



مؤسسة محمد السادس لحماية البيئة

FONDATION MOHAMMED VI  
POUR LA PROTECTION DE L'ENVIRONNEMENT  
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# CLEAN BEACHES | REPORT 2018





## REPORT CLEAN BEACHES 2018

# SUMMARY

<b>I. INTRODUCTION</b>	<b>3</b>
<b>II. RECAP OF MAIN FINDINGS 2017</b>	<b>4</b>
A. FINDINGS COMMON TO ALL BEACHES	4
B. FINDINGS SPECIFIC TO NON-LABELLED BEACHES	5
C. WITHDRAWAL OF THE BLUE FLAG LABEL AT OUALIDIA BEACH	5
<b>III. STRUCTURAL PROBLEMS</b>	<b>5</b>
A. CROSS-CUTTING STRUCTURAL PROBLEMS	5
B. STRUCTURAL PROBLEMS RELATED TO THE CLEAN BEACHES INITIATIVE	5
C. WEAKNESSES SPECIFIC TO THE BLUE FLAG LABEL	5
<b>IV. ACTIONS TAKEN IN 2018</b>	<b>6</b>
A. JOINT ACTIONS UNDER CLEAN BEACHES AND BLUE FLAG	6
B. ACTIONS SPECIFIC TO BLUE FLAG	8
<b>V. CLEAN BEACHES 2018 IN NUMBERS</b>	<b>9</b>
A. OVER 100 BEACHES !	9
B. BLUE FLAG	10
<b>VI. ACTIONS UNDERTAKEN ON BEACHES IN 2018</b>	<b>11</b>
A. BATHING WATER QUALITY	11
B. SAFETY	12
C. HEALTH COVERAGE	14
D. DEVELOPMENT AND MANAGEMENT	15
E. ENVIRONMENTAL AWARENESS AND EDUCATION	16
F. COORDINATION AND MONITORING	16
G. BEACH MONITORING AND EVALUATION SYSTEM	16
<b>VII. FINDINGS AND RECOMMENDATIONS</b>	<b>17</b>
A. FINDINGS	17
B. RECOMMANDATIONS	18



# CLEAN BEACH INITIATIVE: TOWARDS NATIONWIDE EXTENSION

## I. INTRODUCTION

Launched in 1999 by **Her Royal Highness Princess Lalla Hasnaa**, President of the Mohammed VI Foundation for the Protection of the Environment, the «Clean Beach» Initiative, initially limited to beach cleaning and sanitation actions, is now a comprehensive environmental program, ranging from cleanliness to development, safety, entertainment and awareness and education on sustainable development.

Over 19 years of work, the Foundation federated coastal municipalities, the General Directorate of Local Authorities (DGCL), civil society and leading economic partners around its program.

Thanks to the constant and growing commitment of all partners, the Foundation aims to integrate the Clean Beach Initiative into a global vision of sustainable management for the country's coastline.

The objective is therefore to gradually generalize the Clean Beach Initiative, and this requires the commitment of local actors, municipalities and administrations. The need to strengthen skills to better manage beaches quickly became apparent. To this end, the Foundation has committed itself with the DGCL to produce planning, execution and management tools that meet the needs and constraints of municipalities.

A discussion of «sustainable beach and coastal management within the framework of the «Clean Beach Program» for the implementation of these tools, was held in 2014 by the Foundation along with the DGCL. In 2016, the Foundation worked to provide coastal municipalities with a **«Manual for sustainable beach management planning»**, thus complementing Beach Operation and Management Plans developed by the Ministry of Equipment, Transport and Logistics, and required for all beaches since 2015.

Countrywide sustainable development requires all partners to continue ongoing yearly actions in the areas of cleanliness, bathing water quality, health, safety, maintenance of facilities financed by partners and municipalities and improved protection and management of spaces.

Specific efforts must be deployed to raise awareness and environmental education in order to ensure sustainability of actions carried out. In keeping with its mission of raising awareness and education for sustainable development, the Foundation, which has supported the «Clean Beach» Initiative since its launch, by providing multi-targeted education and awareness-raising tools and materials (Figure 1), decided in 2018 to further strengthen its work on beach environmental awareness and education.

This ramp-up revolves around three areas:

- A communication program aimed at the general public,
- Awareness-building and educational activities for the youth, on the beaches together with business partners,
- Utilization of awareness raising and interactive ESD tools developed by the Foundation.

Capacity building for local actors and increased environmental awareness and education are the two current pillars of the Clean Beaches Program.



