

Social Marketing, Social economy and Interdependent Moroccan in ECOWAS economic space: Which potential? Which prospects?

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ABSTRACT: Morocco, and since its independence, has adopted a political and economic approach of opening up to neighboring countries by working for the development of multilateral relations on the economic and social levels. Through this article, we try to analyze the role that the sector of the social and solidarity economy can play in the economic and social dynamics of ECOWAS. We also want to evaluate the potential that the Moroccan cooperative and artisanal sector can get from the integration of this African economic area. Marketing can be a tool for penetrating this space that is interesting to be examined.

KEYWORDS: ECOWAS, Social marketing, Local products, Moroccan cooperatives.

1 INTRODUCTION

The current economic context is characterized by a globalization of production and marketing systems. This globalization has made the markets more and more open and has made companies, through their products and services, more competitive and flexible. They all tend to develop and maintain their competitive advantages (elements of differentiation) which can be technological (invention, innovation process), social (social stability, favorable labor market: cost of human capital) and commercialization (contractualization, commercial positioning). In this context, the states themselves have had to adapt to this global geo-economic change by focusing their efforts on institutional support (system and authority of governance), legal (adequate and incentive legislation) and financial support (instruments and policy measures). Financing to more competitive and profitable economic sectors (economically and socially). Indeed, states are now making choices in investments and tend to continuously assess the relevance and impact of these choices. In this context, several countries have organized economic spaces for the exchange of goods, services and capital through free trade agreements and treaties. These include the case of some African countries grouped under the name of the ECOWAS or Economic Community of West African States. The aim is, among other things, to enable competitive sectors, through the leading national companies, to overcome the risk of saturation of local markets, to hinder competition, to take part in the race for international competitiveness, and to ensure the continuity of consumption, and thus of production and marketing between the Member States.

Morocco, and since its independence, has adopted a political and economic approach of opening up to neighboring countries by working for the development of multilateral relations on the economic and social levels. Recently, Morocco's return to the African Union is a true sign of Morocco's political and economic commitment to its continent. The speech of His Majesty King Mohammed VI in Abidjan in 2014 clearly clarified this political will of the Kingdom: "Africa must trust Africa. It is less in need of assistance, and requires more mutually beneficial partnerships". These are the main lines of Morocco's strategy in the continent. For our case study, we will look at the sector of the Social and Solidarity Economy Morocco which has seen during the last decade a significant progress on the national and international level. We will analyze its international potential, the opportunities it can seize and its ability to penetrate external markets. For this purpose, we will focus on the case of the countries of the Economic Community of West African States (ECOWAS), which is in itself an important African economic market. We will attempt to answer the following questions:

- How can Morocco benefit from the economic space of ECOWAS through its sector of social and solidarity economy?
- How social marketing is societal can it contribute to the development of the social and solidarity economy towards this African economic market?

To answer these questions, a literature review on the link between social marketing and the economic development of regional spaces. Then, a methodology on the exploitation of data relating to our results. Finally, a conclusion will be developed to shed some light on the development of our study.

2 LITERATURE REVIEW

In the review of the proposed literature, we will focus particularly on the key concepts of social marketing, societal and solidarity through a review of the main definitions of specialists. The goal is to raise the peculiarity of these concepts and their evolution in the perception of the economic and institutional actors:

Table 1. Own elaboration

Social Marketing	
Author	Proposed definition
Kotler et Zaltman (1971)	"Social marketing is the design, implementation and control of programs designed to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing"
Rangun et Karim (1991)	"Social marketing" involves: (a) changing the attitudes, beliefs and behaviors of individuals or organizations for social benefit, and (b) social change is the main (rather than secondary) purpose of the campaign "
Kotler et Roberto (1989)	"Social marketing to a campaign of social change, defined as an organized effort led by a group (the agent of change) and aimed at persuading others (target adopters) to accept, change or abandon certain ideas. , attitudes, practices and behaviors »
Alan R. Andreasen (1994)	"Social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences in order to improve their personal well-being and that of the society of which they are part. The key elements of this definition deserve to be developed »

Social marketing results in actions on public opinion aimed at obtaining adhesion, public action and participation, by means of techniques such as public relations, direct marketing, special events, multi-media, buzz marketing, etc (Bernard Dobiecki, 2007). The social Marketing is is a discipline that relies on psychology, sociology, economics and anthropology in an attempt to fully understand people. Once this understanding is gained, she develops products, services and messages that provide people with an exchange they will appreciate. This concept of exchange is really important if you want to make a lasting change in behavior. It is a flexible framework in which scientists, managers and artists work together to influence behavior on a massive scale.

