

THE TEAM – MOROCCO: BASELINE AND EVALUATION REPORT

Since 2001, Search for Common Ground in Morocco has worked with Moroccan society to transform the manner in which people and institutions resolve conflicts and to develop a culture of mediation in Morocco. In order to reduce the risks and costs of disputes, Search for Common Ground in Morocco enhances the capacity of individuals and institutions to resolve conflicts cooperatively and develops a culture of dialogue by bringing together key actors, including civil society, government, and media.

To this end, *The Team – Morocco* project was launched in 2009 (and concluded in 2010), with support from the UK Department for International Development (DFID) and the UK Foreign and Commonwealth Office (FCO), to enhance cooperation between citizens, government and civil society on various issues of governance. The evaluation, conducted by Amr Abdalla and Yasmine Arafa of the University for Peace, Costa Rica, found *The Team – Morocco* touched on key issues and challenges in Moroccan society, and began to empower viewers to collaboratively explore and resolve those issues and challenges. According to evaluation interviewees, the show succeeded in:

- Changing knowledge, attitudes and perceptions of “the other”;
- Changing knowledge, attitudes and perceptions of key societal issues; and,
- Providing replicable examples of constructive and collaborative problem-solving.

The evaluation utilised a mixed research methodology, employing both qualitative and quantitative methods. The evaluation drew on project documents, interviews, focus groups, quantitative surveys and case studies to evaluate the project in light of its stated objectives, outputs and outcomes. Ultimately, the evaluation highlighted numerous positive aspects of the project, and also provided recommendations to strengthen the project’s impact.

EFFECTIVE AND APPROPRIATE

The evaluation found SFCG had effectively and appropriately brought to the fore key issues in Moroccan society. The six key issues addressed by *The Team – Morocco* were: social and economic problems; initiative and social responsibility; family issues; gender and the importance of women’s role in society; marginalized groups; institutional problems; and, ways of dealing with conflict in a peaceful manner.

Many interviewees said this was the first time a TV series attempted to address such issues in this manner and intensity. Indeed, 75.7% of survey respondents reported the show handled the themes “effectively” or “very effectively” (11.6%). The use of drama was found to be especially useful in effectively communicating the show’s messages, particularly amongst younger participants who were significantly more likely to report the drama had affected them (mean score of 3.33 on a scale of 1 [not at all] to 5 [significant affect]) compared to older respondents aged 20-26 (mean score of 2.92).

“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.”
-Unknown evaluation participant

“TURN THE WORLD CUP DOWN—WE ARE DISCUSSING *THE TEAM!*”

To further support the messages broadcast by *The Team – Morocco*, SFCG conducted an outreach campaign consisting of debates and discussion groups, listening clubs, and a website dedicated to discussing the themes addressed. Over 100 debates were organized during the fourteen month project, with an average attendance rate of 42. Commonly discussed (in order of prominence) were poverty, social inequality, social responsibility, unemployment and other.

Evaluation participants said that providing space for discussion of such issues was a critical part of the project's impact. Broadly speaking, most debate participants intervened during the discussions, and did so constructively and enthusiastically. Evaluators were told how participants in an outreach session in a local café refrained from watching a World Cup match in favor of engaging each other on the issues raised by *The Team – Morocco*—they even asked the shop owner to lower the volume of the match!

RECOMMENDATIONS

1. It will be worthwhile to continue with the evaluation effort using case study approaches in order to examine the 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. Carefully determine the time allotted for airing the show if a second season or re-runs are planned, especially in relation to other programmes also airing at that time;
3. Continue, if possible, with outreach activities as they seem to play a rather effective role in motivating youth and clarifying the show's messages; and,
4. Carefully examine 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.

Source: This document is a summary of, and taken directly from "The Team – Morocco: Baseline and Evaluation Report". A copy of this document can be acquired at <http://www.sfcg.org/sfcg/evaluations/morocco.html>, or by contacting Nick Oatley, Director of Institutional Learning at Search for Common Ground at noatley@sfcg.org

**John Marks
President**

Search for Common Ground
1601 Connecticut Avenue NW | Suite 200
Washington, DC 20009 | USA
Tel: +1 202 777 2222 | jmarks@sfcg.org

**Search for Common Ground in
Morocco**

30 rue Aguelmane Sidi Ali No. 8
Agdal, Rabat, Morocco
Tel: (+212) 37 77 44 70
Fax: (+212) 37 77 44 74
afassi-fihri@sfcg.org



Understanding Differences; Acting on Commonalities (www.sfcg.org)