and formulating laws that prohibit domestic violence. In relation to the relationships between young people and society's traditions, the latter group discussed the double standards between men and women and the variance from one area to another and the first group expressed varying opinions that ranged from prejudice against these relationships to subjective views depending on the particular couple. In the Focus group from Casablanca, it was observed that the higher class tended to be more open and accepting while the lower class tended to be more conservative. The Focus Group in Marrakech attributed the spread of violence to the education in Moroccan culture, where traditional thinking prefers male over female and that suppression causes psychological damage that is integral to children's upbringing, generating conflict between sexes and thus spreading violence.

In addition to these more general trends, there were some distinctive sentiments expressed among some groups in relation to gender and women's role in society. For instance, some participants from the Tetouan Focus Group expressed that they saw women's associations as a threat as they had the potential to turn relations between men and women more conflictual due to the view of men as the enemy. They attributed higher divorce rates with this type of thinking. Similarly, there was disagreement among the participants from the Focus Group in Marrakech regarding what the role of women should be in society; some felt that women should play more traditional roles while others thought that they should work and share the burdens with the husband.

Suggestions to address these issues in the Moroccan society included a change in mentality a concentrated efforts between the government, civil society and the media through programs highlighting the role of women, awareness raising campaigns on all forms of discrimination against women, and women making their way to the top of political elections so as to obtain decision-making positions that they can then use to benefit women in society.

b. Focus groups Information from the evaluation research

- Overall, participants' opinions were very similar concerning this theme. They all mentioned that women are getting more involved in society's development, whether in rural or urban areas. The participants also stated that the issue of violence against women and the society's double standards when it comes to relationships between young people still prevail due to the patriarchal mentality. They also emphasized that in order to overcome gender issues, concerted efforts between citizens, the government and civil society must occur regularly to raise awareness, fight illiteracy and ignorance.

<p>"Today, women in the Moroccan society lead very important role in society's progress whether in rural areas or urban areas."</p> <p style="text-align: right;">Male, Casablanca</p> <p>"Unfortunately violence against women is a phenomenon widely spread worldwide despite societies' progress."</p> <p style="text-align: right;">Male, Tetouan</p> <p>"The patriarchal mentality still prevails, joint efforts between the government and NGOs should be taken to overcome gender issues."</p> <p style="text-align: right;">Female, Tetouan</p>

- According to some participants, the show managed to portray these issues but without offering practical solutions, they felt that the role of the show was merely a reminder of the struggles they go through, while others were satisfied of the way the show dealt with these issues and mentioned that choosing to address these issues through the football team was a good choice.

<p>"The way the show dealt with the discussed issues was merely a reminder of our daily problems without proposing appropriate solutions."</p> <p style="text-align: right;">Male, Casablanca</p> <p>"Choosing the football team as a main theme and addressing all the issues through it was a very clever choice, taking into consideration the popularity of football in Morocco."</p> <p style="text-align: right;">Male, Tetouan</p> <p>"The show succeeded in exposing many neglected issues."</p> <p style="text-align: right;">Female, Marrakech</p>
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- As for the effect of the show on the way the participants will deal with this issue in the future, some participants admired the examples of characters in the show, such as the example of Soukaina, as for them exposing such issues is an eye opener for those who are not aware of it. In addition to that, it had an impact on the consciousness of the audience, according to some, while others didn't feel any effect.

<p>“Soukaina is a positive model for active girls in the Moroccan society.”</p> <p style="text-align: right;">Female, Casablanca</p> <p>“I think the new family laws are dealing very well with gender issues, other than that I don't feel any effect.”</p> <p style="text-align: right;">Male, Marrakech</p> <p>“This is the most important issue that has affected me, especially in seeing the relationships in Simo's family and the gender issues that were clear in it.”</p> <p style="text-align: right;">Female, Tetouan</p>

c. Baseline and Evaluation Survey Information

The results below regarding the role of women in society and gender issues showed that respondents reported somewhat an ability to collaborate and problem solve around issues of women empowerment. As was seen in the analysis of the focus groups and interviews above, the attitudes about these issues vary. There seems to be an understanding that efforts are made- even at the highest level of HRH the King- to improve women conditions. Yet, there are still significant elements of resistance to such efforts, and even suspicion, as expressed by the Tetouan focus group participants. The results below perhaps reflected these sentiments numerically. At the same time, those who watched the drama regularly scored significantly higher (3.55) compared to those who did not watch the drama (3.09) on the statement related to collaborating to empower women. They also scored significantly higher for resolving conflicts about empowering women (3.67 for those what watched the drama regularly, and 3.13 for those who did not watch). These significant results perhaps resonated with some of the sentiments explained above.

In terms of responses from the cities where baseline and evaluation survey were conducted, the score for respondents from Casablanca dropped for the statement about their ability to resolve conflicts about women empowerment in society (3.65 and 3.07). But in Marrakech, the score for collaborating on women empowerment increased significantly from 3.39 to 3.95, and the ability to resolve conflicts on the same issue also increased from 3.39 to 3.78.

On a scale of 1-5 with 1= not at all, and 5= very much, to what extent do you, as a citizen, collaborate with other citizens, government and civil society on the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
5. Eliminate violence against women	3.41	3.36
10. Women empowerment in society	3.49	3.33

On a scale of 1-5 with 1=very negative and 5=very positive, how do you assess your ability to resolve conflicts you may face in dealing with the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
5. Eliminate violence against women	3.42	3.44
10. Women empowerment in society	3.52	3.48

d. Summary and Achievement of Logframes' Objectives

There is almost consensus among research participants that women continue to suffer from inequality and inferiority, and at the same time there are some good efforts to address these issues. Yet, some are skeptical about the effectiveness of such efforts.

The show seems to have addressed this issue successfully, and most respondents admired how women characters were portrayed and presented positive role models. Quantitatively, there was evidence that those who watched the show more regularly reported more positive results compared to those who viewed it with less frequency. This difference based on the frequency of watching the drama will become another positive trend with more quantitative results in this report, along with results for those for younger respondents, and for respondents from Marrakech.

The following DFID indicators apply:

% increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in The Team and addressed in the outreach activities

of case studies of improved government practices as related to gender divide, linked to viewing The Team and participation in outreach activities

% increase of citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by The Team and issues addressed by the outreach activities.