Table 2. Own elaboration

Societal Marketing	
Author	Proposed definition
Rangun et Karim (1991)	"Societal marketing addresses regulatory issues and other efforts to protect consumers from the" dark side of the market "and does not necessarily imply influencing target consumers"
Non-Profit Marketing or Targeted Public Target	
Author	Proposed definition
LEE. et Kotler, P (2008)	"In the non-profit marketing marketing tools and techniques are most often used to support the recruitment of volunteers, to motivate the purchase of products or derived services, to advocate with the general public, and for the Fund raising. In the commercial sector, the main objective of marketing is to adapt the offer to the needs of consumers, with a view to optimizing sales ".

We opted for a presentation of these key concepts intrinsically linked to the social and solidarity economy sector in order to draw attention to certain ambiguities existing between the three concepts.

Societal marketing should not be confused with social marketing. Societal marketing is a philosophy or state of mind that informs marketing decisions while social marketing is a separate branch of the marketing discipline. Societal marketing is concerned with the consideration of social and ethical aspects in marketing planning. Social marketing aims to facilitate social change. Indeed, social marketing is a sub-branch of marketing that began in 1971, with the publication of an article by Kotler and Zaltman, emphasizing a planned approach to achieving social change. It is primarily aimed at encouraging pro-social behavior and discouraging antisocial behavior. It is an "adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences in order to improve their personal well-being and that of the society of which they are part".

In addition, the concept of societal marketing has been a forerunner of sustainable marketing by integrating corporate social responsibility issues into commercial marketing strategies. Rangun and Karim (1991) explain that societal marketing is not about planning to change social behaviors and attitudes towards consumption, but rather aims to protect consumers from societal risks and environments in an objective and unbiased manner and without an optic to influence the choice of consumption. In fact, societal marketing inherently refers to the concept of Corporate Social Responsibility (CSR), which can be defined as the fact that the company behaves in a manner that meets or exceeds ethical, legal, commercial and public expectations. that society manifests towards businesses. In other words, it is for an organization (cooperative or social enterprise) to assert the impact of its project, its product or its actions on the local community or its environment.

This concept is of particular interest to us in that it directly affects an important target in the social and solidarity economy sector. Non-Governmental Organizations (NGOs), which work for economic and social development in disadvantaged areas, are cited through the promotion of individual or collective entrepreneurial initiative. Indeed, LEE and Kotler explain the usefulness and importance of marketing tools and techniques to motivate the purchase (social and solidarity) of products or derived services or to advocate to the general public, and to fundraising. Thus, the marketing strategy, emptied of its commercial sense, will aim, among other things, the promotion of the social and societal benefits of products resulting from solidarity or fair trade. All the marketing mix is articulated around the possible effects of local products on the target population (organized in cooperatives or AGR). However, it is important to distinguish between the content (product or service offered), its performance, and its social and societal effect.

In short, marketing specialists shed light on the transversality of the marketing concept and its capacity to be used within the framework of organizations such as NGOs or economic and social structures such as cooperatives, GIEs, associations with IGAs or social enterprises. Our interest is to know th role of social and societal marketing in the social and solidarity economy in international development (the Morocco in economic space of ECOWAS).

3 METHODOLOGY

Our methodological approach was divided into four main components:

3.1 OBSERVATION OF THE STUDY FRAMEWORK

We first carry out a study of the state of recent places on the economic space of ECOWAS. ECOWAS was established by the Lagos Treaty signed on May 28, 1975 by fifteen countries in West Africa. Cape Verde joined the Community in 1976 but Mauritania decided to leave it in 2000. Currently ECOWAS is made up of 15 countries: Benin, Burkina Faso, Côte d'Ivoire, Cape Verde, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone and Togo. The common objective of the community⁵ is: "to promote cooperation and integration in the perspective of a West African Economic Union with a view to raising the standard of living of its peoples, to maintaining and to increase economic stability, strengthen relations between Member States and contribute to the progress and development of the African continent ". While the initial objectives were mainly economic, the Community subsequently took on some common political issues. the capital experience that Morocco has been able to develop in this sector will be studied.

