



مؤسسة محمد السادس لحماية البيئة
FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT



ANNUAL REPORT 2012

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WORD FROM THE PRESIDENT



FORGING OUR CHILDREN'S PERSPECTIVE

With 20 programs now in its portfolio, the Foundation covers a wide spectrum of environmental themes and target sectors in Morocco: coast, air, heritage, education, tourism, etc. Our Foundation has initiated work, often innovative and bold, on many fronts. Our challenge today is permanence and continuity: sustainability.

We have always perceived our role in protecting the environment as one of a guide, initiator and catalyst. When we take hold of a project, whether it is the first one, Clean Beaches, or newer ones such as remediation support and sustainable development of the Mediterranean Intercontinental Biosphere Reserve or the support for Marchica Lagoon remediation programme, we are often led to making an assessment, as is the case in 2012 with the epidemiological study on air pollution in Casablanca, on the state of the Dakhla lagoon, or under the proposed adaptation of the carbon footprint tool, Bilan Carbone, in Morocco. We then develop tools, standards or mechanisms: Green Key, Blue Flag, Nador Lagoon Observatory or the Dakhla Lagoon Observatory, etc... This year, we are reviewing the swimming and bathing water quality standard that has been implemented here for over a decade. Finally, we mobilize all the forces possible: government, companies, associations, and communes. They have been following and supporting us for years, for which we thank them.

What we do experimentally and locally is destined to become national. The Clean Beaches program was developed from cleaning beaches: it has now developed into a national program of coastal preservation. It is recognition of our efforts over time, recognition that also goes beyond our borders.

This is also the case of the Young Reporters for the Environment program. In 2012, we celebrated its tenth anniversary with great personal satisfaction. We began with a few small, passionate groups in some schools, and today we have expanded the program throughout the country, with support from the Ministry of Nationale Education. The same holds true for Eco-Schools, which currently extends to all the school districts in the Kingdom due to its expansion over the last three years in partnership with the Ministry of Education. We have contributed to integrating the environment at the heart of education and in the consciousness of our children, who will have to manage the future.

This is a capital battle. When we see how passionately our students manage their reporting, with high standards that have earned them international awards, it joys us deeply. When our young people are working on the environment, they are required to be witnesses. Their perception is forged, their sensitivity is heightened, and tomorrow they will be indignant about attacks on their living environment, which is our natural capital towards which we share a collective responsibility. If they have forged this ability to perceive, be indignant and bear witness, we have succeeded



2012 HIGHLIGHTS

EDUCATION INTO FIRST LINE

Very active on the front of the Environment, the Foundation, by the effective presence of its President, HRH Princess Lalla Hasnaa, meant that education issues had taken this year a particular acuity in line of sight, the organization WEEC in 2013.

INTERNATIONAL SYMPOSIUM ON WATER AND WETLANDS IN THE MEDITERRANEAN

Agadir (Morocco)
February 2012

In front of nearly 200 delegates, Her Royal Highness Princess Lalla Hasnaa called for innovative and intelligent solutions for water management and water sharing, as Morocco has already mobilized 18 billion m³ of water with over 130 dams. She called to reconcile the development and protection of wetlands.



SPECIAL EDITION OF OUR PLANET, A UNEP MAGAZINE

September 2012

Following the United Nations Conference on Sustainable Development, Rio +20, held in Brazil from June 20 to 22, 2012, Achim Steiner, Executive Director of the United Nations Environment Programme (UNEP) invited Her Royal Highness Princess Lalla Hasnaa to participate in the special edition of UNEP's Our Planet magazine, providing an opportunity to present the Foundation's activities to a wide audience.



THE LALLA HASNAA 2012 CLEAN BEACHES AWARDS CEREMONY

Skhirat (Morocco)
May 26, 2012

The Lalla Hasnaa 2011 Clean Beaches Awards Ceremony was held on May 26, 2012 at the Mohammed VI International Conference Center in Skhirat. A total of 17 trophies were awarded: seven Lalla Hasnaa Commitment awards, four Lalla Hasnaa Innovation awards and six Lalla Hasnaa Initiative awards.



«CELEBRATING TEN YEARS OF THE YOUNG REPORTERS FOR THE ENVIRONMENT PROGRAM.»

Rabat (Morocco)
April 28, 2012

The ten-year celebration of the Young Reporters for the Environment program took place on April 28, 2012 at the Bibliothèque Nationale, the National Library of the Kingdom of Morocco in Rabat, in the presence of Her Royal Highness Princess Lalla Hasnaa. A forum was held in parallel on the same theme: education and awareness for responsible consumption: my reason to act, which was attended by 300 people from diverse backgrounds, including the competition winners from the 16 school districts in the Kingdom. On this occasion, a partnership agreement between the Foundation and the Ministry of Education was signed to sustain the Young

Reporters for the Environment program. The main themes of the forum were as follows: Youth education on the environment and sustainable development; Choice of sustainable production and consumption methods: issues and challenges; Communication and awareness for responsible consumption; The recommendations made in three areas have been identified by the participants included in the White Book reference document that highlights the efforts made by Morocco as part of its national strategy for sustainable development and protection of the environment during the last

years, intended to Rio +20. For this event, the Young Reporters for the Environment exhibition, Another look at the environment, was installed throughout the summer on the esplanade of the Bibliothèque Nationale du Royaume du Maroc. It proposed a new perspective on the environment during the tenth anniversary celebration of the Young Reporters for the Environment program. Similarly, a dynamic and emotional documentary movie was screened at the 10-year program ceremony. With testimonies, the film outlined the initiatives of young Moroccan reporters and other stakeholders in sustainable development.



CLEAN BEACHES WORKSHOP IN SKHIRAT

Skhirat (Morocco)
May 26, 2012

As a side event to the awards ceremony, the Foundation organized an interactive workshop involving all Clean Beaches program stakeholders. Three areas of program consolidation and development were presented at the event: The Phase I results of the strategic orientation study for the Clean Beaches program towards a national sustainable coastal management program, Upgrading of the Moroccan Swimming and Bathing Water Quality Monitoring Standard per the New European Directive

Changing the Lalla Hasnaa Clean Beaches Awards to the Lalla Hasnaa Sustainable Coast Awards.