Percentage of interviewed TV viewers who say that they have changed their attitude and behavior after seeing the TV drama and can give concrete examples of how they used the messages and models depicted in the drama.

It is difficult to respond quantitatively to the indicators above, except for the first indicator. For that first one, the quantitative evidence does not suggest conclusively that viewers improved their ability to collaborate on gender-related matters. However, strong quantitative evidence existed which showed that those who watched the show more regularly, and those from Marrakech (who watched the drama regularly) improved such abilities. Qualitatively, several respondents referred to activities that have been underway, and some stated that the drama increased awareness about gender issues.

As for the rest of the indicators, for the second indicator related to government actions, as mentioned earlier in the discussion about case studies, the sustainability of the initial efforts of some agencies did not seem to materialize beyond the period of airing the drama and conducting the outreach activities. For the third indicator above, the qualitative data showed that some participants related improvement in how they would deal with women issues to the drama and its handling of the matter (the third indicator above). For example, the survey comments showed that in Fas, three participants mentioned sensitizing campaigns held by The Association of Citizen of the Street for the Protection of Woman and Childhood (Gam'eyat Moyaten Al Share' Le Hemayet Al Mar'a wal Tofoola) to discuss the themes of the TEAM.

Theme 5: Marginalized Groups

a. Focus groups and interviews information from the baseline research

Three main groups emerged during discussions around the topic of marginalized groups: people with disabilities, ex-prisoners and refugees from Sub-Saharan Africa. With regard to the first group, participant opinions varied as to what extent the needs of people with disabilities are met. Most groups responded with mixed answers, expressing that there was some amount of progress in addressing the needs of this group, but that there was still a lot of improvement needed. Among those groups and individuals who responded as such were the focus groups from Casablanca, Tetouan and Marrakech, the representative from the Casablanca Startup Association for Childhood and Youth, the Jail Manager Officer from Casablanca, the representative from the Association for the Defense of Human Rights and the representative from the Tetouan White Dove Association for Protecting the Youth Disabled. Participants from the Casablanca focus group stated that there are facilities and amenities available for people with special needs, including exemption from taxation, access to free transportation and the establishment of many associations that help this group. However, participants also acknowledged that the means by which disabled citizens can claim their rights are very limited and that they need be better integrated into society. The representative from the Startup Association for Childhood and Youth also expressed that while the laws are in place to guarantee the rights of disabled peoples, the access to transportation and education is limited. The Jail Manager Officer expressed that there had been improvements visible through the establishment of institutions to meet their needs, but that State officials are still dealing with the issue in a superficial way. Similar sentiments were expressed by the representatives from the Tetouan White Dove Association for the Protection of Young People with Disabilities, the Casablanca Al Wafaa Association for People with Disabilities and the focus groups from Casablanca, Tetouan and Marrakech; all of these participants expressed that there is a disconnect between the existence of laws and their implementation, stating that there is often no implementation. The Association for the Defense of Human Rights from Tetouan commented that civil society is working on many levels to attain rights for disabled people, but did not mention any specific efforts. The focus group from Tetouan also stated that these efforts need to be financially and legally supported by the government.

Those expressing more positive views on the extent to which the needs of disabled persons are met came from the Human Rights Lawyer in Marrakech and the Professor¹³ from Marrakech, Division of Sociology, Faculty of Arts and Humanities. The Human Rights Lawyer mentioned that the Ministry of Social Development, Family and Solidarity is responsible of people with special needs and tries to provide them with simple job tasks and help them feel independent. This participant also noted that civil society's associations have been getting more involved in social work whereas before they were only interested in political rights for marginalized groups. Similarly the Chief of the Division of Sociology reported that people with disabilities are now enjoying more rights than previously and that the Government and civil society are working on facilitating their daily lives through the provision of many amenities and services.

Finally, there were those participants who expressed that the needs of people with disabilities are not being adequately met. This opinion was expressed by the representatives from the Casablanca National Agency for the Promotion of Employment and Skills, the Casablanca Al Wafaa Association for People with Disabilities and the Casablanca Law Firm.¹⁴ The representative from the National Agency for the Promotion of Employment and Skills stated that officials are unable to fulfill their needs and help people with disabilities to cope with the disabilities, and that they therefore cannot integrate into society. The representative from the Al Wafaa Association for People with Disabilities articulated similar sentiments, stating that they suffer from society's prejudice, are deprived of their rights and that the State's efforts are very weak. The representative from the Casablanca Law firm listed the various obstacles people with disabilities face such as accessing work opportunities, education, medical and appropriate housing.

With respect to the second identified marginalized group – ex-prisoners – there was overarching consensus as to what difficulties this group faces in Moroccan society. The two most commonly

¹³ Professor Abdalla Al Kortoby, Division of Sociology, Faculty of Arts and Humanities in Marrakech.

¹⁴ Mr. Bin Al Attar Mokhtar, Attorney at Law in a Law Firm in Casablanca.

mentioned sufferings of ex-prisoners were the societal stigmas and prejudice and the difficulty in finding jobs upon their release from prison, which related closely to the first. Among other hurdles faced by this group, as mentioned by participants were abuse by officials and the lack of government follow-up in relation to this abuse and poor living conditions and lack of human rights in jails.

Many participants connected these various obstacles to the failure of ex-prisoners to reintegrate into society and their ultimate tendency to re-offend. The representative from the Casablanca Law firm further made a distinction between lower and higher classes, stating that the lower class prisoners always suffer more than higher class both inside and outside of jail. Participants from the Tetouan focus group attributed prejudice from society as resulting from the lack of confidence in the ability of the prison system in Morocco to rehabilitate prisoners. The Chief of the Division of Sociology from Marrakech expressed that there has been progress on this matter, however did not mention any specific efforts. One effort mentioned by the Tetouan focus group was one made by the Mohamed VI Foundation for the Reintegration of Prisoners¹⁵, which helps former prisoners return to normal life following their release from prison. The representative from the National Agency for the Promotion of Employment and Skills also mentioned efforts from the Mohammed VI Foundation for the Reintegration of Prisoners as well as the Moroccan Association for Human Rights.

