



Empowering Women's Climate Change Resilience in Morocco Through Research and Technological Innovation: A Multidisciplinary Approach

**Kick Off Meeting
March 13, 2025**

Funded by





Welcome and Opening Remarks

Part 1



Project Overview

Part 2



Introduction



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Background: Climate change disproportionately impacts women, particularly in developing regions like Morocco.



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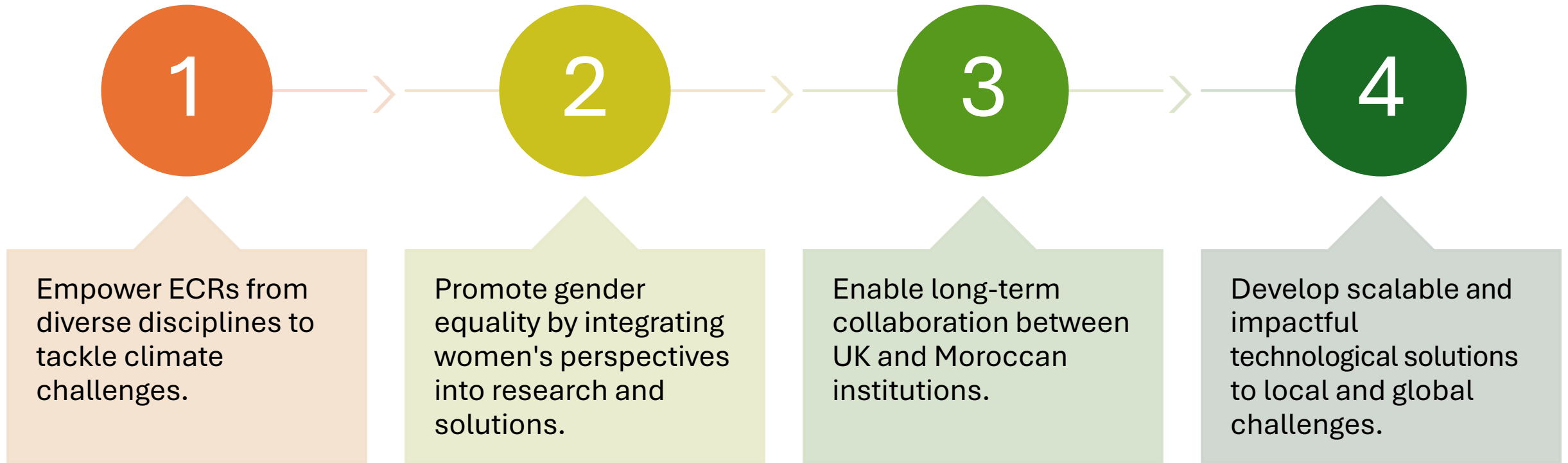
Vision: Empowering women to be leaders in climate resilience through interdisciplinary approaches, mainly through the integration of technology.



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Alignment: British Council's focus on equitable and inclusive higher education partnerships.

Project Objectives



Target Audience



Early Career Researchers (ECRs):

Participants from UK and Morocco

Disciplines: STEM, social sciences, arts,
humanities

Focus: Diversity and gender balance



Recruitment strategy:

Open calls through academic networks,
LinkedIn, and partner institutions.

Workshop Overview



Structure:

Day 1: Introductions, thematic presentations, and setting objectives.

Days 2–3: Hands-on training, mentoring, and project development.

Day 4: Challenge Prize proposal presentations and judging.



Themes: Digital technology, food safety, gender and ethics, climate resilience.

Challenge Prizes

Purpose:

- Incentivize innovative solutions aligned with project goals.

Prize details:

- Four prizes, £2,500 each.
- Focus: Feasibility, innovation, interdisciplinarity, and community impact.

Criteria:

- Address ODA objectives.
- Advance climate resilience and gender equality.

Key Activities

Workshops:

- Virtual with in-person follow-ups in Morocco and the UK, with hybrid options for inclusivity.

