

Ait Bouguemez, Morocco, December 2025



Azul & Salam, dear friends and companions,

We are celebrating 15 years!

Fifteen years of campus vivante. The cycle of a whole generation – and for us, living proof that an idea can become reality when people come together and contribute their hearts, hands, confidence and motivation to make a difference.

When we started out in 2010 with a big dream, nothing was certain – except our conviction that education in the "Happy Valley" could be different.

Today, in 2025

- 96 pupils from kindergarten to 9th grade attend the école vivante
- including four children with hearing impairments
- 28 employees find enriching work here in the school, administration, management, caretaking, kitchen and café.
- Around 30 women from the valley attend our literacy courses
- and around 60 women and men took part in further training courses at the académie vivante last year.

Behind each of these numbers are faces, dreams, challenges and courage.

Today, campus vivante is much more than a school: it is a place where children, young people, women and employees grow together, take responsibility and take control of their own futures.

What becomes visible after 15 years

We have often shared figures and reports in recent years. This time, we would like to focus on something else: on people and inner movements.

The first 16 children who started with us in 2010 and another six generations are now young adults. Some of them:

*are taking their A-levels at public high-schools,

- * are studying at universities in cities,
- * are increasingly choosing professions that were previously rare in the valley,
- * have started an apprenticeship or training programme,
- * have become self-employed or are involved in local initiatives.

They come to visit, suddenly standing before us as young professionals, translating between village and city, tradition and modernity. They bring new ideas with them, and a phrase we hear again and again:

"Through my time at campus vivante, I have learned real life skills."



Teamspirit

At the same time, something has matured within the team that cannot be expressed in facts and figures: more openness, more transparency, more courage to be honest, even when things get difficult.

At the beginning, it was mainly the founders and school management who pulled the strings. Today, more and more people are taking on responsibility. In this year's team preparation week at the start of the school year in September, for example, it was no longer just the head of the school but all the teachers who organized workshops for the staff – on topics such as non-violence, communication and feedback culture, permaculture in everyday school life, interior design, resources in the team and the meaningful use of AI in the classroom. There was a lot of laughter, discussion and experimentation.

This change makes us more vulnerable and at the same time stronger. In many cases, employees have become co-creators. The school is growing not only in its structure, but also in its inner spirit: in professionalism, vitality and shared responsibility.

Life stories from the "Happy Valley"

People experience their time here from very different perspectives. These are personal stories that are linked to the overall history of campus vivant'e.

Take Brahim, for example, who has been working as a driver and in maintenance for 12 years, ensuring that students get to school safely. At the same time, he and his colleagues run the café vivant'e and look after the well-being of visitors. He says, "We work together with joy, respectfully and collegially."

Fatiha, a pupil from 8th grade, says: "I used to have to work in the fields. Now I can go to school while my mother learns to read and write – that's how we're building a better future together."

Keltouma, who had no opportunity to attend school as a child, is now a chef: "I continue to learn at the campus, share my knowledge in cooking classes and realize my lifelong dream – in a team where men and women work together as equals and with mutual respect."

These stories are representative of many people who are being given new, sustainable prospects for their future through education, training, reliable work and the promotion of gender equality.

The campus vivant'e

- * creates secure jobs,
- * provides holistic education,
- * promotes and empowers women in particular, who support their families as mothers or pursue their own careers.

Education, further training, respectful cooperation and good jobs are creating long-term prospects for many people in Ait Bouguemez – the "Happy Valley".



Humanity & technology – a new chapter

The past school year had a theme that one might not expect in the remote high valley of Ait Bouguemez: "Humanity and AI".

Together with our team, we asked ourselves: How can we use digital tools without losing our hearts?

Today, artificial intelligence helps us to

- * prepare lessons more individually,
- * create and structure materials in multiple languages,
- * make meaningful use of sign language, visual explanations and educational videos,
- * free up time so that teachers can focus more on the children.

For us, AI does not replace anything that is essential to education: relationships, trust, presence. But it helps us to deploy resources in the right place at the right time.

Our inner compass remains the same: humanity first. Technology as a tool.