YOUTH MEDIA FOR THE ENVIRONMENT MEETING ON THE SITUATION AND PROSPECTS

Rabat (Morocco)
June 29 – 30, 2012

On June 29 – 30, 2012, in cooperation with the Centre for Mediterranean Cooperation IUCN-Med, the Foundation organized an event to evaluate the first online training session for young journalists from North Africa conducted via an e-learning platform. The training began in March 2012.



PREPARATION FOR THE 2013 WEEC

Rabat and Marrakech (Morocco)

The 7th World Environmental Education Congress > (WEEC) will take place from June 9 – 14, 2013 in Marrakech. The main theme of this event, co-organized by the Foundation and the WEEC Permanent Secretariat, is: Environmental education and issues surrounding a greater harmony between urban and rural. A memorandum of understanding on the WEEC 2013 organization was co-signed by both parties on January 17, 2012 in Rabat and the first preparatory work began immediately with the introduction of local management committees, national and international scientific committees, and the WEEC 2013 information portal.





FOUNDATION PARTICIPATION IN INTERNATIONAL EVENTS

Involvement in eight international programs, the Foundation takes the pulse at annual meetings, where she exhibited her experiences, forges partnerships and builds its reputation.

ANNUAL MEETING OF NATIONAL COORDINATORS FOR THE GREEN KEY PROGRAM

Tavira (Portugal)
April 17-20, 2012

This annual meeting was organized from April 17 - 20, 2012 under the auspices of the International Foundation for Environmental Education (FEE) and attended by representatives of 28 countries implementing this program. This year the label criteria was revised, applicable starting in 2013. Accordingly, two types of grids have been defined: one for large structures (hotels and similar), and the other for small structures (guest houses and similar). Also, the Green Key certified establishments will now display a certificate for their customers.

INTERNATIONAL EXHIBITION FOR THE DEVELOPMENT OF THE HINTERLAND (SIAPAT)

Taroudant (Maroc)
November 16-18, 2012

La Fondation a participé à la première édition du Salon International de développement des Arrière-Pays qui s'est tenu à Taroudant du 16 au 18 novembre 2012. Elle y a fait une intervention orale sur le rôle du tourisme responsable dans la valorisation des arrière-pays en présentant comme cas concret l'accompagnement de cette valorisation par les établissements d'écoverte.

WORLD WATER FORUM

Marseille (France)
March 12-17, 2012

The Foundation participated in the 6th World Water Forum held in Marseille from March 12 - 17, 2012 on the theme: the time for solutions and commitments. It presented the Marchica Lagoon Observatory and participated in three roundtables on Coastal protection, Water and Natural space, organized by the Coastal Conservatory, the Rhône Mediterranean Corsica Water Agency, and the City of Marseille.

UNITED NATIONS CONFERENCE ON SUSTAINABLE DEVELOPMENT (RIO+20)

Rio de Janeiro (Brésil)
June 20-22, 2012

Twenty years after the Earth Summit was held in Rio in 1992, Brazil hosted the Earth Summit, the UN Conference on Sustainable Development from June 20 to 22 2012 in Rio de Janeiro. The Foundation contributed to the White Paper on the achievements made by Morocco, mainly concerning the role of civil society and on the recommendations of the Young Reporters for the Environment program from the forum in April 2012.

DISCUSSION AND EXCHANGE WORKSHOP BY THE FFEM - TOUR DU VALAT IN

Arles (France)
June 21-22, 2012

The workshop, held on June 21 - 22, 2012 at the Tour de Valat, was attended by the Coastal Conservatory (Conservatoire du Littoral), the Rhône Mediterranean Corsica Water Agency (RMC), the French Development Agency, Marchica Med, the French Global Environment Facility (FFEM) and the Mohammed VI Foundation for Environmental Protection. The participants discussed the potential Marchica Med role for the Nador lagoon, and the importance of investment committed to cleaning the site. The Foundation presented an initial assessment of the status and progress of the project activities for pollution cleanup and protection.

DISCUSSION ON IMPROVEMENTS IN AIR QUALITY

Rhône-Alpes (France)
November 26 - December 2, 2012

A working committee consisting of representatives from the Foundation, the Department of Water and Sanitation, Department of Environment, Ministry of Health, and the Wilaya of the Greater Casablanca Region was hosted in Lyon on November 26, 2012, as part of the Foundation's Qualit'Air program.

This working visit enabled an assessment of institutional and technological systems in the Rhône-Alpes region in terms of air quality, which also benefited the partnership developed over the years between the Rabat-Salé-Zemmour-Zaïer region and Greater Lyon region around sustainable development. Meetings were held with the Directorate for Climate, Environment, Health and Energy (DCESE), the Agency for Energy and Environment in Rhône Alps (RAEE) and the Regional Directorate of the Environment and Land Management (DREAL).

2012 FORUM ON PROTECTED MARINE AREAS IN THE MEDITERRANEAN (AMP)

Antalya (Turquie)
November 25-28, 2012

The Forum, which was held from November 25 to 28, 2012, brought together scientists, NGOs, representatives of national environmental agencies, international institutions, local communities, and the tourism and fishing sectors from all over the Mediterranean to discuss solutions to mitigate the deterioration of the marine environment in the Mediterranean.

ANNUAL MEETING OF ECO-SCHOOLS NATIONAL PROGRAM COORDINATOR

Mellieha (Malta)
November 7 - 11, 2012

The meeting, held under the auspices of the International Foundation for Environmental Education (FEE), invites national coordinators from over fifty countries implementing the Eco-Schools program to share their educational experiences and good environmental practices. The Foundation participates each year.

RIO DE JANEIRO

MARSEILLE

LYON

ARLES

ANATALYA

MALTE

TRAVIA

TAROUDANT

PARTICIPATION DE LA FONDATION AUX CONFÉRENCES ET RÉUNIONS NATIONALES SOUS LE SIGNE DE LA COMPENSATION CARBONE

CARBON FINANCE – A FOUNDATION COMMUNICATION ENTITLED «THE ROLE OF CIVIL SOCIETY IN CARBON FINANCE»

 Rabat
April 2012

This meeting provides a platform for exchange and reflection between international and national actors of finance climate. It brought together the major actors and holders of national developmental projects in the field of climate change and representatives of international cooperation agencies, the public funders and private operating in this field well as civil society.
The Foundation presented the Voluntary Carbon Offset Program as an awareness tool to climate change and financing CO2 reduction projects.