Stakeholder Engagement:

- Meet with NGOs, local communities, and policymakers.
- Incorporate feedback to refine solutions.

Collaborative Research:

- Mentor-guided interdisciplinary projects.
- Focus on tangible, scalable outcomes.

Expected Outcomes

Trained researchers equipped with interdisciplinary skills.

Community-driven solutions addressing gender and climate challenges.

Strengthened UK-Morocco academic partnerships.

Contributions to policy and academic discourse.

Impact



Welcome and Introductions



Lead Applicants:

Dr Issam Damaj, Cardiff
Metropolitan University (UK)

Dr Loubna Mekouar, University
Mohammed VI Polytechnic
(Morocco)



Mentors:

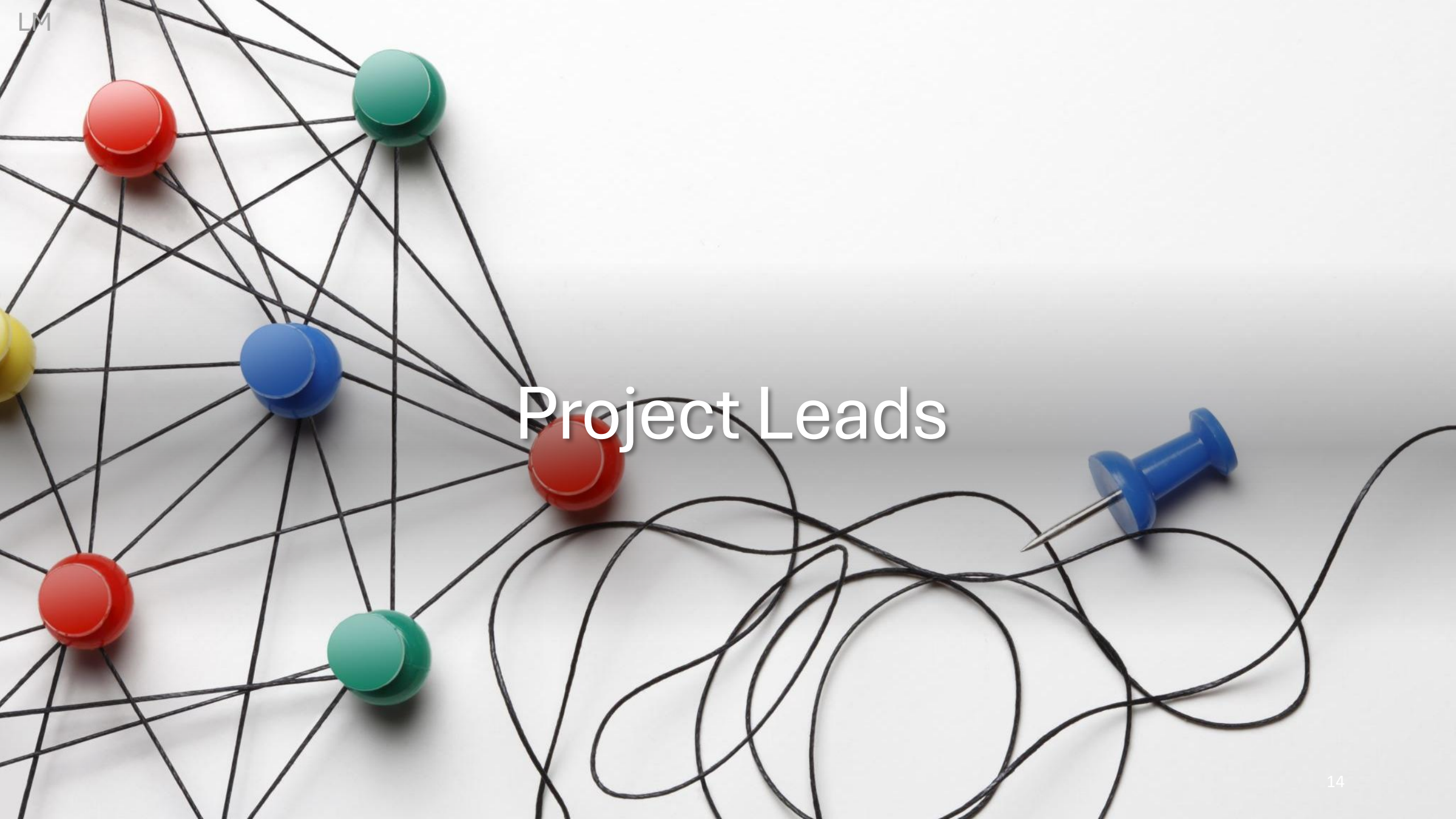
Prof Elizabeth Redmond and Dr
Fiona Carroll, Cardiff
Metropolitan University, UK