The third marginalized group identified by participants was refugees from Sub-Saharan Africa. Participants' views of the issue of refugees varied among groups and individuals, although some sentiments were commonly expressed. For example, many participants identified two main groups of African refugees: 1. African students studying at Moroccan schools and 2. Illegal immigrants who see Morocco as a gateway to Europe. The second of these categories was more frequently mentioned than the first. Most responses indicated that the issue of African refugees causes significant strain on Morocco. Participants from the Casablanca National Agency for the Promotion of Employment and Skills, the Casablanca Startup Association for Childhood and Youth, the Jail Manager Officer from Casablanca and the Law Firm in Casablanca expressed negative impressions of the presence of African refugees in Moroccan society. Among the perceived negative impacts mentioned were increased levels of begging, theft, drug trafficking and violence by refugees to support themselves. The representative from the Casablanca Law Firm stated that: "Those African Refugees on the national territory are not refugees, but they are secret immigrants, and the secret immigrants are illegal immigrants, meaning that their presence on the national territory is illegal, and they constitute a heavy burden on the State." On the other hand, participants from the Al Wafaa Association for People with Disabilities in Casablanca, the Tetouan focus group, the Association for the Defense of Human Rights in Tetouan, the White Dove Association for the Protection of Young People with Disabilities and the Chief of the Division of Sociology from Marrakech expressed sentiments of sympathy for the plight of these refugees, their rights and the exploitation they can suffer from. A few participants also articulated that African refugees should receive assistance, but that Morocco has a lot of its own problems that need to be addressed.

Only a few participants commented on the existence and effectiveness of actions taken at the government and civil society levels. One came from the Casablanca focus group, who stated that state officials are negligent in respect to handling the African refugees' issue. The Chief of the Division of Sociology in Marrakech expressed that the government seeks to secure its territories by sending refugees back to their home countries.

¹⁵ The Mohamed VI Foundation for the Reintegration of Prisoners (*Mo'asasat Mohamed A Sadess Li E'adat idmaj Al Sojana'a*), under the presidency of His Majesty King Mohammed VI, this foundation aims to rehabilitate prisoners in order to successfully reengage into society upon their release from prison by contributing to the improvement of the prisons, the development of sports and cultural activities, education programs, and vocational training for prisoners to enable them to integrate properly and effectively after their release.

Finally, a few participants expressed their opinions about marginalized groups in general. Such comments generally expressed that civil society are taking actions to promote the integration of these groups within society but that there is still room for improvement. However, almost all comments regarding how adequately these issues are dealt with in the media were relatively negative. Only the representative from the Association for the Defense of Human Rights made note of the progress in the freedom of expression in the written press.

b. Focus groups Information from the evaluation research

- The participants in all focus groups who discussed this issue shared nearly the same points of views regarding this issue. They also mentioned the importance of getting involved with NGOs in order to improve their living circumstances in the society.
 - i. Male Participant from Casablanca: “The problems that the discussed marginalized groups are neglected and people need to be more aware of them.”
 - ii. Female Participant from Tetouan: “Society’s look to these groups is very narrow and prejudiced. We need to work together to ameliorate their conditions and therefore improve our society as a whole.”
 - iii. Female Participant from Marrakech: “Awareness campaigns are a vital component in improving these groups’ lives, as their problem will be solved if we all got engaged together.”

- According to some participants, the show succeeded in reflecting these issues in a realistic way but without offering practical solutions, they also believe that the show neglected some issues and made it secondary such as drug addiction, except for the participants of Marrakech who were pleased with the show’s content.
 - i. Female Participant from Casablanca: “The show dealt with important subjects such as drug addiction as a secondary issue.”
 - ii. Male Participant from Tetouan: “I couldn’t find practical solutions in the discussed issues.”
 - iii. Male Participant form Marrakech: “The show succeeded in portraying the issues of the marginalized groups in a realistic way.”

- All participants stated that they are not aware of any effect or efforts concerning the discussed themes made by individuals, NGOs, or government officials after viewing the show except for Marrakech focus group participants who mentioned that they are aware of the following efforts made by NGOs:
 - i. Female Participant from Marrakech: “Thanks to the outreach programs, which were parallel to the focus groups, Al Hamraa Association in Sidi Youssef Ben Ali in Marrakech has formed a football team of people who were drug addicts with the same concept and principles that Aziz Bouderbala followed in the show.” (The Team of Al Hamraa Association consisted of former drug addicts not Bouderbala’s team)
 - ii. Female Participant from Marrakech: “Some people nearby a participant’s neighborhood took the initiative to search for any temporary work even those who still study to improve their economic situation and to fight unemployment.”

- As for the effect of the show on the way the participants will deal with this issue in the future, they appreciate the awareness role the show is playing especially when it comes to reminding people of the importance of solidarity and dealing positively with all individuals, except for Casablanca’s focus groups participants who were not aware of any effect as they were not convinced of the way the show dealt with these issues.
 - i. Male Participant from Casablanca: “The show dealt in an unrealistic way with this theme. It presented the ideal picture on how things should be and not how they really are. ”
 - ii. Female Participant from Marrakech: “This show is reminding us of the importance of solidarity and tolerance. It has an important role in raising awareness.”

- iii. Male Participant from Tetouan: “We had the chance to have a closer look to these marginalized groups and recognize some of their sufferings.”

c. Baseline and Evaluation Survey Information

The results for questions related to marginalized groups reflected to a great extent the attitudes expressed in the focus groups. Respondents expressed modest ability to collaborate and problem-solve on issues related to people with disability; a slightly less tendency to do the same on issues related to ex-prisoners; and a low tendency when it comes to illegal immigrants from the Sub-Sahara. The relatively negative attitudes about the last group of illegal immigrants, and the strain it puts on the society, was even expressed quantitatively with a significant drop in the already low score on the ability to problem-solve on matters related to them. That drop in the score (highlighted below) was one of the rare significant changes for the entire sample throughout the survey.

In terms of demographic comparisons, school students’ score (3.58) at the evaluation stage was significantly higher than that of university students (3.04) on the statement related to improving conditions of people with special needs. The score of older respondents for the statement about ex-prisoners dropped from 3.29 to 2.74.

In terms of changes from baseline to evaluation stages by the cities where the survey was conducted, the score for the statement about collaborating to improve the views and attitudes about ex-prisoners dropped in Casablanca from 2.88 to 2.04. The same was true also in Casablanca for the statement related to collaborating to improve conditions of immigrants; the score dropped from 2.52 to 1.92. The same trend existed with the ability to resolve conflicts for the same two statements in Casablanca (mean scores of 3.20 and 2.56; and 2.68 and 2.04).