TOURISM AND CLIMATE CHANGE, AGADIR, JUNE 2012 – A FOUNDATION COMMUNICATION ENTITLED «THE FOUNDATION'S ROLE IN REDUCING THE CARBON FOOTPRINT OF TOURISM»

 Agadir
Juin 2012

This conference was born of the expectations of local actors of the tourism sector who want to understand and action on climate change. Everyone agrees on the responsibility of tourism in climate change we are experiencing. But this same industry will also be affected by present or future changes, especially in areas with ecological fragile balances as the Mediterranean.
The Foundation presented a paper entitled « The Foundation's role in reducing the carbon footprint of tourism ». She declined programs and activities it pursues for the establishment the concept of sustainable tourism, namely Voluntary Carbon Offset Program reduction of CO2 emissions, the Green Key Label and clean beaches program.

NATIONAL STRATEGY ON CLIMATE CHANGE, MEMEE – DEPARTMENT OF THE ENVIRONMENT

 Rabat
August 8, 2012


The meeting aimed to present the strategy meeting was to National against the adverse effects of climate change climate on economic development, health populations and ecosystems. The Foundation presented its vision by focusing on awareness and environmental education as main components of measures to respond to climate change.

POLLUTEC MOROCCO EXHIBITION A FOUNDATION COMMUNICATION ENTITLED: «STUDY ON ADAPTING THE FOOTPRINT CALCULATION TOOL FOR GREENHOUSE GASES AND CARBON DATABASE TO THE MOROCCAN VERSION»

 Casablanca
October 4 – 6, 2012

The Foundation presented the study conducted in partnership with the Environment Agency and Mastery Energy (ADEME) on the establishment of a accounting tool for for greenhouse gas emissions and adaptation factors Emissions (Carbon Base) in economic, social and environmental context in Morocco. This tool will be used for all stakeholders (public, private and individuals) by CO2 emissions.

THIRD NATIONAL COMMUNICATION ON CLIMATE CHANGE, UNDP

 Rabat
August 15, 2012

The meeting aimed to mark the official start of the Moroccan third National Communication to the United Nations Framework Convention on Climate Change (UNCC-CC), inform, awareness-raise and encourage different partners to get involved in the process of developing this Communication.



ENVIRONMENTAL EDUCATION PROGRAM



A NATIONAL PROGRAM

The Eco-Schools program has become a reference. The partnership with the Ministry of National Education can be extended to the whole country.

The Eco-Schools program extended

The Eco-Schools program teaches the principles of sustainable development to students in primary schools, on five themes: water, energy, waste, biodiversity, and food. The program is in a phase of gradual generalization, from 2010 through 2013.

A total of 675 schools in 16 regions and 81 delegations are registered in the program during the period from 2010 to 2013, including 271 rural schools (40%), and 404 urban schools (60%). Among these, 55 schools out of 105 candidate schools were awarded the Green Flag label, including 63 during the 2011-2012 school year. Also during the 2011-2012 school year, 28 schools implemented environmental projects within their establishments per the Eco-Schools approach, enabling them to obtain the Green Flag.

Training workshops were organized for 230 new schools joining the program from Fes, Chefchaouen, Ouazzane, Dakhla, Meknes, Tetouan, Oujda, Azilal, El Jadida and Nador.

As an information support, a second version of the Eco-Schools portal for young citizens will be online soon, presenting the program in a fun way through interactive games (www.ecoeco.ma/).

Eco-Schools in synergy with the Foundation programs

During the interim assessment of the Marrakech Palm Grove Protection and Development Program on December 3, 2011 in Marrakech, **Her Royal Highness** decided to acquire 500

bicycles for school children in the palm grove whose parental home is far from school.

The Foundation distributed 500 bicycles on May 12, 2012 in Marrakech, in the presence of local partners, in synergy with the voluntary carbon offset program, to 11 and 12 year olds at the Tamesna junior high school, which participates in the Eco-Schools program, and to the Immam Ali high school.

During 2012 and under the framework of the voluntary carbon offset program, the Foundation equipped 56 rural schools and 34 outbuildings with solar panels in the provinces of Settat, El Hajeb, Skhirat-Temara, Moulay Yacoub, Ouezzane and Marrakech.

Eco-Schools has increased its partnerships

■ In 2010, 63 primary schools, attended by the child parliamentarians, have joined the Eco-Schools program. Six of them were awarded the Green Flag label during the 2011-2012 school year.

■ In 2012, ONEE organized awareness campaigns for school children on the importance of water conservation and efficient use. They benefited Eco-Schools in Khemisset, El Jadida, Ouazzane, Chefchaouen, Tangier, Casablanca, Bouznika, Berkane, Nador, Oujda, Temara, Fes and Meknes.

■ The partnership agreement between the Foundation and the Moroccan National Highways Company was renewed. It aims to support the Eco-Schools program by providing school equipment and creating green spaces. Eight schools were supported along the Beni Mellal highway route that is under construction.

■ Several tree planting workshops were organized in schools

adhering to the Eco-Schools program, from Nador, Berkane, Oujda, Fez - Moulay Yacoub, Sefrou, Smara, Laayoune, Tan-Tan, Guelmim, Khemisset, Salé, Rabat, Temara, Meknes, Ouarzazate, Chefchaouen, Tetouan, Ouazzane, Tangier, Larache, Jerada, Figuig, Taouirt and Casablanca. During these workshops, the children were trained in tree planting methods and the importance of forest resources.

■ The Association of Teachers of Life and Earth Sciences (AESVT), linked to the Foundation by a partnership that aims to involve their staff in the Eco-Schools program, selected 31 schools for this purpose, five of which were awarded the Green Flag label for the 2011 – 2012 academic year.

■ From November 12 to 14, 2012, the Genius program organized the first workshop for 16 regional coordinators for Environment and Sustainable Development of the Ministry of National Education on image, sound and video techniques. Other similar workshops are planned through the school academies.