Prof Dalila Loudyi and Prof
Rachida El Morabet, Hassan II
University, Morocco



Emphasis:

Interdisciplinary expertise across
STEM, social sciences, and
environmental fields.



Project Leads



Dr Loubna Mekouar

- **Current Role:** Assistant Professor, College of Computing, University Mohammed VI Polytechnic (UM6P), Morocco.
- **Expertise:** Peer-to-peer systems, trust/reputation management, recommender systems, computing education.
- **Academic Background:** PhD (Computer Science, University of Waterloo, Canada); MSc (Computer Science, University of Montreal, Canada).
- **Previous Experience:** Assistant Professor, Zayed University, UAE, and Lecturer, Dhofar University, Oman.
- **Contributions:** Active in international conferences organization and technical program committees.
- **Professional Affiliations:** Senior Member, IEEE; Fellow, Higher Education Academy (AdvanceHE, UK).



Dr Issam Damaj

- **Current Role:** Senior Lecturer & Programme Director of Computer Science, Cardiff Metropolitan University; Co-Director, CeRISS.
- **Expertise:** Embedded systems, smart technologies, engineering education.
- **Academic Background:** PhD (Computer Science, London South Bank University); Masters (American University of Beirut); Bachelors (Beirut Arab University).
- **Experience:** Professorial roles in Lebanon, Kuwait, and Oman.
- **Contributions:** 100+ research publications, Editor/Reviewer (IEEE, Elsevier, Wiley, Springer), Senior IEEE & IET member.
- **Recognition:** Multiple awards for mentoring, research, and academic excellence.
- **Website:** www.idamaj.net



Mentors



Prof Elizabeth Redmond

- **Role:** Professor and Research Group Lead at the ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University.
- **Expertise:** Focuses on consumer food safety knowledge, attitudes, and behaviors; risk perception and communication; development and evaluation of food safety interventions; and microbiological and time/temperature profiling.
- **Impact:** Over 29 years of extensive food safety research, with more than 60 peer-reviewed publications and over 220 conference contributions. Secured over £1.2 million in collaborative research funding. Has successfully supervised postgraduate research, including PhD and Professional Doctorate projects.
- **Focus:** Works to bridge the gap between consumer behavior and practical food safety improvements for consumers and the food industry.
- **Key Activities:** Leads multi-disciplinary research projects with organizations like the UK Food Standards Agency and the Welsh Government. Collaborates with national and international academic, healthcare, and industry partners.



Prof Dalila Loudyi

- **Role:** Professor, Hassan II University of Casablanca (Faculty of Science and Technology); Active NGO leader.
- **Expertise:** Specializes in water resources, climate change adaptation and mitigation, and the water-energy nexus.
- **Academic Experience:** Over 27 years of lecturing on water and climate change to undergraduate and graduate students.
- **International Involvement:** Member of the Leadership Team for the International Association Hydro-Environment Engineering and Research (IAHR), focusing on MENA and Africa collaboration. Participated in key climate conferences.
- **Activism and Advocacy:** Dedicated to gender, environment, and climate change justice. Former President of the Democratic Association of Women of Morocco (ADFM), advocating for women's political, socio-economic, and environmental rights. Active member of the Moroccan Coalition for Climate Justice.
- **Contributions:** Provides expert consultation to international organizations and NGOs on climate change impacts and risk resilience.