3.2 ANALYSIS OF THE INDICATORS

To better assess the economic potential of the area, we have studied some economic and social indicators: GDP, GDP per capita, Economic growth rate, % budget deficit in GDP, Unemployment rate, Census population, Human Development Index.

3.3 STUDY BY CHRONOLOGICAL PHASE

In terms of chronological evolution for the study of the AGR sector, we have studied two phases. Each phase includes a five-year period:

Phase 1: 2005-2010

Phase 2: 2011-2015

In addition, concerning the period of the study on the study of the economic potential of the zone and the values Morocco and Africa, the annual chronology is recent namely 2015 and 2016.

3.4 SWOT ANALYSIS

We used in our study a SWOT analysis to give an inventory of the sector of the social and solidarity economy of Morocco on the economic space of ECOWAS. This analysis allows us to understand the areas of improvement and the effect that the use of marketing can have in this sector.

4 RESULT

4.1 ECONOMIC AND SOCIAL POTENTIAL: KEY INDICATORS

For better evaluating the economic potential of the zone, it is necessary to expose in the first time some economic indicators and social:

Table 3. Economic indicators and social

Field	Indicator	ECOWAS value	Morocco value	Africa value
Economic	GDP	685 billion dollars including 481 billion registered by Nigeria in 2016	105USD billion in 2016	2,225 billion USD in 2016
	GDP per capita	352 USD/h in 2014	2878 USD/h in 2016	1 801 USD/h in 2014
	Economic growth rate	0,1 % in 2016 4,4% in 2015	1.7% in 2016	1,7% in 2016 3,7% in 2015
	% budget deficit in GDP	2.8% of GDP in 2016 1.8% of GDP in 2015	3.9% in 2016	4,4% in 2016 4,4% in 2015
	Unemployment rate	10.2% in 2016	10.3% in 2016	9,2% in 2016
	Enumerated population	356 million inhabitants	38 million inhabitants	1.2 billion inhabitants
Social	Index of human development	0,450	0,647	0,513

The reading of the data presented in Table 3, gives us highlights of the economic situation of the ECOWAS zone. That also makes it possible to position Morocco compared to a certain number of indicators and to measure its performances compared to this space. It is retained initially that the ECOWAS zone holds nearly 30% of the GDP in Africa. The GDP carried out by the zone in 2016 is tributary mainly of the performances of the exporting countries of hydrocarbons and particularly Nigeria. This country only holds with him 70% of the GDP of ECOWAS, it is to say the even strategic economic weight country in the organization. Rich person in natural resources (oil, natural gas, other ores), Nigeria remains a leader impossible to circumvent in this economic space. The arrival of Morocco, with a GDP of 105 million dollars in 2016, the country would be the second economic power of the space, follow-up of the countries like Ghana, Senegal and the Ivory Coast with GDP which do not exceed 40 million dollars. In addition, one raises a deceleration in the economic growth of the zone since 2014 which remains lower than the world growth of about 2.3% in 2016. That is explained by the budget deficit which grew hollow in 2016, passing from 1, 8% to 2, 8% of the GDP of the zone, mainly caused with the oil countries like Nigeria or Ghana which knew a fall of the export earnings of oil and gas following the exchange rate fall of barrel and a depreciation of their currency. This situation was also degraded with the fall of the direct foreign investments and other flows of capital.

In short, it is relevant to retain that within sight of the socio-economic indicators, the zone of ECOWAS can be divided into two blocks:

Block 1: It is composed of the countries with strong growth thanks to exports of their natural resources like oil and gas. These countries have an overall strong economy and an improved standard of living of the citizens. One particularly quotes Nigeria, Senegal, Ghana and the Ivory Coast. These countries thus have an economic weight and policy in the organization.

Block 2: It is composed of the countries with low growth and not having important natural resources. These countries have a fragile economy and are struck by high incidences of poverty and of unemployment. One on this subject quotes countries like Liberia, Gambia, the Sierra Leone, Mali, Burkina Faso-Faso or Niger. One can consider that their economic weight and policy would be weak or not very percussion in the organization.