Activities

■ The Eco-Schools students visited the Little Prince of the Desert Festival held in Tarfaya, and participated in drawing competitions and educational-play workshops on renewable energy, waste management, and other topics.

■ 24 students of the Eco-Schools program visited an eco-ship



The Eco-Schools program involves stakeholders who explain environmental issues to schoolchildren.

moored at the mouth of the Bouregreg River, on its way to Portugal. This visit was part of an international project by the Swiss foundation, Antinea, to raise awareness on the importance of oceans and coastal heritage protection.

■ Educational field trip on renewable energy – Rabat – June 18, 2012

A group of students from three schools in Salé visited the Swiss solar aircraft Solar Impulse, which made a stopover in Rabat.

The Green Flag, awarded to six schools during the 2011-2012 school year, a real reason to be proud of the school.



ÉDUCATION ENVIRONNEMENTALE



YOUNG REPORTERS FOR THE ENVIRONMENT THE YEAR OF THE DECADE

Young Reporters Contest celebrated its tenth anniversary in 2012, an opportunity to celebrate a program involving more than 10,000 students since its inception.

Young Reporters at the national level

With the participation of nearly 2,000 students from the 16 school academies in the Kingdom in 2012, the 10th Young Reporters for the Environment contest reflects students' enthusiasm for this program. They submitted 64 written reports and 359 photos, which were carefully considered by the jury. Six written reports and five photos were awarded.

Several improvements were made to the program, such as strengthening regional committees, in which the role of the written press has been raised; orientation towards creating local, regional and national media networks; environmental organizations and economic operators; support for the Young Reporters for the Environment to strengthen links with the academic curriculum and communication on the Young Reporters for the Environment of award-winning work to the public.

Within this framework, the partnership with the Ministry of National Education was renewed in April 2012 in Rabat during the 10-year celebration of the Young Reporters for the Environment program.

Young Reporters at the international level

Contributions awarded at the national competition were submitted to an international jury, coordinated by the Foundation for Environmental Education (FEE). The Grand Prize was awarded to Zaytoune high school students from the Taourirt delegation of the Oriental Academy for their report entitled: Olive presses and their impact on the environment.

SAR la Princesse Lalla Hasnaa est allée à la rencontre des Jeunes Reporters pour l'Environnement, dont on fêtait les 10 ans en 2012.



Training and information

On January 12 – 13, 2012, with the Ministry of Education, the Agence du Sud and local partners, the Foundation organized workshops to launch the education programs Young Reporters for the Environment and Eco - Schools in the Oued Eddahab-Lagouira region.

The Young Reporters for the Environment workshop involved about 40 high school students from five schools in the Dakhla prefecture, supervised by their teachers. It covered topics such as the proper approach to collecting information in the field, formatting content for the reader, and journalistic and photographic techniques.

The 10-year celebration of the Young Reporters for the Environment program was an opportunity to redesign its web portal. All documentation relating to this event has been put online: recommendations, videos, photographs, and reports produced by schools and awarded by the Foundation and the FEE (www.jeunesreporters.org.ma).

YOUNG REPORTERS FOR THE ENVIRONMENT

Capacity building for young communication professionals in North Africa

The objective of the flagship project «Capacity building for young communications professionals in North Africa,» led by the Foundation in partnership with IUCN-Med (International Union for Conservation of Nature), is improving capacities of young environmental journalists from Morocco, Algeria and Tunisia, increasing their knowledge of climate change, renewable energy and the importance of forest ecosystems, as well as the most relevant approaches in terms of research, investigation and communication.

Training sessions were provided in 2012 via an e-learning platform specially designed for this purpose (www.rcmdd.ma). The training culminated with a regional meeting organized in Rabat on June 29 – 30, 2012, which brought together 15 journalists.

THE MARRAKECH PALM GROVE EDUCATIONAL CIRCUIT DE LA PALMERAIE DE MARRAKECH



The Palm Grove Educational Circuit helps to educate the public to its fragility and the need to preserve it.

The Foundation has developed a new educational circuit within the Marrakech palm grove, seeking to build on the success of the first educational circuit at the Bouknadel Exotic Gardens.

This educational circuit is decorated with interactive modules and some simple visual panels, designed for a wide audience, to promote good environmental practices in palm groves and oases. Five modules are available: khettaras, palm grove biodiversity, compost, palm ecology and palm maintenance, and wells.

COASTAL PROTECTION

CLEAN BEACHES

11TH YEAR



The flagship program of the Foundation is entered its second decade, which will come to its generalization. It is now running.

20 Blue Flag labeled beaches

In 2012, 71 beaches, including 20 Blue Flag labeled beaches, covering 45 communes and supported by 25 public and private entities, were involved in the Clean Beaches program. Four new beaches were sponsored in 2012:

- The Jbila and Amiraux beaches within the urban commune of Tangier, sponsored by Maroc Telecom;
- The Ksar Al Majaz beach within the urban commune of Ksar Al Majaz, sponsored by ONCF;
- The Sidi Ifni beach within the urban commune of Sidi Ifni, sponsored by the National Ports Agency.

XXXXX

After a decade of experience, in 2012 the Foundation has committed to new structural changes to its Clean Beaches program.

Since the International Coastal Conference in Tangier on October 9, 2010, the Foundation and its partners have been conducting a study to make the Clean Beaches program a national program for sustainable coastal management. An internal study was launched to review the Clean Beaches and Blue Flag programs. Conducted by the consulting firm NOVEC, a consultation was organized through four workshops with program partners: governments, businesses, communities, authorities, local officials and associations.

As a logical consequence of this new direction, the Lalla Hasnaa Clean Beaches Awards will become the Lalla Hasnaa Sustain-

able Coast Awards. The scope of these awards is extended to the preservation of the entire coastline. They will identify and document the work and initiatives undertaken by any person or entity contributing to coastal protection for sustainable development and encouraging socially and environmentally responsible behavior.

Since 2011, the Clean Beaches program has been helping to strengthen the role of coastal communities so that they support development actions and coastal management, according to their prerogatives. Various Ministerial departments responsible for coastal management support these coastal communities, which implement developed and organized services such as markups, security, and first aid. Business partners may also provide support, by helping to upgrade beaches prior to labeling.