However, when it came to attitudes about illegal immigrants from the Sub-Sahara, even the scores of young respondents dropped significantly, as was the case in response to the statement about resolving conflicts in relation to improve their conditions (an average of 2.85 at the baseline survey, and 2.30 at the evaluation survey). Similarly, male respondents’ score for the same statement about illegal immigrants dropped significantly from a mean score of 2.77 to a mean score of 2.23 at the evaluation stage.

It may be noteworthy that the observation made by some focus group participants that the depiction of the African character in the drama did not resemble a common image of such illegal immigrants should be considered. The quantitative results show that for this particular issue, even those who would typically demonstrate improvement in their scores (such as the young respondents) did not follow such pattern.

On a scale of 1-5 with 1= not at all, and 5= very much, to what extent do you, as a citizen, collaborate with other citizens, government and civil society on the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
6. Improve the conditions of people with special needs	3.32	3.23
7. Improve views and attitudes in the society about ex-prisoners	2.69	2.62
8. Improve the conditions of immigrants from sub-Sahara	2.38	2.30

On a scale of 1-5 with 1=very negative and 5=very positive, how do you assess your ability to resolve conflicts you may face in dealing with the following issues?	Baseline Mean	Evaluation Mean for Those Who

		Watched the Drama Regularly
6. Improve the conditions of people with special needs	3.35	3.24
7. Improve views and attitudes in the society about ex-prisoners	3.10	2.88
8. Improve the conditions of immigrants from sub-Sahara	2.68	2.24

d. Summary and Achievement of Logframes' Objectives

The focus groups and interviews showed that while research participants expressed support and empathy for people with special needs and ex-prisoners, they seemed to have less of such support for immigrants from sub-Sahara who stay in Morocco while waiting for an opportunity to go to Europe. Even the quantitative results comparing baseline scores to evaluations scores showed a rare statistically significant drop in viewers' ability to resolve conflicts related to that group. Even those who typically demonstrated positive change during the evaluation stage, such as younger respondents, reported lower scores for their ability to collaborate or solve conflicts for the group of immigrants. Some related such negative change to the way the drama portrayed such immigrants which was "too positive" compared to what they considered to be a realistic depiction of their situation.

The following DFID indicators apply with this theme:

% increase among viewers of The Team who report enhanced responsiveness by government officials to persons with special needs, marginalized groups, and persons suffering from class and gender divide.

of case studies of improved government practices as related to human rights for persons with special needs, marginalized groups, and persons suffering from class and gender divide, linked to viewing The Team and participation in outreach activities

% increase among the general viewing population of their perceived understanding of human rights and their ability to claim rights for persons with special needs, marginalized groups, persons suffering from class and gender divide, linked to viewing The Team and participation in outreach activities.

Change in target populations knowledge, perceptions and attitudes towards "the other" during the lifetime of the broadcast

For the first and second indicators, there is some qualitative evidence that respondents realize that the show may have contributed to enhanced responsiveness by government officials, but no quantitative evidence exists. Case studies, as was mentioned, included some evidence to that effect, but the sustainability of such efforts is not confirmed.

As for the third and fourth indicators, there seems to be a strong quantitative evidence that most viewers continue to maintain a negative position towards illegal immigrants, and that the show did not contribute to changing such negative view.

Theme 6: Institutional Problems

a. Focus groups and interviews information from the baseline research

When discussing the issue of Institutional Problems in Morocco, participants namely centered upon the high level of bureaucracy in the administrative system and the abuse of power and money/corruption. Many participants across all groups and geographical areas stressed connection between overly bureaucratic processes and bribery. Participants reported that the waiting times for requested services is so long that people often opt to bribe the official rather than wait, which in turn fuels corruption. Many participants expressed poor treatment by officials working in public services. The representative from the Al Wafaa Association for People with Disabilities in Casablanca emphasized the corruption, bribery,

nepotism and oppression in the police stations and prisons. Similarly, the representative of the National Cooperation in Marrakech expressed that institutional problems exist in police stations through acts of aggression, prisons through abusive acts and public institutions through corruption. The participants from the Tetouan and Marrakech focus groups placed the blame the spread of corruption on citizens who pay bribes and accept them. On the other hand, the representatives from the Moroccan Association for Youth Mediators from Casablanca and the Jail Officer from Casablanca expressed that citizens are unaware of their rights and hence easily fall into the traps of bribery. Only 3 participants expressed more positive sentiments about the level of corruption in public services, among whom were the El Nakheel Association's lawyer in Marrakech, the representative from the Law Firm in Casablanca and the representative of the Tetouan Friends of Sociology Association¹⁶. The strongest of these was the reply from the representative from the Law Firm in Casablanca, who stated that there is no abuse of power or authority in the administrative institutions and that it rarely exists outside of elections. This answer was strikingly distinctive among all other answers provided. The Marrakech El Nakheel Association's Lawyer felt that there had been much institutional improvement in previous years and the representative from the Tetouan Friends of Sociology Association articulated that the treatment varies from one institution to another.

With respect to the theme of the abuse of money and power, several participants expressed this as being an issue in Moroccan society. Among those were the Casablanca and Tetouan focus groups, the Jail Officer from Casablanca, the White Dove Association for the Protection of Young People with Disabilities, the Al Wafaa Association for People with Disabilities and the National Cooperation in Marrakech. For example, the Casablanca and Tetouan focus groups stated that local officials were only out to serve themselves. The Casablanca focus group also drew a connection between favoritism and the abuse of money and power, in that people use their money and power to exercise favoritism and only hire acquaintances rather than those best suited for the job. The representative from the Al Wafaa Association for People with Disabilities emphasized the abuse of money and power to win elections.