One can consider the market of consumption absolute in the zone of 356 Million consumers concerning the 15 countries. These figures are to be moderated in the direction where the rate of consumption and the GDP (parity purchasing power) differ from one country to another. Certain markets all the same are retained (Table 4).

Table 4. Countries and market of consumption

Countries	Dollard/Inhabitant
Nigeria	6,054
Ghana	3029
Senegal	2352
Cape Verde	3875

Without any doubt the CEDEAO zone is an economic zone in full change. The creation of the CEDEAO Commission in 2006 gave to this space a new impetus to develop more and pool the efforts authorized by the member countries. One retains all the same an economic growth in the two-speed zone. Indeed, the oil countries particularly Nigeria, know a growth definitely more considerable than their counterparts in the zone in particular Benin, Niger or the Sierra Leone. Lastly, force is to note the weight of Nigeria in this space. To tell the truth, this country is the first exporter towards the zone and holds thanks to its strong economic fabric of the strategic sectors for the adjoining countries. One speaks about sectors related on food safety (agricultural production or agro-alimentary) or to the economic activity of the countries very late in their development.

In addition, one can estimate right now that Morocco could have a dominating place in this space. Even if it competes with countries like Senegal, Ghana and especially Nigeria, Morocco can bring one more and present its economic model which aims at significantly reducing the energy bill and the dependence of the resources hydrocarbons. With the reading of the data presented here before, one notes that the sector of the social economy and interdependent is not sufficiently emphasized within the ECOWAS community. On this subject, Morocco can amply develop the impact of this sector like economic alternative likely to contribute to the fight against unemployment, the improvement of the living conditions of the populations in margin of the company and to even contribute to the development of the commercial exchanges.

4.2 SOCIAL AND SOLIDARITY ECONOMY IN MOROCCO: STATE OF PLACES

The sector of the social and solidarity economy in Morocco has evolved over time from independence to today. Indeed, this sector in which cooperatives operate and income-generating activities carried by associations has enabled many sections of populations, often disadvantaged, to reduce their social dependency and improve their financial autonomy.

Stage of use of cooperatives as a means of creating employment, integrating women into working life, organizing the informal sector: This step that began in the year 2000 is characterized by a growing interest in cooperatives by several donors and programs such as the NIHD launched by Her Majesty in 2005 the Green Morocco Plan. Thanks to the financial support and training provided to cooperatives in programs of several bodies concerned with the development of AGRs organized in cooperatives, in addition to ODCO's efforts to popularize the cooperative formula, the number of cooperatives has increased. reached 15,735 cooperatives and 484,124 members at the end of 2015. On this subject, it should be pointed out that this dynamic was reinforced by the promulgation of Law 112.1 in 2015, which today makes it possible to easily create the cooperative and thus reduces certain constraints in the creation related to time and status. Also, note the promulgation between 2010 and 2017, several laws and decrees to enhance the value of local products marketed by cooperatives. For example, the laws relating to the labeling "Protected Geographical Indication" and certification to safety and food standards.

To measure the importance of the sector, some key figures need to be reported (Table 5):

Table 5. Number of Cooperatives/Cooperants

Number of cooperatives in 2015	Number of cooperants in 2015	Sectors / products	Number of cooperatives	Number of cooperants
15.730	484.124	Agriculture	10.540	355.319
		Craft	2.497	35.584
		Habitat	1.144	50.285
		Argan	299	7.448
		Forests	236	9.899
		Medicinal and aromatic plants	157	3.715
		Marine fisheries	153	5 562

Also, the advent of NIHD in 2005 propelled the dynamics of the sector through support programs and the focus on income-generating activities. The Table 6 below summarizes the number of IGAs created for the two phases of the Initiative:

Table 6. The number of IGAs

Phase 1: 2005-2010			Phase 2: 2011-2015		
Number of AGRs	Number of supporting structures	Overall budget in Dirhams	Number of AGRs	Number of supporting structures	Overall budget in Dirhams
1006	120	48 Millions	6400	250	2.4 billion

In terms of evolution, the graphs below show the positive dynamics of the IGA sector:

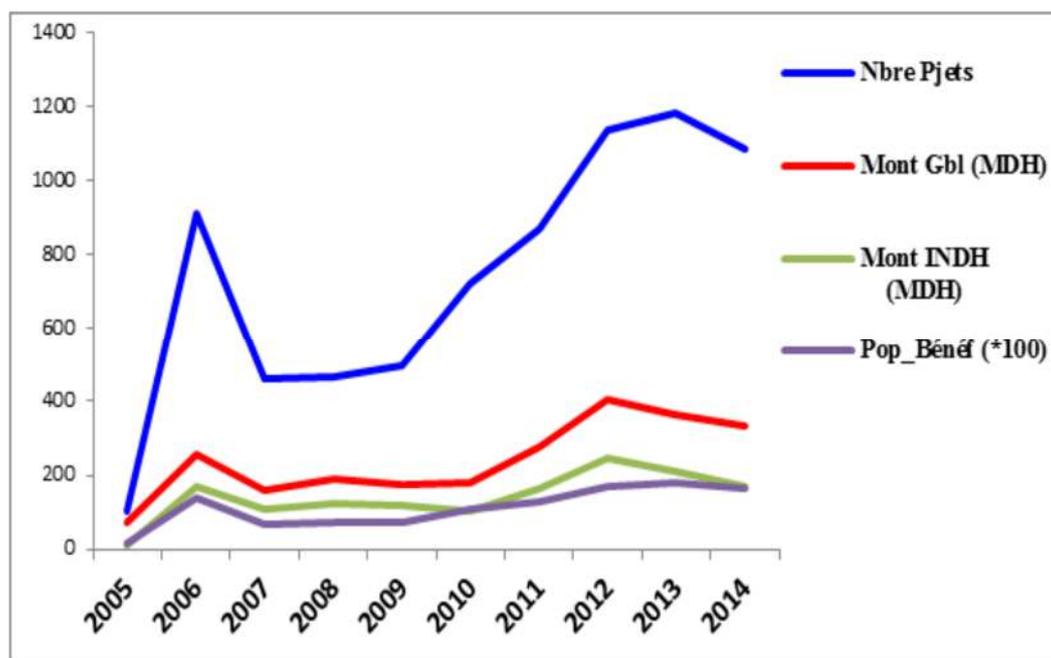


Fig. 1. Dynamics of the IGA sector

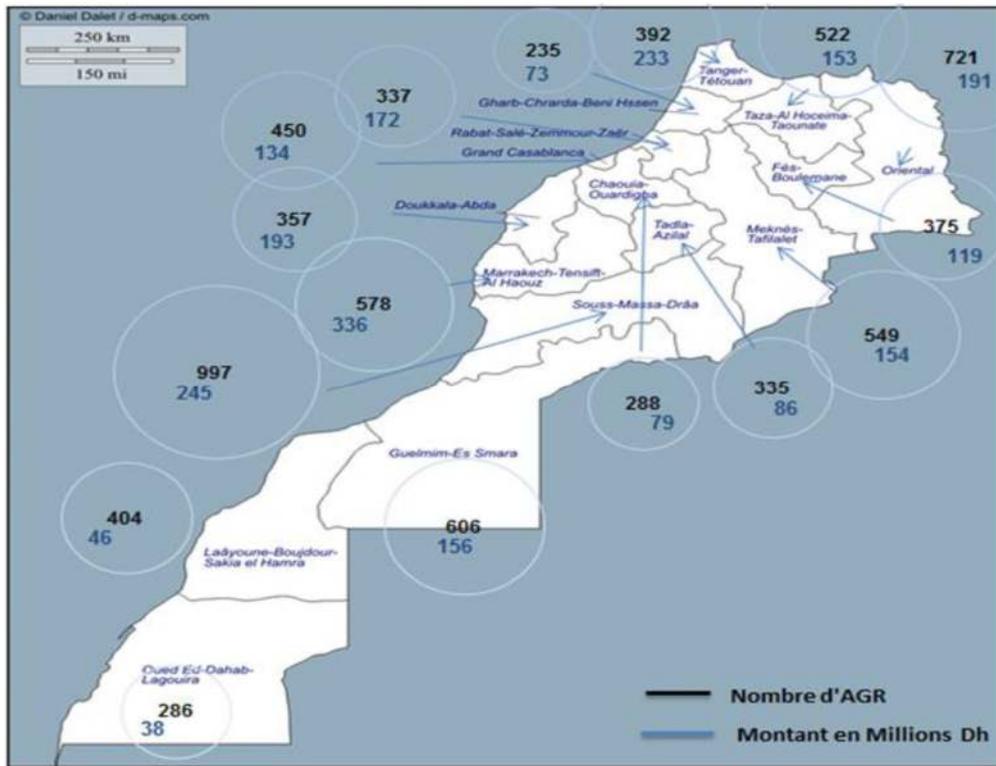


Fig. 2. Dynamics of the IGA sector

When reading the tables and graphs, we note that five sectors are concerned by the Social and Solidarity Economy. These are the following sectors:

- Agriculture including local products: Aragne and derivatives, PAM, Cactus and derivatives, Vegetable growing, etc;
- Crafts: leather, leather goods, cabinet making, traditional sewing, etc ;
- Convenience store: point of sale, retail, etc ;
- Artisanal fishing;
- Rural Tourism: Gîtes, Guest Houses;

The sector of Social Solidarity Economy in Morocco knows the intervention of several actors in different forms. We have tried to draw a mapping of the intervening actors below:

Table 7. Mapping of the intervening actors

Type of actor	Denomination	Type of intervention	Title of the intervention	Aimed target
Institutional	National Index for Human Development (NIHD)	Funding	Transversal / Urban / Rural / AGR Programs	AGR
		Training and accompaniment	FRC program	Cooperative Association
Institutional	Social Development Agency (SDA)	Training and capacity building	TKWIA Program	Association
Institutional	Cooperative Development Office (CDO)	Training and Accompaniment and Technical Assistance	MORAFAQA program	Cooperative
Institutional and political	State Secretariat for Crafts and Social and Solidarity Economy / Regions	Funding	Regional plans for the development of the social and solidarity economy	Cooperatives of craftsmen Mono artisans
		Training		
		Marketing support		
Institutional and political	Ministry of Industry, Trade and New Technologies and DCIS	Funding	RAWAJ program	Crafts Local shopkeeper

The sector of the Social and Solidarity Economy as presented in the table above knows the intervention of several actors. Moreover, it can be considered that Morocco pays particular attention to this sector by devoting a whole ministerial portfolio. Moreover, the multitude of actors and stakeholders can make public action in this sector diluted and inefficient. However, it is noted that the sector globally adopts a policy around the following axes :

- a. Valorization of Moroccan terroir products with high added value;
- b. Financing and technical support to high potential cooperatives;
- c. Reinforcement of the technical and managerial capacities of the associative fabric and cooperating particularly in the agricultural and artisanal domains;

4.3 SWOT ANALYSIS

To give an inventory of the sector, it is proposed below a SWOT analysis:

Strengths	Weaknesses
-Strong dynamics of the sector with a large number of cooperatives specialized in economic and social sectors (agriculture, crafts, housing); -A capital experience developed by cooperatives and institutional actors over time to value; - Local products of international renown; - An advanced legal and legal framework; -Moroccan know-how to protect and enhance (heritage);	-Absence of a national public policy to support marketing in the sector; - Lack of professional qualifications for some cooperatives and associations; - Lack of specialized observatories for a general assessment of the sector and its impact on employment and the social dynamics created; - Diversity of actors and areas of intervention renders public action ineffective in the sector;
Opportunities	Threat
- The SSE sector can benefit greatly from the tourism sector and tourist flows if a national strategy is put in place; - The opening of Morocco to its African continent will highlight the sector, its products and the expertise of its actors; -ECOWAS Incentive Laws and Regulations for Handicrafts can be Entry Points for Sector Products -The sector is an additional solution to the fight against unemployment through self-employment and individual or collective initiative;	- Changes in legislation (eg increased import duties on raw materials) may be detrimental to some sector activities; - Changes in tax revenue laws may make activity in the sector less attractive or competitive; -The non-preservation or patrimonialization of certain trades (master craftsmen and disciples) risks annihilating certain activities;

5 SOCIAL AND SOCIETAL MARKETING APPROACH

How Marketing can contribute to strengthening Morocco's place in the ECOWAS region?