For 2012, the Clean Beaches National Committee decided to include a dozen beaches in the program. They were chosen taking into account the compliance of water quality for swimming, the availability of basic facilities (toilets and showers, the presence of lifeguards, and markup equipment).

Upgrading the Moroccan standards for bathing water quality

The FEE has decided to provide the international Blue Flag standards with the New European Directive (NDE) standards in terms of swimming and bathing water quality. The Foundation and its partners discussed a roadmap to adapt to these new standards, during the workshop on May 26, 2012 in Skhirat.

Partnership renewal

The Clean Beaches Awards Lalla Hasnaa are always a great opportunity to come together to celebrate the efforts of clean beaches. Now they will be called Sustainable Coast Trophy.



All partnership agreements with the communes that came to an end in 2011 were renewed for a period of three years (2012-2014). These partnerships have been accompanied by terms of reference, and were ratified by the business partners, the commune, the local government, the Directorate General of Local Government and the Foundation.

Strengthening the Clean Beaches program criteria

Monitoring the quality of swimming water and sand

For the 2011-2012 season, the Directorate of Ports and Public Maritime Domain (DPDPM) and the Directorate of Monitoring and Risk Prevention have monitored the swimming water quality at 146 beaches, which are 5 more than the previous season. The Blue Flag beaches will be monitored according to both the Moroccan Standard 03-07-200 and the New European Directive standard for monitoring the quality of swimming and bathing water. The profile for Martil and Agadir beaches will be established to include the identification and location of the different sources of pollution. Beginning with the 2012-2013 season, the Department of Environment will entrust the water quality monitoring to LPEE.

Moreover, since 2010 the DPDPM started taking samples for analysis of beach sand. For the 2012 season, the DPDPM took samples from 16 beaches, 3 more than in 2011.

Swimmer safety

A total of 50 beaches have been marked up in 2012, 7 more beaches than in 2011, and users have been gaining awareness through display panels.

The General Directorate of Civil Protection has recruited 2,220

lifeguards (+30) and provided uniforms for seasonal lifeguards by distributing 4,400 T-shirts, shorts and caps, and 2,200 professional whistles. It mobilized 180 professional lifeguards for 15 days to strengthen surveillance on some beaches. With regards to equipment, it acquired 600 lifebuoys and 1,000 pairs of flippers, and made emergency and rescue equipment available at all the beaches (dinghies, jet skis, buoys, jackets, etc...). It also organized preventive monitoring (doctors, ambulance) on some popular beaches and trained lifeguards in first aid, communication and stress management, in collaboration with ANAPEC.

Health coverage

The Ministry of Health has asked delegations to implement first aid units, monitor food service facilities, and organize workshops to raise awareness and health education for beach goers. In 2012, it thus provided 85% of Clean Beaches with remote first aid centers. The rest of the beaches have been provided for by other stakeholders (sponsors, communes, Moroccan Red Crescent) or have been awaiting coverage.

Beach Use and Management Plans

The Directorate of Ports and Maritime Public Domain is continuing to develop the Beach Use and Management Plans (PUGP) to protect the maritime heritage. In 2012, 15 PUGP were finalized: six pilot beaches (Bouznika, Mohammedia Ain Diab, Sidi Rahal, Dar Bouazza and Mehdia); three beaches in Essaouira (Essaouira, Sidi Kaouki and Moulay Bouzerkoun); Saïdia, Miami and Ras Rmel beaches in Larache; Sidi Ifni; Mirleft; and Sidi Moussa Aglou. The authorities and local communities validated thirteen

COASTAL PROTECTION



2 220
MASTERS SWIMMING
were recruited for the season,
which 180 professionals.

The safety of beaches is supported by the Clean Beaches program, forming the masters swimming,



PUGP. The PUGP for the Mohammedia and Bouznika beaches are awaiting validation.

Environmental awareness and education

The National Federation of Moroccan Scouting and the Royal Moroccan Federation of Sail Yachting (FRMYV) renewed their commitment and organized the eighth edition of the *Sail Caravan for the Environment*. It had a considerable youth involvement and offered 2,081 people free trips out to sea.

Beach monitoring and evaluation system

Following its success in 2011, in 2012, the National Clean Beaches Committee decided to renew its operation of beach monitoring by local associations, with the associations SPANA and Mohammedia AESVT. The initiative has been expanded to two other associations: the Essaouira Association, Achouala for Education and Culture; and the Safi Association, Protectors of the Environment. These associations monitored a total of 17 beaches, with one visit per month.

Unannounced visits to the beaches participating in the Clean Beaches program, conducted by the National Committee and local associations, have highlighted that awareness efforts had been increased and the cleanliness and facilities were improved. However, further progress remains regarding the display of swimming

and bathing water quality results, the monitoring of standards, the allocations and the distribution of equipment, beach markup, medical facilities, and environmental awareness.

These visits enabled the recommendation of various actions, such as establishing a written procedure for notification of results of the swimming water quality, listing of rescue equipment needed on a beach, the reactivation of the Sub-Committee for management of water activities, the creation of an advocacy toolkit, and the implementation and generalization of Beach Use and Management Plans.

PAVILLON BLEU



20 **2012**

Twenty beaches have hoisted the blue flag Blue in 2012 on 71 of program.





COASTAL PROTECTION

The efforts of the Foundation for the Protection of the most beautiful sites in the country concern training and capacity building of local actors.

SUPPORT FOR THE OUED EDDAHAB BAY SUSTAINABLE DEVELOPMENT PROJECT TOWARDS THE CREATION OF AN OBSERVATORY

The Foundation initiated the Sustainable Development of Oued Eddahab Bay project in July 2011, in partnership with the Wilaya for the Oued Eddahab-Lagouira Region with the support of the Agency for Promotion and Economic and Social Development of the Southern Provinces of the Kingdom and the National Institute for Fisheries Research.

After the project start-up workshop in September 2011, several actions have been taken:

- Introduced new proceedings with the Department of Environment and the Wilaya for the creation of the Oued Eddahab Bay Observatory;

- The commitment of SIG to promote the dissemination of knowledge on bio-ecological and socio-economic characteristics of the bay and provide decision makers with a more accurate and complete representation of the area, in order to facilitate decision-making;

- Development ongoing of a storyboard for a student oriented interactive CD, integrating knowledge about the bio-ecological values of the Oued Eddahab bay site.