Some participants also discussed the actions taken to address these issues, although the perceived effectiveness of these actions varied among participants. The Jail Officer from Casablanca and the El Nakheel Association's Lawyer from Marrakech reported successful actions taken by civil society organizations. Efforts mentioned included the struggle of civil society associations for the consolidation of the respectful relation between citizens and public institutions, and awareness raising campaigns to sensitize the citizens of their rights and duties. On the other hand, the Moroccan Association for Youth Mediators from Casablanca¹⁷ stated that most civil society organizations only serve their own personal interests and do not play a major role in fighting corruption and raising awareness. Similarly, the White Dove Association for the Protection of Young People with Disabilities from Tetouan expressed that civil society's effort is very weak in combating institutional problems. The representative from the Association Tetouan Asmir expressed a mixed standpoint on the issue of civil society action on combating institutional problems, stating that some associations are engaged in activities that benefit society, and noting that civil society associations are a relatively new trend in Morocco. The Tetouan Urban Community¹⁸

¹⁶ Tetouan Friends of Sociology Association (*Gam'eyet Asdeka'a Al Sociologeya*), is an association working on spreading the culture of sociology aiming at community development, while taking into consideration the results of scientific and sociological research and use them in their plans and future policies.
<http://lesamisdesocio.blogspot.com/>

¹⁷ the Moroccan Association for Youth Mediators from Casablanca (*Al Gam'eya Al Maghrebeya Lel Wosata'a Al Shabab*), aims at the dissemination of social mediation and nonviolence.

¹⁸ The Tetouan Urban Community (*Al Gama'a Al Hadreya Le Tetouan*) is a governmental organization under commandment of the Interior Ministry; it organizes and conducts affairs of citizens of the city of Tetouan, it also grants licenses, ratifies the documents, and works in the local development of the city. Its administrative structure is appointed by the citizens themselves through elections.

representative stated that some initial legal and legislative measures have been taken to address these trends but also expressed that these measures have not been implemented as no officials have been held accountable or punished yet. On the contrary, the Jail Officer from Casablanca stated that the government deals with this issue by acting against officials who abuse money and power by confiscating their properties and possessions, issuing heavy fines and making inventories of property and incomes before and after officials obtain their positions. Similar sentiments were articulated by the representative of the National cooperation in Marrakech.

Many participants also expressed that they felt the media has a strong role to play in exposing corruption/institutional problems and raising awareness of the rights and obligations of citizens in order to fight abuse of money and power. These sentiments were expressed by Casablanca focus group, the Jail Officer from Casablanca, the Al Wafaa Association for People with Disabilities in Casablanca, the Moroccan Association for Youth Mediators in Casablanca, the Tetouan focus group, the Tetouan White Dove Association for the Protection of Young People with Disabilities, and the Tetouan Friends of Sociology Association. However, of these, the Moroccan Association for Youth Mediators and the White Dove Association for the Protection of Young People with Disabilities are dissatisfied with the extent to which the media is fulfilling this role thus far. Only the Friends of Sociology Association emphasized the significance of an action taken by the media, that being the diagnostic data and reports that are published in the media.

Finally, suggestions from participants to deal with institutional problems included the development and implementation of a charter on the administrative rights of citizens, the separation of the legislative power from the executive one in order to take disciplinary actions against those who take bribes and the implementation of an obligatory proclamation of the officials' properties and assets on a regular basis.

It is perhaps important to note that one participant, from the Social Development Association in Marrakech, felt that he/she was unable to answer questions related to institutional problems due to his position of administrator for the Social Development Agency.¹⁹

b. Focus groups Information from the evaluation research

◆ When discussing this theme all the participants admitted the presence of administration problems and the spread of bribery and favoritism. They also agreed that these issues need to be eliminated for the sake of society's progress and development which will be impossible without transparency in all dealings between citizens and the government. This can be achieved through awareness campaigns on rights and duties, as well as direct surveillance on the performance of the local officials and administrations.

"There is an urgent need to deal with the institutional problems for the sake of society's progress."

Male , Casablanca

"We deal with bribery and favoritism in most times we deal with administrative bodies."

¹⁹ The Social Development Agency in Marrakech (*Wekalat Al Tanmeya Al Egtema'eya*), is a public institution under commandment of Ministry of Social Development Family and Solidarity. Its main objectives are poverty reduction and social development.

Female, Tetouan

"Overcoming institutional problems is possible through strict administrative control, individuals also should be aware of their rights and duties."

Female, Marrakech

- With regard to *the role of local officials*, the participants believe that there is a kind of favoritism and discrimination in the way some officials deal with the requirements of citizens especially with the absence of censorship.

“Absence of direct surveillance led to the spreading of favoritism and discrimination.”
Female, Marrakech

- Concerning *the abuse of money and power*, the participants see that this issue is very common in administrative procedures. This phenomenon is due to many reasons like the submission of the citizens to injustice. In order to eliminate this problem the participants suggested activating the complaints section in each institution and respect of duties and rights.

“Activating the complaints section in each institution can diminish the institutional problems dramatically.”
Male, Tetouan

- ◆ As for the effect of the show on the way the participants will deal with this issue in the future, the participants are not aware of any effect.

“It showed us what we already know about not giving bribes to get our legitimate rights.”
Male, Marrakech

“These are big problems that will take many years and efforts to be solved.”
Female, Casablanca

“It is very hard for a TV show to solve such issue.”

c. Baseline and Evaluation Survey Information

This section included three sets of questions. The first addressed the Logframe objective of collaboration on the themes of misuse of authority; the second focused on the Logframe objective of resolving conflicts emanating from the theme of misuse of authority; the third set of questions addressed the Logframe objective of strengthening the capacity of media and civil society organizations.

For the first two sets of questions shown in the tables below, the scores represented mid point agreement that respondents were capable of collaborating and resolving conflicts related to misuse of authority and activating the role of civil society and government. This middle position perhaps reflects the cautious optimism expressed in focus group discussions and in interviews with key informants. The results for the statement about the ability to resolve conflicts related to misuse of authority dropped slightly at the evaluation survey.. It also dropped significantly among women from 2.97 at the baseline stage to 2.45 at the evaluation stage. As a result, women’s score at the evaluation stage was significantly lower than that of men (3.13). On the optimistic side, younger respondents’ score for the statement about their ability to resolve conflicts in order to activate the role civil society and government improved significantly at the evaluation survey from 2.80 to 3.45. These results, consistent with other trends in the survey show that the younger group of respondents do demonstrate attitudes similar to the ones fostered in the drama. This perhaps suggests the relative success of the drama with the younger audience. In addition, those who watched the drama regularly scored significantly higher (3.37) compared to those who did not watch the drama (2.85) on the statement related to resolving conflicts to activate the role of civil society and government.