Dr Fiona Carroll

- **Role:** Reader, Cardiff School of Technologies (CST), Cardiff Metropolitan University.
- **Expertise:** Interdisciplinary research on the evolving relationship between humans and digital technologies, with a focus on Human-Computer Interaction (HCI).
- **Specialization:** Human dimensions of cybersecurity, aiming to enhance public awareness of online interactions and security.
- **Research Impact:** Secured over £2 million in research and innovation funding; author of more than 90 peer-reviewed publications.
- **Leadership & Contributions:** Serves as Ethics Committee Chair within CST and co-leads the Creative Computing Research Centre (CCRC).
- **Professional Affiliations:** Senior Member of the Institute of Electrical and Electronics Engineers (IEEE) and member of Sigma Xi, The Scientific Research Honor Society.



Prof Rachida El Morabet

- **Role:** Full Professor at Hassan II University of Casablanca, Faculty of Human Sciences, Department of Geography. Head of the Master's degree program in Environmental Geography and Natural Risk Management.
- **Expertise:** Interdisciplinary research focusing on Environmental Health, Resilience, and Water Science, with a focus on human-environment interactions.
- **Research Impact:** Leads and participates in international research projects, holds 3 patents, and has published in NaturePortfolio and high-impact Q1 journals. Research aligns with the UN Sustainable Development Goals.
- **Recognition:** Recipient of multiple environmental awards for contributions to addressing global challenges (as recognized by Elsevier, 2020-2022).
- **Contributions:** Active member of various associations dedicated to social sciences and human rights



Associate Partners

Associate Partners



UK Partners:

Environment Platform Wales

Menter Môn



Moroccan Partners:

Association Democratique des
Femmes du Maroc

Moroccan Coalition for Climate
Justice



Roles:

Networking, stakeholder
engagement, and scaling project
outcomes.

Associate Partners

Environment Platform Wales (EPW, UK): Facilitates collaborative environmental research and connects it to policy in Wales.

Menter Môn (UK): Drives economic growth and sustainability in Wales through technology and data-driven initiatives for rural communities.

Association Democratique des Femmes du Maroc (ADFM, Morocco): Promotes women's rights, environmental sustainability, and climate change resilience in Morocco.

Moroccan Coalition for Climate Justice (CMJC, Morocco): Advocates for human environmental rights, gender equality, and climate change resilience in Morocco.

Timeline and Key Milestones

Part 3



Timeline



Stakeholder Engagement and Collaboration

Part 4



Strengthening Impact Through Collaboration



Associate Partners' Role:

Provide expertise and resources to enhance project outcomes.

Support in outreach, engagement, and knowledge dissemination.

Facilitate connections with key stakeholders and communities.



Community Engagement:

Ensuring solutions are tailored to local needs.

Creating opportunities for knowledge exchange and co-development.

Building sustainable relationships for long-term impact.

Ways to Engage in the Project



Early Career Researchers (ECRs):

Participate in workshops and research development sessions.

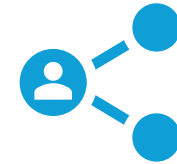
Compete for Challenge Prizes and gain mentorship.



Mentors & Experts:

Guide ECRs in developing impactful, interdisciplinary projects.

Contribute expertise to research and innovation efforts.



Associate Partners & Stakeholders:

Provide insights and facilitate real-world applications.

Support project dissemination and scaling efforts.

Project Internet Profile

- Website (In preparation)
- [LinkedIn Page](#)
- [Facebook Page](#)



Q&A, Closing Remarks, and Event Pictures

Part 5





Thank You!