INTERCONTINENTAL MEDITERRANEAN BIOSPHERE RESERVE A REGIONAL PROJECT

The Intercontinental Mediterranean Biosphere Reserve covers seven provinces: Chefchaouen (32% of the area), Tetouan (28%), Larache (23%), Ouezzane (10%), Fahs-Anjra (5%), Mdieq- Fnideq (2%), and Tangier-Asilah (0.21%).

After the formation of local project committees, launching and building the Foundation's programs in the provinces of the reserve area (Eco-Schools, Young Reporters, Clean Beaches and Responsible Tourism), during 2012 the following also took place:

- The organization of Eco-Business training workshops, information and awareness for local stakeholders, economic operators and NGOs, which mobilized the participants in favor of protecting the reserve area;

- The celebration of the 2011 National Day of the Coast at the project area, by the organization of a workshop to awareness-raise and capacity building on sustainable development of the Reserve, and the new guidelines of the label «Blue Flag»;

- The production launch of an interactive CD on the reserve to orient students;

- An assessment mission to three rural accommodations at the Talassemtane National Park, to accompany them to obtain the Green Key label. A short French-Arabic bilingual manual on the implementation of Green Key label certification for small rural tourist facilities and mountain lodges will be published.



"MARCHICA" LAGOON SUPPORT FOR THE CLEANUP OF THE NADOR

The Marchica Lagoon is one of the largest lagoons in the Mediterranean according to its size (14,000 ha) and its biodiversity. It is of biological, ecological, economic and landscape interest, and is an important issue for the region.

In 2012, for this site the Foundation has committed to:

- The start of the lagoon observatory
- Achieving a flagship operation for spreading sludge from sewage treatment plants with the National Office for Water and Electricity (ONEE), the sludge producer and the Chamber of Agriculture. The pilot application plot covers 3.6 hectares and is located in the Bouareg commune.

- Actions to strengthen the capacity of local stakeholders and training them on specific issues to enable them to identify the dependencies between economic development and the natural environment or ecosystem services and to better understand the impacts of individual and collective behavior on the sustainable development of the Marchica area.



AIR & CLIMATE

QUALIT' AIR

30 STATIONS TO MEASURE THE AIR QUALITY



Air quality monitoring network

The Foundation has completed the acquisition for air quality measuring network stations, which the Department of Environment and the Directorate of National Meteorology strengthened. At the end of 2012, the national network consisted of 30 monitoring stations and two mobile laboratories.

A mission to exchange and share experiences was conducted in late November 2012 in the Rhône Alps region of France, in order to learn about this region's progress in terms of air quality.

Eco-epidemiological study in the greater Casablanca area

The study aims to measure the effect of air pollution on the health of citizens of the greater Casablanca area. The implementation of this project is conducted in partnership with the Ministry of Health, the Department of Environment and the support of the Wilaya of Greater Casablanca.

In 2012, it was extended to the entire greater Casablanca area. It involved public hospitals, CNSS polyclinics, diagnosis centers for tuberculosis and respiratory diseases, basic health centers, communal hygiene offices, etc. The health indicators and air quality data covering the period from November 1, 2011 to October 31, 2012 have been collected and are being processed.

VOLUNTARY CARBON

OFFSETS

LARGE COMPANIES ADHERE



The partnership agreements were renewed with the CDG Foundation, the ONA Foundation, OCP, and ONEE. Maroc Telecom, Cooper Maroc, SAMIR and ANP signed new agreements. These partnership agreements enabled the planting of 3,500 palm trees on the walking tour of the Marrakech palm grove, the supply and installation of solar photovoltaic kits to 86 schools and to 22 rural accommodations for teachers in remote provinces, the distribution of 500 bicycles for schoolchildren in the Marrakech palm grove, the redesign of the portal, and implementation of an interactive CD for Eco-Schools.

The Foundation, in partnership with the Agency for Environment and Energy Management (ADEME), has launched a study for the development of a tool to calculate greenhouse gas emissions (GHG) and a carbon database of emissions factors adapted to the economic, social and environmental context of Morocco.

ECO-ENTREPRISE

ECO-BUSINESS

AWARENESS-RAISING ON ALL PROGRAMS.

For the Eco-Business program, thematic workshops were organized on support programs for the sustainable development of the Marchica lagoon, the Intercontinental Biosphere Reserve and tourist institutions involved in the Green Key program.

Most notably is the pilot plot for the agricultural use of sludge from the treatment station for the greater Nador region in October 2012.



The recovery of sludge of the purification station in large of Nador in agriculture is a flagship achievement of this program.

RESPONSIBLE TOURISM

GREEN KEY 70 CERTIFIED ESTABLISHMENTS



Green Key

The label introduced by the Foundation progresses, marking the interest and commitment of professionals of Tourism for Environment, which compliance is requested by visitors.

In 2012, 70 institutions have been awarded the Green Key label: 29 hotels, 25 guesthouses and 16 guesthouse accommodations of all types. This year was marked by the accession of institutions of high standing and international reputation to the Green Key process.

An independent national panel chaired by the Foundation is responsible for the decision to award the label. This decision is based on the study of applications, visits to the applicant establishments and audit reports prepared by external expertise. The jury is composed of representatives of the Ministry of Tourism, the Moroccan National Office of Tourism, General Directorate of Local Authorities, National Office for Water and Electricity, Department of Environment, Development Agency of Renewable Energy and Energy Efficiency (ADEREE) and the National Federation of the Hotel Industry.

The national jury has adapted the Green Key criteria grid to the Moroccan context, and then presented it to a representative group of certified establishments for advice and supplemental information. This new grid has also developed a set of documents to be provided by the applicant to justify the implementation of some environmental criteria from the Green Key approach.

The Responsible Tourism Awards organized in April each year by the Moroccan National Tourism Office and the Ministry of Tourism were attributed to Green Key certified establishments: Hotel JM Suites in Casablanca for its environmental management, and the ecolodge Bab El Oued in Zagora for its bioclimatic construction and organic agriculture. The Foundation is a member of the National Jury of this Responsible Tourism Awards, which

covers three themes that pertain to this award: economic and social development, environment, and traditional values.