In terms of comparison of results for cities where baseline and evaluation surveys were conducted, in Marrakech respondents’ scores on resolving conflicts to activate the role of civil society and government increased significantly from 2.97 to 3.55.

On a scale of 1-5 with 1= not at all, and 5= very much, to what extent do you, as a citizen, collaborate with other citizens, government and civil society on the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
9. Handle issues related to misuse of authority	2.75	2.72
11. Activate the role of civil society, government and officials in addressing the issues listed above	3.13	3.11

On a scale of 1-5 with 1=very negative and 5=very positive, how do you assess your ability to resolve conflicts you may face in dealing with the following issues?	Baseline Mean	Evaluation Mean for Those Who Watched the Drama Regularly
9. Handle issues related to misuse of authority	3.06	2.79
11. Activate the role of civil society, government and officials in addressing the issues listed above	3.01	3.22

The third set of questions included two statements to assess citizens’ views on the role of civil society and the media in addressing themes addressed in the drama. For each, they were asked to compare to one year ago the quality of their contribution to addressing issues raised in *The Team*. The two questions

were on a scale of 1-5, with 1= “worse”, and 5=“much improved”. Their rating of the effort of civil society was similar at the baseline and evaluation surveys with mean scores of 3.63 and 3.59, respectively. Open-ended responses varied. Some, who are involved with civil society, reported various educational and awareness efforts conducted by civil society. Some especially appreciated the efforts made with women. Others seemed oblivious to such efforts. However, overall, it appears that many respondents who watched the drama reported positively about the role of civil society. Here are some of their comments:

-“Through awareness campaigns, NGOs are able to tackle the root of any problem as they interact with the public.”

-“Raising awareness through continuous campaigns on critical issues.”

-“defending women and children rights, development project, and counseling centers.

-“NGOs provide rehabilitation and vocational training allowing individuals to get decent jobs and improve their standard of living.”

For media’s role, the baseline mean score was 3.46 and the evaluation score was 3.54. The difference was not significant, and there were no significant differences based on other factors. Respondents were split in their assessment of the effectiveness of media in addressing these issues. Some viewed their role as positive in bringing awareness to important issues. But others discounted that role and expressed the need to be more effective. Similar to opinions about civil society, most open-ended responses to the evaluation survey suggested that respondents viewed the role of media positively. Here are some of their comments:

-“Many TV programs enlighten the public opinion on many topics through studies and reports.”

-“The media is making numerous efforts in raising awareness like in the campaign fighting violence against women.”

-“Through a wide range of reports and investigations which focus on community and solidarity.”

-“Media contributes in a great deal in this area as it is the closest to the citizen to deliver its message directly.”

The responses to the questions related to the role of civil society and media may not be the best indicator of whether the drama indeed influenced them or not. The time that has elapsed between ending the airing of the drama in May, and conducting the evaluation later in the same month, does not allow space to determine such effect. Furthermore, detecting such effect will be best conducted using more focused evaluation techniques, such as case studies. Quantitative citizen surveys may shed some light and provide data that is required, but would fall short of providing a deep understanding of such effect.

d. Summary and Achievement of Logframes’ Objectives

The qualitative and quantitative results showed that there was a common understanding that issue of misuse of authority, and to an extent corruption, did exist. At the same time, many respondents commented positively on the roles played by media and civil society to address these matters. As for the ability of respondents to address such matters collaboratively and to resolve conflict around them, the quantitative results showed that the three group which seemed throughout the research to demonstrate higher trends of positive change also demonstrated this regarding this theme: younger respondents, respondents from Marrakech and respondents who viewed the drama more frequently.

In terms of Logframes, the following DFID objectives and indicators apply with this theme:

% increase of citizens interviewed who cite an improved ability to collaborate and problem solve around the themes dealt with in The Team and addressed in the outreach activities

% increase of citizens interviewed who can give concrete examples of how CSOs and media outfits have provided them with improved ways to deal with issues raised by The Team and issues addressed by the outreach activities.

Increase in the number and types of actions taken by partner CSOs to address the themes addressed by The Team

Number of partner CSOs –including partner media outfits- who can showcase how they have addressed the themes highlighted in The Team on behalf of citizens (# of case studies disaggregated by type of CSO and location)

The evidence present in this research suggests, qualitatively, that more citizens at the evaluation stage perceived the role of media and civil society positively. Quantitatively, more respondents also, especially among the young, those from Marrakech and those who watched the drama more regularly, reported better ability to collaborate and solve conflicts related to institutional matters. However, the research is limited in its ability to present specific cases of actions taken by CSOs and media outfits as a result of The Team. This is due to the apparent limitations that resulted from the short showing of the show in a less than ideal timing, with limited advertising.

Theme 7: Ways of Dealing in a Peaceful Manner

a. Focus groups and interviews information from the baseline research

When discussing the theme of ways of dealing in a peaceful manner, participant responses were many and varied, even between participants within the same focus group. The conversations generally followed discussion points around the best way to deal with conflict in society/the community, methods actually utilized by individuals in society, methods implemented at the State level, methods implemented at the civil society level, obstacles to dealing with people in a peaceful manner and the role of the media in this issue.

With respect to participant views on the best way to deal with conflict in society, most participants expressed that dealing with conflict in a peaceful manner is always desirable, but many also acknowledged that it is not always what people follow. Among the best methods of dealing with conflict mentioned were communication, constructive dialogue, understanding, mediation, abdication, listening to all concerned parties, depending on a systematic approach, identifying the intervention's scope after the diagnosis of the conflict and separating the two conflicting parties until they have cooled-off.

Regarding to what extent individuals use these techniques, the Tetouan focus group expressed that they feel that today most people resort to violence and the majority of individuals think selfishly and disregard other people's points of view. The focus group from Casablanca expressed similar sentiments. Similarly, the second Tetouan focus group also articulated that there are those people who do not care about other parties in a conflict and act to increase the intensity of the conflict. The Chief of the Division of Sociology from Marrakech expressed that globalization and individuality has caused increase conflict between neighbors. Similar sentiments were communicated by the Judge at the Family Justice Court in Marrakech, who reported that historically people were more willing to get involved in helping to solve a conflict than they are today. On the other hand, the representative from the Tetouan Center of Education and Rehabilitation expressed that the Moroccan society is familiar with ways of dealing in a peaceful manner and that conflicts are resolved peacefully. The second focus group from Tetouan stated that the way people were brought up is the basic key in the issue of how well they apply conflict resolution methods, which education level and cultural effect are secondary elements.

