



AREJ ACADEMY

Academy for the Success and Employability of Young Graduates — Kénitra, Morocco

Funding dossier — August 2026

A degree opens a door. Employability is what gets you through it.

1. The problem

Every year, thousands of young Moroccans leave university with real knowledge but without what it takes to be hired: professional bearing, communication, the tools of the job, an understanding of the market. Employers, for their part, struggle to recruit for want of candidates who can be productive from day one. Between the two, no one builds the bridge.

- 1,621,000 people unemployed in Morocco in 2025.
- 19.1% unemployment among graduates, against 4.7% among non-graduates.
- 52.9% of the unemployed have never worked: the blockage is at the first job.
- 33 months of average unemployment; 64.8% have been out of work for a year or more.

Source: Haut-Commissariat au Plan, briefing note on the labour market in 2025 (February 2026).

2. The answer: AREJ Academy

AREJ is an employability academy based in Kénitra. It does not deliver training hours: it prepares young graduates to land a job and to hold it. The programme runs for three months — 140 hours, two days a week, 80% practice — and ends with a certificate setting out eight demonstrated competencies.

The four verbs of the method

- **Support over time:** before, during and after the programme.
- **Reveal what a degree does not show:** potential, behaviour, human qualities.
- **Employment, the only proof that counts:** lasting employment as the only measure.
- **Mark out the path:** from the first day of training to the first job.

3. The programme: eight modules, eight badges

No badge is earned by attendance: each one is demonstrated against a rubric, before an assessor.

No.	Module	Badge awarded
01	Mindset and drive to succeed	Mindset Pro
02	Essential soft skills	Soft Skills
03	Job search and interviews	Job Hunter
04	Skills of the self-reliant new employee	Job Ready
05	Entrepreneurship	Entrepreneur

No.	Module	Badge awarded
06	Business English	English Business Ready
07	Excel proficiency	Excel Power User
08	Artificial intelligence at work	AI Native

The teaching method, in four movements

- **Play reveals** — simulation, role play, live scenarios: real behaviour shows itself instead of being declared.
- **Debriefing transforms** — five stages of analysis, including the one that matters: naming the belief behind the action.
- **The field confirms** — a real challenge between sessions: an application, a phone call, a difficult conversation.
- **Proof certifies** — a rubric, an assessor, a badge. Never a certificate of attendance.

4. Measuring results, and accountability

Measurement is built into the programme rather than bolted on afterwards. From the third cohort onwards, participants fund their own course: the first two cohorts are therefore the proof of concept the programme has to establish.

- **On entry:** self-assessment of interpersonal skills and career plan, plus a selection interview on commitment.
- **During the programme:** one assessment rubric per module, one badge awarded on demonstrated competence.
- **On completion:** detailed certificate, individual review and route-to-work plan.
- **At 3 months:** first employment check — who has found a job, an internship or an apprenticeship, and who still needs support.
- **At 6 months:** the benchmark measurement, published with the cohort report.

Employment target: 85% at six months. The figure will be published whether or not it is met.

5. What your contribution funds

The "Open a Door" programme covers the course of a young graduate who cannot afford to pay for it. Every place funded is covered by a named agreement.

The full cost of a place is MAD 4,500. The beneficiary's family contributes MAD 900. The net amount to be funded per door is therefore MAD 3,600.

Doors funded	Contribution	Beneficiaries
10	MAD 36,000	10 young graduates
12	MAD 43,200	12 young graduates
14	MAD 50,400	14 young graduates
16	MAD 57,600	16 young graduates
18	MAD 64,800	18 young graduates
20	MAD 72,000	20 young graduates

Target: fund 150 doors, matching the first two AREJ cohorts, reserved for young graduates from low-income families. Counter at the date of this edition: 0 / 150 doors opened.

Our commitments

- One named agreement per funded place.
- A mid-course progress update and an end-of-cohort report.
- The employment rate published, whether or not it meets the target.
- Follow-up of each graduate maintained for six months after the programme.
- Every contribution applied exclusively to the beneficiaries' course.

6. Trajectory: nine cities in five years

The pace is deliberately measured. Kénitra opens alone in year one, allowing time to test the method and to measure employment outcomes properly. From year two onwards, two new university cities open every year while the cities already established continue running their cohorts. Each centre hosts three cohorts of 75 participants a year.

	Cities open	Cities	Cohorts	Places
Year 1	Kénitra	1	3	225
Year 2	+ Rabat · Meknès	3	9	675
Year 3	+ Fès · Tétouan	5	15	1,125
Year 4	+ Marrakech · Oujda	7	21	1,575
Year 5	+ Agadir · Casablanca	9	27	2,025
Total	9 university cities	9	75	5,625

After five years: 9 cities, 75 cohorts and 5,625 young graduates trained.

Beyond that horizon, expansion continues at the same rate of two cities a year — Settat, El Jadida and Béni Mellal are the next locations under consideration.

An interactive map of this rollout is available at www.arej.ma/territorial-rollout.html.

7. The founder



AREJ grew out of a conviction formed on the ground. After three decades in Moroccan banking, recruiting young graduates and watching them thrive or fall away, the gap was almost never a gap in knowledge: it lay in preparation, in bearing, and in support through the first months. The Academy was built to close exactly that gap, and to prove it with published employment figures.

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Open a door

One door is MAD 3,600: the full cost of a training place, less the family's own contribution. Every door funded comes with a named agreement, a mid-course progress update and an end-of-cohort report.

To pledge a contribution or arrange a meeting: j.hachem@arej.ma

The full programme, the rollout map and the founder's journey are available at www.arej.ma.