In addition, on January 24th the Foundation organized an information exchange seminar on the environment between Green Key winners, which took place at the Golden Tulip Farah Marrakech. A total of 28 of 60 labeled institutions participated in the seminar, which was also the occasion to introduce the new Green Key portal: www.clefverte.ma.

The Foundation has developed an in-house guide on the Green Key portal for labeled accommodation establishments, which is for tourism professionals and the general public. It presents the portal topics, online registration of candidates, account creation, a test for compliance with the label requirements and best practices.

The Green Key label interested the establishments in mountain areas



RESTORATION OF HISTORIC GARDENS

BOUKNADEL EXOTIC GARDENS MORE THAN 110 000 VISITORS IN 2012



The success of Exotic Gardens is unabated since their renovation. They have become an important awareness raising vector and Environmental education of young of the region.

The Exotic Bouknadel Gardens welcomed 111,462 visitors in 2012. A total of 13,230 children visited from 233 schools. The gardens have become a place of relaxation, education and environmental awareness, especially through its educational circuit designed based on five environmental themes: biodiversity, waste and recycling, forest and soil conservation, water - the source of life, and ecological gardening.

Each year, the exotic gardens are enriched with interesting changes: extracurricular activities such as a photography contest, introduction to painting and gardening, and the demonstration of orange blossom distillation was also made this year, which has attracted the general public.

In addition, the exotic gardens signage was completely redone based on three parallel paths through the gardens: Green (educational path), Blue (short path) and Red (long path).

The Exotic Gardens website (www.jardinsexotiques.com) contains a large photographic wealth, including the contest drawings and photographs on the 2012



PALM GROVE AND OASIS.

MARRAKECH PALM GROVE PROTECTION AND REHABILITATION

AU-DELÀ DES OBJECTIFS

The objective of planting young palms has already exceeded. Initiatives are multiplying, and lacks more than protect text to top it all.

Her Royal Highness Princess Lalla Hasnaa, in her speech on December 3, 2011, laid out the broad guidelines for the second phase of the Palm Grove Safeguard and Development program, which experienced considerable progress in 2012.

Rebuilding the palm heritage

By end 2012, the Foundation and all its partners had succeeded in planting 507,153 palm seedlings since the beginning of the program, or 117.94% of the target. A total of 60,000 were planted in 2012. A total of 76,090 existing young and adult palms were maintained, 76,499 pruned, 14,179 dead palm trees cleared, and 38,000 m³ of rubble removed.

Establishment of an water-saving irrigation system

A technical and financial study was conducted on watering all new plantings with a solar powered drip irrigation system. Future plantings planned in partnership with OCP and the DGCL will be irrigated with this new system, which will constitute a pilot phase before widespread expansion of this type of irrigation.

Irrigation of the palm grove by wastewater from the RADEMA wastewater treatment plant

This project, which is now under development, has been the subject of a convention since 2011 with various stakeholders fol-

lowing the preliminary design study conducted by RADEMA. The goal is to develop a representative pilot site in the oasis area in order to alleviate the pressure on groundwater use and meet the growing irrigation needs of young palm trees and mature palms.

Securing the palm grove

The palm suffers from the looting of mature palms and unauthorized dumping of rubble. To fight against these problems, the Wilaya de Marrakech-Tensift-El Haouz, in partnership with the National Promotion and the Ministry of Endowments (*Habous*) and Islamic Affairs, has built a surveillance site that houses a squad of cavalry auxiliary forces, which will be operational from February 2013. It will include twelve riders to ensure the palm security 24/7.

Palm grove listed as a Site of Biological and Ecological Interest (SIBE)

Led by the Foundation, this project aims to make this site a veritable SIBE to better protect it. A local committee was formed, consisting of the Regional Directorate of Water and Forests, the Directorate of Toubkal National Park, the Environmental Observatory of the Marrakech-Tensift-El Haouz Region, INRA, the Wilaya, OPM, and the Urban Commune.

An analysis of existing regulatory texts and the administrative procedures to follow for the listing process was conducted. Updated environmental data is a key step in this listing process. The terms of reference and a list of technical specifications were written



Planting operations are now highly organized and mechanized. They have to reach and exceed targets set by the safeguard program.

to launch the study in 2013.

Establishment and development of environmental education programs by the Foundation

The Foundation has launched three of its programs in the palm grove to support its preservation.

Eco Schools: The program was launched in the palm grove on October 15, 2010 at the Oum Al Fadl School in the presence of students, teaching staff, representatives of the Marrakech Palm Grove Observatory (OPM) and local authorities. The program includes the planting and maintenance of 60 palms by schoolchildren.

Green Key: In 2012, 25 establishments in Marrakech were awarded the Green Key label, two located within the palm grove circuit: Club Eldorado palmeraie and Ibis Palmeraie. **The educational circuit:** the Foundation is working to set up an educational path in the Marrakech palm grove. It will develop five modules of specific themes on palm and oasis culture. Technical specifications for the implementation of this project have been completed.

Improving the living conditions of the palm grove residents

In May 2012, the Foundation made a detailed inventory of schools in the palm grove and an inventory of needs for school and computer equipment, educational tools, supplies, and infrastructure. This inventory is a prerequisite for upgrading these schools,

like that of Douar Abiad. A work meeting was held with the Palm Grove Observatory on October 5, 2012 to discuss how to support schools in the palm grove.

INTERNATIONAL COOPERATION AN INCREASINGLY STRONG REPRESENTATION

Reaping the fruits of its work and its international recognition, the Foundation enters decision-making organs more and more partners.

The Foundation elected member of the FEE Executive Committee



The Foundation was elected to the FEE executive committee during the General Assembly held in Dublin, Ireland on June 9, 2012. The Executive Committee, appointed for two years by the General Assembly, is the decision-making unit and approves all decisions on development and good governance. The Foundation will help develop the strategic direction of FEE programs.