In terms of peaceful conflict resolution methods implemented at the State level, participant responses varied among groups and regions. The representative from the Casablanca Moroccan Association for Youth Mediators expressed that the State never resorts to mediation or arbitration when dealing with

citizens, as officials are full of power and superiority and citizens are not familiar with their rights. The representative from Al Sayeda Al Horra Association ²⁰also expressed doubt that State Officials implement methods of mediation holistically, rather stating that it remains superficial because Officials are unfamiliar with these techniques. Similarly, the Tetouan Friends of Sociology Association representative stated that State Officials rarely resort to dialogue and communication. In contrast, the representative from the Center of Education and Rehabilitation in Tetouan²¹ stated that Officials deal with conflict through peaceful means.

Similarly, the Judge at the Family Justice court in Marrakech stated that the State's Officials do indeed use peaceful methods and that all segments of Moroccan society are a culture of mediation, be it grounded in popular culture or in a legal text. Also mentioning peaceful conflict resolution on behalf of the State through the law and its application were the Delegation of Education in Tetouan and the Chief of the Division of Sociology in Marrakech. The Human Rights Lawyer from Marrakech expressed that arbitration is considered by the State to be increasingly useful due to the increasing number of cases in courts, especially in the commercial field.

Not as many participants discussed the application of peaceful conflict resolution methods by civil society organizations. Those that did include this topic in their discussion were the representative from the Moroccan Association for Youth Mediators, the representative from the Al Sayeda Al Horra Association from Tetouan, the representative from the Tetouan Friends of Sociology Association and the representative from the Delegation of Education in Tetouan. Their comments, correspondingly, were that there are a small number of civil society organizations that spread the concept of peaceful conflict resolution, mostly through listening and guidance; the hosting of reconciliation sessions between conflicting parties; advocacy through the intervention with State agencies and protests through published reports in the media; and listening to each party separately and taking all the time necessary.

A few participants in the Casablanca and both Tetouan focus groups mentioned obstacles to peaceful conflict resolution. Among the obstacles discussed were intolerance, nervousness, psychological barriers due to how an individual was brought-up, clinging to dignity, refusing to be flexible, fear of the other, fear of failure, education that impedes the adoption of peaceful methods to resolve disputes, the absence of dialogue and communication within the family and community and peer pressure. Suggestions for overcoming some of these obstacles were respecting the opinions and tendencies of others within the family and education that promotes values of peace and respect. The representative from the Tetouan Friends of Sociology Association expressed that successful peaceful intervention relies on the involvement of all parties. Additionally, participants from the Marrakech focus group stated that religious values are integral for peaceful conflict resolution.

When discussing the role the media should play in the promotion of peaceful resolution of conflicts, some participants expressed a positive experience in this regard, while others experienced a negative one. Participants from the Casablanca Moroccan Association for Youth Mediators expressed that they felt the media is using their popularity to obtain more profit through advertisements rather than promoting effective techniques of solving conflict. Similarly, participants in the second Marrakesh focus group stated that current media actually increases violence and called for the need to change the message that the media is sending out. On the other hand, the first focus group from Marrakesh as well as the second Tetouan focus group mentioned specific television programming that deals with the subject of conflict and

²⁰ Al Sayeda Al Horra Association at Al Madiq (*Gam'eyat Al Sayeda Al Horra*) main objective is defending women's rights through spreading the values of equality, equity and dignity. <http://alhorra.nstars.org/>

²¹ The Center of Education and Rehabilitation in Tetouan (*Markaz Al Tarbeya Wal Ta'heel*) is an intergovernmental organization under commandment of the Ministry of Social Development Family and Solidarity working on rehabilitation of youth who left their schools, and teaching them useful crafts in order to integrate them into society.

has the ability to change people's behavior. The programmes mentioned were "White Thread" and "Families and Solutions". The first focus group from Marrakesh also identified the absence of awareness-raising by the media encouraging peaceful means and renouncing violence is an obstacle against the spread of peaceful methods in conflict resolution.

b. Focus groups Information from the evaluation research

- In all focus groups that discussed this theme, according to the participants, the prevailing methods to deal with conflict in the Moroccan society are violence and rejection of the other. According to many participants, dialogue and negotiation are absent because social mediation is absent from the citizens culture.

- i. Female Participant from Casablanca: "Social Mediation is absent between citizens, they resort either to discord and divergence or violence."

- ii. Male Participant from Marrakech: "Until recently, the spirit of tolerance and forgiveness to resolve the conflicts were nothing extraordinary, but it is no longer the case. Nowadays people became materialistic and indifferent to each other and that's why the courts are stacked with various types of issues and conflicts."

- iii. Male Participant from Tetouan: "Most of the times, people resort to violence; they rarely employ rational dialogue during conflicts."

- As for the best ways of dealing in a peaceful manner, some participants mentioned the importance of tolerance and the rule of love, other participants stated dialogue and communication. All participants agreed on the importance of abandoning the concept of proving who's stronger in a conflict, which leads to violence and more conflict, and resorting instead to peaceful alternatives such as Negotiation and understanding in order to find solutions satisfactory to all.

- i. Male Participant from Casablanca: "The culture of tolerance and the rule of love must prevail in order to reconcile differences and resolve conflicts."

- ii. Male Participant from Tetouan: " Dialogue and communication are the best means to resolve conflicts."

- iii. Female Participant from Marrakech: "Unfortunately in most conflicts each individual tries to prove that he's the stronger party which leads at the end to the escalation of the conflict."

- As for the effect of the show on the way the participants will deal with this issue in the future, some participants said that the show helped to give them an insight on dealing with conflicts in a peaceful manner, while other participants saw that the show portrayed the facts without offering practical solutions. Some mentioned that some scenes gave hints on how to deal in conflicts, like in the example of Mostapha who managed to resolve the conflict between two people in dispute.

- i. Male Participant from Casablanca: "Through the example of Mostapha who managed to resolve a dispute between Fatah and the other guardian, I learned how to deal in similar situations."

