



Message from Mr. Lhoucine Tijani
Deputy Chairperson of the
Mohammed VI Foundation for Environmental Protection
Lalla Hasnaa Sustainable Coast Awards – 2016 Edition

Her Royal Highness Princess Lalla Hasnaa,

Ladies and gentlemen,

On behalf of **Her Royal Highness Princess Lalla Hasnaa**, Chair of the Mohammed VI Foundation for Environmental Protection, I would like first of all to welcome the honorable attendance at this event to celebrate the second edition of the Lalla Hasnaa Sustainable Coast Awards ceremony.

As you know, 2014 was a pivotal year for the Clean Beaches program. It can be characterized by the transition from the notion of beach cleanliness and quality to the concept of a sustainable coastline. This significant change has made the program more inclusive and perfectly aligned with national coastal strategies.

This program, launched by **Her Royal Highness Lalla Hasnaa** in 1999 from the city of El Jadida, has made significant progress in achieving the objectives set forth initially, as well as in achieving the strategy desired by **Her Royal Highness**. It has gone from a simple program focusing on certain beaches to a program that encompasses the Kingdom's most visited beaches. After 17 years of existence, the program has been able to log considerable cumulative achievements, involving 89 beaches subject to continuous monitoring and in accordance with the criteria adopted: 22 beaches were labeled "Blue Flag" in 2016.

.../...

Ladies and gentlemen,

As a continuation of its evolution, in 2016 the Foundation launched an important project for the management of marinas within the framework of this program.

As a result, training sessions were organized for beach managers in order to equip them with integrated coastal zone management tools by developing a reference guide on the subject. These workshops aim to qualify and strengthen the capacities of these actors to ensure the sustainability of the actions and projects, which **Her Royal Highness** considers a major stake in achieving the expected objectives of the Foundation's efforts.

The second edition of the Lalla Hasnaa Sustainable Coast Awards experienced a significant change in both quantitative and qualitative terms: the number of participants increased from 55 in 2014 to 109 participants this year, with the contribution of university researchers.

Ladies and gentlemen,

In light of these important and encouraging results, both nationally and internationally, **Her Royal Highness launched a new project at COP22 in Marrakech, for the World Oceans Day**, in the presence of the Prince Albert II (Albert of Monaco), the Minister of Agriculture and Maritime Fisheries, the Executive Secretary of the United Nations Framework Convention on Climate Change (UNFCCC) and the Director-General of UNESCO.

The project concerns the preservation of maritime and coastal biodiversity by creating and developing marine reserves, particularly in the Mediterranean.

This program is a follow-up to the actions carried out by the Foundation through its involvement in a number of projects in this field, such as the Dakhla Bay Preservation Project, the Marchica Lagoon, and Protecting the Mediterranean Intercontinental Biosphere Reserve.

.../...

Ladies and gentlemen,

Finally, I would like to congratulate the efforts of all the Foundation partners, as well as their continuous support for efforts to promote education and awareness on environmental protection and sustainable development.

والسلام عليكم ورحمة الله تعالى وبركاته.