The Foundation, future member of the United Nations Economic and Social Council (ECOSOC)



The Economic and Social Council, ECOSOC, is the principal entity that coordinates the UN's economic and social activities. Its objectives are to improve the standard of living, to endeavor for full employment and promote economic and social progress. Since January 2012, Morocco has held

a seat in the UN General Assembly as a member of the Economic and Social Council (ECOSOC) for a three-year term. Given its participation in the Commission on Sustainable Development in 2010 and 2011, and the Rio +20 Conference in 2012, the Foundation made its formal request for granting consultative status with ECOSOC to be part of the network of UN NGOs, and was included in the 2014 calendar.

Membership to the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO ECSDE)



MIO-ECSDE is internationally recognized as one of the largest networks in the Mediterranean environment, culture and NGO development. It is also a key player in international issues crucial to the future of the region and beyond. The Foundation and the MIO-ECSDE combine their expertise in environmental education and awareness to design and implement projects and

programs of mutual interest. A Memorandum of Understanding between the two institutions is being finalized.

Future partnership with the UNEP



The 10th anniversary ceremony of the Young Reporters for the Environment program was an opportunity for Achim Steiner, Executive Director of the United Nations Environment Programme (UNEP), to seek cooperation with the Foundation to pool their knowledge in environmental education.

COMMUNICATION AND INFORMATION SYSTEM SPOTLIGHT ON INTERNET

The Foundation spreads on the Internet, in order to better address young people and have a responsible communication, respectful of the environment, consuming less paper.

Foundation website and information materials

The Foundation website homepage has been redone to be more readable. It also provides Arabic and English versions of the website to allow the Foundation to expand its influence. The WEEC 2013, a flagship event co-organized by the Foundation, also appears on the site.

The Foundation has expanded its video library by making documentaries illustrating its activities in specific areas, such as the Palmeraie (Renaissance of an oasis).

Following the great success of the previous Eco-Schools CD, the Foundation launched the development of a new Eco-Schools CD that explains, in a fun and interactive way, the seven stages of the Eco-Schools program, the major themes it addresses and a focus on different environmental issues related to the Foundation programs.

Information systems



The Foundation is currently involved in over twenty projects (see map below). The multiplication of its actions led it to consider increasing the coherence of these projects, and the establishment of a device to manage them. The Foundation has been evaluating its management, information and evaluation

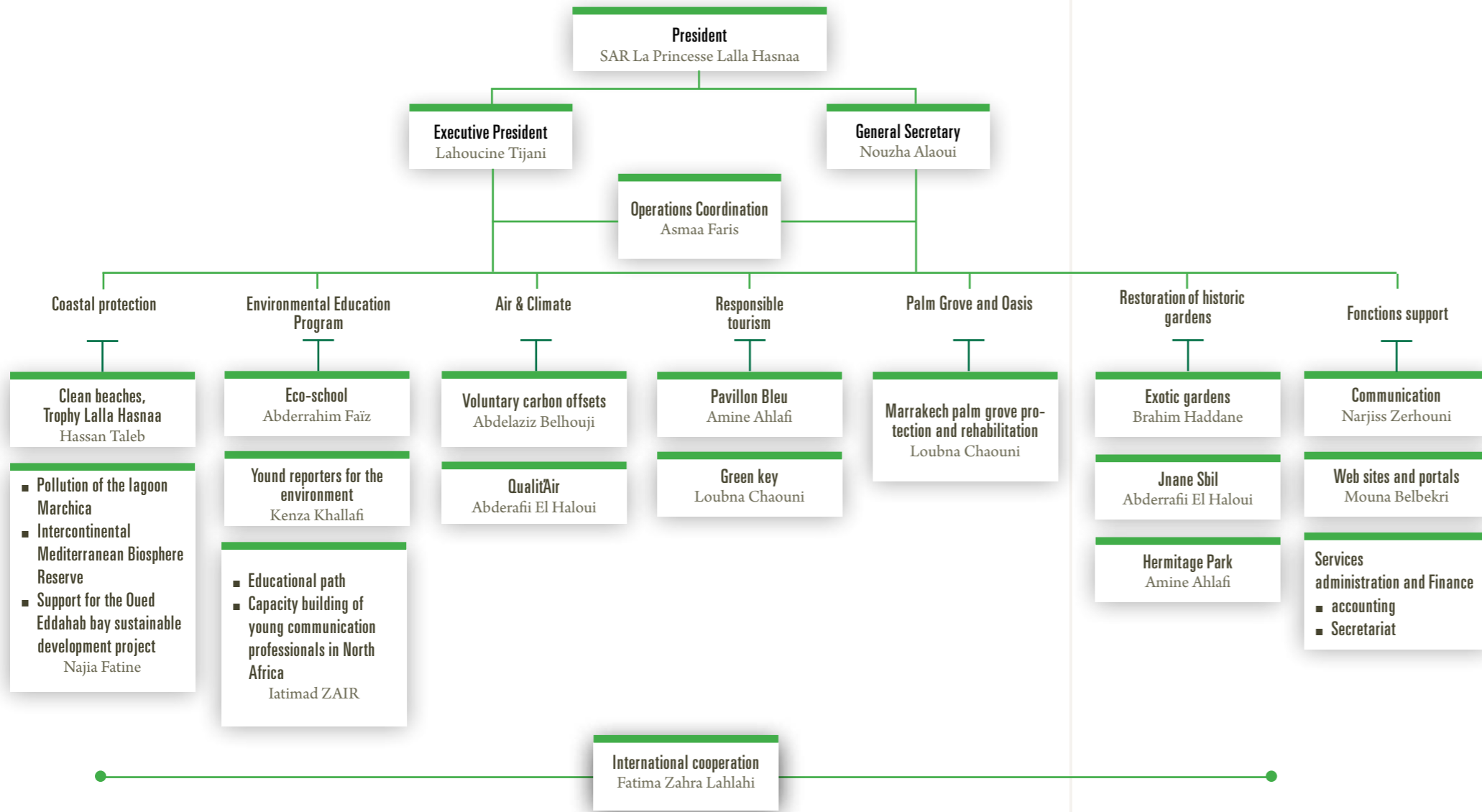
APPENDICES

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- Al Omrane
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- PNUD
- Amendis-Tanger
- Amendis-Tétouan
- ONCF
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- Agence de l'Environnement et de la Maitrise de l'Énergie
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- Ciments du Maroc
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- OPPPT
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- Unesco
- Observatoire de la Palmeraie de Marrakech



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