- ii. Male Participant from Tetouan: “I gained more insight on how to deal peacefully in conflicts.”
- iii. Female Participant from Marrakech: “I couldn’t identify practical solutions from the discussed issues.”

c. Baseline and Evaluation Survey Information

The survey results show that respondents reported that they used most of these methods sometimes or often. These tendencies did not change significantly at the evaluation stage. Male respondents reported significantly higher use of compromise at the evaluation stage (mean score of 3.72) compared to the baseline stage (3.30). By contrast, women’s scores for better communication and active listening, and for helping others as a way of helping one’s self, dropped significantly (3.85 and 3.45; and 3.83 and 3.44, respectively). As a result, women’s score on better communication and active listening at the evaluation stage (3.45) was significantly lower than that of men (3.88). The tendency for women scores to be lower significantly than those of men at the evaluation stage has been observed on several occasions throughout this report.

A deviation from a trend in this survey related to the scores of older respondents and university students compared to younger respondents and high school students. Typically in this survey, responses of younger and high school students were “better” than those of older and university students at the evaluation stage. But for this section, older respondents and university students reported significantly higher score at the evaluation survey, indicating more frequent use of peaceful approaches to conflict, in relation to use of mediation and communication and active listening (an average score of 3.54 on use of mediation for university students compared to 3.02 for high school students; and 4.00 on communication and active listening for university students compared to 3.54 for high school students. Finally, respondents from Tetouan reported an improved score of 4.05 at the evaluation survey compared to 3.40 at the baseline survey for using dialogue.

Overall, the scores for this section are relatively stable, and for most demographic groups positive. This reflects the appreciation expressed by focus group members for what the drama has offered in terms of peaceful approaches to addressing conflict- something they seemed eager to receive as some of them were concerned about the absence or decline of such approaches in the society.

On a scale of 1-5 with 1=not at all; 5=always, to what extent do you use the following methods to address conflicts and problems?	Baseline Survey	Evaluation Mean for Those Who Watched the Drama Regularly
1. Dialogue	3.71	3.85
2. Mediation	3.35	3.24
3. Communication and active listening	3.71	3.65
4. Reaching an agreement via a compromise	3.41	3.58
5. Patience	3.71	3.70
6. Helping others as a way to help one’s self	3.69	3.59
7. The will to overcome difficulties	3.85	3.91

Comments from viewers at the evaluation survey regarding use of peaceful methods to resolve conflicts showed a positive attitude. Most respondent from all cities echoed the message of the drama regarding the use of peaceful means to resolve conflicts. Here are some of their representative comments:

–“Patience is the best method as our society is not yet open to other means in resolving conflicts.”

–“Dialogue is the best way to understand the other point of view and maintaining good relationships with others.”

-“Mediation is a very positive method as it creates a healthy social environment which leads to a satisfactory solution for both parties of the conflict.”

-“Through a positive dialogue and good listening, you are capable of fully understanding any situation and thus resolving any conflict.”

-“Through dialogue and communication we are able to reach common ground at all times.”

d. Summary and Achievement of Logframes' Objectives

The focus group discussions showed that many participants felt that hostile and aggressive approaches to conflict are prevalent. At the same time they were aware that resorting to peaceful means is the preferred approach, but felt that many obstacles were in the way of spreading such practices. Regarding the drama, many focus group participants, and survey respondents stated that it highlighted such peaceful means to resolving conflict, and some stated that the drama inspired them to follow such approaches.

Quantitative results showed, surprisingly, that older respondents increased their scores positively for this theme, and so did respondents from Tetouan (the only significant change for that group!). However, women's scores for this theme dropped negatively, as they did on occasions in the survey.

The following DFID indicators apply:

Citizens have increased skills and knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.

Percentage of interviewed TV viewers who can identify three ways of addressing conflicts/problems, submitted to them, in a constructive way

The quantitative and qualitative results of the survey and focus group suggest that viewers of the drama reported effectively that they are capable of using peaceful approaches, and did cite specific ones such as patience, dialogue and mediation as methods that they would use. Positive significant quantitative changes for this theme existed with older respondents, males and those from Tetouan.

4. Summary and Recommendations

The Team-Morocco is a successful drama which 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, and obviously it is making its mark. 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

At the same time, it appears that *The Team-Morocco* did not have the best conditions when it was aired. First, there was a strong competition from a popular program (The White Thread). Second, 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. Third, the 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 explains the low traffic on the website and on the Facebook page. Additional technical issues seemed also to hamper the flow and continuity of watching the show, such as the commercial breaks between the two episodes.

However, based on this evaluation, both qualitatively and quantitatively, it is obvious that the show presented important issues which not only interested the audience, but also inspired some to take steps to address some of these issues. The drama 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.

The limitations set on selecting the survey sample makes it difficult to determine with confidence if changes seen with the survey results are related to the drama (except when direct questions were asked). However, if the drama has influenced the patterns seen with the survey results, this may suggest that youth, those who watched the drama regularly, and those from Marrakech have been influenced by the ideas and approaches in the drama. Such influence brought them to the realization of how serious some of those issues are. At such time, it is important to continue to follow up either with a new season, a re-run and/or a continuation of outreach activities in order to support their reflections and directions.

The following are recommendations based on this evaluation:

7. It will be worthwhile to continue with the evaluation effort using case study approaches in order to examine the long-term impact of the drama on specific actions that seem to be underway in several locations, even if follow up research evidence suggests that many of them were not sustainable.

8. If a second season or a re-run are planned, please determine carefully the time allotted for airing the show, especially in relation to other programs aired at the same time. Also consider focusing the number of themes introduced in the drama.
9. Continue, if possible, with outreach activities as they seem to play a rather effective role in motivating youth and in bringing the drama messages clear to them. They also are becoming an intact component of the work of several civil society organizations which have been engaged in *The Team* outreach activities.
10. Consider, if possible, engaging the production company, and/or other civil society organizations, in the outreach effort. Consider an exploration of the role of Media Focus on Africa in Kenya in all aspects of the drama production, outreach and beyond.
11. Consider an exploration of the efforts made in Kenya with the website and Facebook in order to share experiences and lessons learned.
12. Examine carefully “the Aziz Bouerbala Effect”. It seems that it has brought much attention, as planned, to the drama, but also seemed to detract from the focus on the issues.