We try in this part of this article to unravel the role that marketing can play in its various forms in the valuation of the sector and therefore, contribute to strengthening the future position of Morocco in this economic space. The adoption of a marketing strategy on the institutional and operational levels is a priority in order to promote Moroccan products and services. In this regard, this strategy should be based on the key concepts mentioned above:

- Social Marketing: In order to promote the contribution of Social and Solidarity Economy in the social and economic development of territories and populations. The marketing strategy must be planned in the long term and work to change the behaviors and habits of the actors (institutional and final consumers) in order to act on the purchasing behavior: purchase from the cooperatives by the administrations, purchase of the products and derived by end customers;
- Societal Marketing: operators in the sector, particularly producers and traders, must develop a marketing approach that allows consumers to recognize their importance and roles in local society: the cooperative must be considered and perceived as a vector of social and food stability;

- Non-profit Marketing: operators in the sector, particularly relay associations or Non-governmental organization, must adopt a communication approach with ECOWAS bodies to enhance their role and impact in the fight against poverty and social exclusion of populations.

5.1 PROSPECTS AND FUTURE CHALLENGES

We saw in the SWOT analysis of the sector, the intervention of several actors in different postures: funders, trainers, legislators, etc. Thus, in front of an organization like ECOWAS, it is essential to have a solid, coherent and complementary organization capable of carrying the Social and Solidarity Economy project within the community, defending it and negotiating. As a general rule, the diversity of actors at different scales reduces reactivity, harms the organization and eventually wears out the interlocutor. It is proposed to initially initiate a core of experts on the theme including all actors in the value chain. We propose the following actors:

1. National Index for Human Development (NIHD)
2. Ministry of Foreign Affairs, State Secretariat for African Affairs;
3. Panel of academics: sociologists and economics;
4. Moroccan Agency for Development of Investments and Exports (FMEA);
5. Ministry of Tourism, State Secretariat for Handicrafts and Social and Solidarity Economy;
6. Office for Development of Cooperatives (ODECO);
7. Agricultural Development Agency (ADA);
8. National Office of the Agricultural Council (ONCA);

The role of this think tank is to prepare the entire commercial, economic and social approach to the sector as part of the integration of ECOWAS.

The Moroccan Social and Solidarity Economy sector has undergone a very positive evolution since independence to today. This sector has been able above all to create a local economic and social dynamic and to establish the cooperative spirit in many rural areas of the Kingdom. In terms of social impact, the sector has strongly contributed to the empowerment of the populations and particularly the rural woman. On the economic side, the sector has been able to promote certain local products and make them marketable. We are even witnessing the transformation of some mature cooperatives into economic enterprises capable of generating profits and securing jobs.

These strengths of the sector cannot be realized without the consolidation of the efforts of all the actors and this by working, *inter alia*, the following axes:

- **Axis 1:** The development of a common sector development strategy at national and international level where all actors act in a convergent manner;
- **Axis 2:** The development of the Moroccan terrier product: patrimonialization, international referencing, opening on the Asian, African and Latin American markets;
- **Axis 3:** The creation of monitoring and data collection systems for the entire sector in terms of employment, market values, market quantities, social and societal impacts so as to permanently have all the objective and technical arguments relating to the sector.

6 CONCLUSION

In conclusion, the aim of this article was to measure the role that social and societal marketing can play in strengthening the offer of the social and solidarity economy sector. This role is important especially in a phase of integration into a new African economic area until little known by the actors and operators. We have tried to expose the entire organization of ECOWAS to better understand the existing economic and political relations and also to determine the main issues. We have distinguished the role of the oil countries in this organization, particularly Nigeria. The entry of Morocco can create an imbalance in the already established relations because of its economic weight, its opening to the European space (geographically and politically) and its political weight compared to member countries (Senegal and Mali) related with Morocco by indefectible historical relations. The Social and Solidarity Economy Sector is a concrete way to convince the member countries of the role of this sector in the economic and social stability of unattractive or very poor areas. Morocco can bring its expertise and share its experience in this field provided that a strategy and an approach mechanism are well established, studied and concerted between all the actors in this ecosystem. Morocco's openness to these countries through the Social and Solidarity Economy could even attract huge investments in research and development and establish concerted and sustainable

partnerships. For example, Morocco, through the National Human Development Index, has contributed its expertise in the implementation of the Gabonese Human Investment Strategy (GHIS) since 2015. His expertise has involved the development of partnerships around concert projects: creation of cooperatives, formation of associations, creation of a hemodialysis center, etc. This is an example to capitalize on for cooperation with ECOWAS member countries eventually.

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