



BEST PRACTICE IN ADULT EDUCATION FOR A JUST TRANSITION

EDDAR Services LLC
Education for Employment
in Eco-Advertising

JULY 2024



Co-funded by
the European Union

EDDAR Services LLC

– Education for Employment in Eco-Advertising

Context and Initiative Details

Name of the initiative	EDDAR services LLC
Geographical scope	Primary scope: The Moroccan North / Secondary scope: all of Morocco
Sources of funding	Bank Loan / Personal Investments
Duration of the initiative	Started March 2024
Target audience	Youth and individuals with Low to medium level of vocational training and formal education.
Social justice focus area	Economic and environmental Justice.
Goals of the initiative	<ul style="list-style-type: none"> • Facilitate social and economic integration of young individuals in difficult situations • Easier access to the job market. • Reduce the levels of industrial waste in the advertising industry through creative eco-friendly procedures. • Empowering young individuals that are interested in becoming entrepreneurs. • The introduction of new green trends to the industry. • Enhance community awareness and participation in environmental conservation efforts • Develop partnerships with local and international eco-conscious organizations • Improve the overall sustainability of the advertising sector in Morocco • Provide training and development opportunities for employees focused on sustainable practices

Good Practices Description

Stakeholder engagement in the process

At EDDAR Services LLC, stakeholder engagement is a cornerstone of our business model. We regularly engage with clients, local business owners, suppliers, and community members through direct contact, surveys, and meetings. This ensures that our services meet market demands while adhering to sustainable practices.

Methodology used (if available)

Our business methodology focuses on integrating eco-friendly practices into the core of our advertising services. We employ a lean startup approach, continuously testing and refining our services based on client feedback and market trends. This approach allows us to remain agile and responsive to both business and environmental needs.

Teaching approaches (if available)

For our internal team and external workshops, we use a combination of on-the-job training, professional development courses, and peer mentoring. This ensures that our team is well-versed in the latest sustainable advertising techniques and can effectively implement them in client projects.

Challenges and outcomes

Key factors contributing to success

Market demand for eco-friendly advertising solutions

Strategic partnerships with eco-conscious suppliers and clients

Innovative approaches to reducing industrial waste and promoting sustainability

A dedicated and skilled workforce committed to the company's vision.

Encountered difficulties and challenges

Initial capital constraints for investing in sustainable materials and technologies

Market resistance from businesses hesitant to adopt new eco-friendly practices

Logistical challenges in sourcing and maintaining a supply chain for sustainable materials.

Recommendations

Micro level: Increase customer engagement by showcasing the benefits and successes of eco-friendly advertising through case studies and testimonials.

Meso level: Build stronger regional networks with other businesses and organizations committed to sustainability to share best practices and resources.

Macro level: Advocate for industry-wide standards and incentives that promote sustainable business practices in the advertising sector.

Impact

As EDDAR Services LLC is a new startup, the full impact of our initiatives is yet to be realized. However, we anticipate significant positive outcomes, including a reduction in industrial waste through the use of eco-friendly advertising materials, and heightened awareness of environmental sustainability in the advertising industry. Our efforts aim to set new standards for eco-friendly practices, encouraging other companies to adopt similar sustainable methods. Additionally, we expect to empower young individuals by equipping them with valuable skills and opportunities in a forward-thinking industry, ultimately contributing to their social and economic integration.