Next step: cooperatives and tourism in local hands

With the new project funded by the Austrian state of Vorarlberg and the construction of the Geoparc House, we are going one step further: towards a regional development axis that promotes and connects cooperation, education, tourism, local identity and the economy.

Over the next two years, we will:

- * open the Geoparc House next to our academy as an information and meeting center where visitors can learn about the special features of the valley, discover local products and book guided tours;
- * work with cooperatives in the region to build structures that keep the added value from crafts, agriculture, gastronomy and the valley's legendary hospitality in the valley;
- * establish the campus vivante and the académie vivante as a learning and training center for these cooperatives, in close cooperation with partners from Morocco and Europe;

* Provide targeted training for women, young adults and former students in the areas of sustainable tourism, gastronomy and entrepreneurship so that they can independently develop offers, welcome groups and create new sources of income.

The aim is to ensure that, together with local stakeholders, the "Happy Valley" does not become a transit point for cheap mass tourism, but rather a model for gentle, fair tourism.



Why campus vivante is needed right now

The major issues of our time – climate crisis, social division, migration, social change and questions of identity – are also felt here in the High Atlas. Young people experience:

- * the pressure to leave the valley to find work,
- * the distraction, seduction and numbing effect of social media,
- * the fear of being torn between tradition and modernity.

The campus vivante offers an alternative: not just as a "meeting place" and not just as a "school", but as a place where people can try out who they want to be.

Here, roots can deepen and people can grow towards new horizons. Here, Berber tradition, Arabic, French, German and English languages, as well as sign language and global issues, meet on equal terms. Children and adults learn to take responsibility – for themselves, for each other, for nature, animals, water, soil and energy.

The fact that a remote Berber valley can become a model for shaping a resilient future is no longer a theory, but our daily experience.

What we are asking of you today

So much has grown, but one thing has not changed: without secure basic funding, we cannot sustain all this.

The sobering reality of our work is this: every month, around € 15,000 must be raised to cover the running costs of the school, salaries and social security contributions.

This continuity is the foundation on which everything else can flourish: education, inclusion, women's empowerment, permaculture.

Growing own income from the café vivant'e already contributes to the running costs. So do the regular donations from our circles of friends and the continuous support of our association members in Switzerland, Germany and Austria, who strengthen us both ideologically and financially.

Our next steps are clear:

- * fully securing existing wages and operating costs for the school so that we can put all our energy into educational quality and pay our dedicated teachers well,
- * expanding the académie vivante with additional classrooms for extended adult education and community work for the region.
- * opening the visitor center as a museum and a place where tourists and local cooperatives can meet, learn and work together to keep value creation in the valley.



We offer concrete prospects.

We have built structures.

We are a growing group of people who take responsibility.

We are making an impact, day after day.

What is missing are the means to keep this foundation stable.

Support for the next 15 years

Many of you have been with us for years, some since the very beginning. Others may be reading about us for the first time. Regardless, one thing remains true:

A contribution to campus vivan't'e is not an anonymous drop in the global flow of donations.

It is tangible and makes a concrete difference for people – here and now.

Every donation

- * makes meaningful education accessible,
- * keeps people in the valley and prevents rural exodus,
- * empowers women, families and social structures,
- * protects cultural heritage and language,
- * supports permaculture, ecological construction methods and renewable energy,
- * creates reliable jobs with fair wages,
- * promotes self-efficacy instead of dependency.

And it sends a signal:

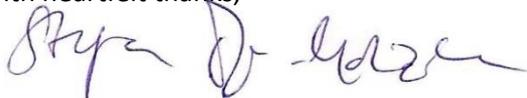
that in a world full of turmoil, places that shine like beacons are supported.

It is December. A time that reminds us that a single light can change the darkness.

Thank you for helping our light to shine further and even brighter.

To make a donation, simply copy the IBAN here: [MA00 7450 0002 0450 0030 4846 77](#)
and SWIFT/BIC: [BCM AM AMC XXX](#)

With heartfelt thanks,



Stefanie Itto Tapal.-Mouzoun & Haddou MOUZOUN

and the entire team at campus vivan't'e