## REPORT CLEAN BEACHES 2018

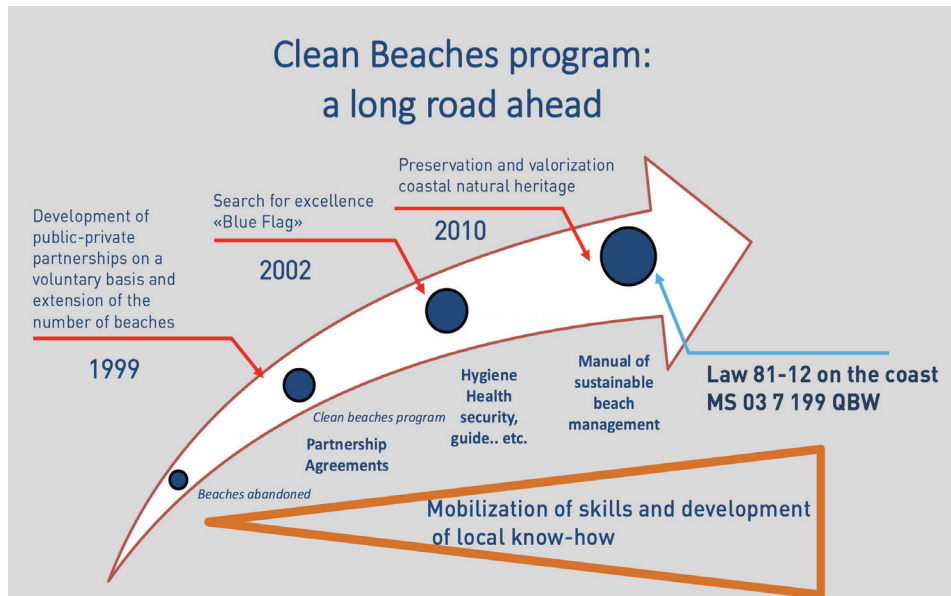


Figure 1: Skills and know-how mobilization

- Neglected beaches <<< Mobilization of local skills and know-how
- 1999 - Development of voluntary public-private partnerships and expansion to more beaches
- Clean Beach Program - Partnership agreements
- 2002 - Pursuit of excellence «Blue Flag»
- Blue Flag Label – Hygiene, health and security handbook
- 2010 - Preservation and valorization of natural coastal heritage
- Protection and valorization of beaches - Sustainable beach management manual <<< law 81-12 on the coast-line NM 03 7 199
- Joint circular for beach management by municipalities)

## II. RECAP OF MAIN FINDINGS 2017

Despite all efforts deployed by Clean Beach Initiative actors, the 2017 summer campaign evaluation carried out by the National Clean Beach Committee highlighted a number of shortcomings, which were also reported in the press. These are essentially as follows:

- Poor waste management, generally the principal assessment criterion;
- Inadequate management of beach activities (street vendors, parasol rentals, etc.);
- Pollution caused by the maintenance and repair of recreational crafts; and
- Temporary pollution of bathing waters.

### A. FINDINGS COMMON TO ALL BEACHES

Some problems are encountered on an extensive number of beaches:

- Proliferation of informal activities: street vendors and leisure activities. This affects 90% of beaches.
- Overwhelming range of equipment rental offers (parasols, chairs, tables, etc.) due to the large number of temporary occupation permits granted: 75% of beaches affected.
- Non-compliance with applicable regulations, particularly regarding beach management and protection and zoning
  - Jet-skiing in swimming areas (23% of beaches)
  - Animals on the sand (62% of beaches)
- Poor management of car parks (prices not displayed, excessive prices...)

## REPORT CLEAN BEACHES 2018

### B. FINDINGS SPECIFIC TO NON-LABELLED BEACHES

On non-Blue Flag labelled, Clean Beach-affiliated beaches i.e. 81 beaches, the following recurring problems were noted:

#### 1. Beach Maintenance

- Cleaning services not properly adapted to beach visitor traffic
- Insufficient maintenance and cleaning of sanitary units on 33% of beaches
- Failure to account for nocturnal beach use and its impacts
- Delays in the allocation of contracts for the clean-up of certain beaches

#### 2. Beach Surveillance

- Insufficient rescue equipment (country-wide total 17 jet skis, 69 zodiacs and 6 quads)
- Limited number of lifeguards, some of whom double as parasol rental services on the grounds of insufficient compensation.

#### 3. Bathing Water Quality

- Virtually no update of bathing water quality displays, despite it being controlled twice a month: +70% of beaches do not update displays.

### C- WITHDRAWAL OF THE BLUE FLAG LABEL AT OUALIDIA BEACH

Seafront development work and construction of sanitary units began in July 2017, causing the following nuisances:

- Debris on the sand
- Deterioration of sand dunes

## III. STRUCTURAL PROBLEMS

The 2017 report by the National Committee on Clean Beaches reveals the existence of structural problems that could compromise the sustainability of results, and more broadly the generalization of the Clean Beach Initiative and expansion of the number of beaches bearing the Blue Flag label.

### A- CROSS-CUTTING STRUCTURAL PROBLEMS

Involvement of Municipalities remains insufficient and often well short of prerogatives.

- Municipalities remain heavily dependent on economic partners and local authorities for the organization, monitoring and smooth running of summer season activities and for the application to and management of beach labels.
- Communal decisions sometimes run counter to Blue Flag criteria or can be source of major nuisance (e.g. equipment rental concessions on beaches).
- No coordination between existing services at the municipal level and specific actions implemented by partners (e.g. waste collection)

Multiple stakeholders and poor coordination leading to an overlap of competences (e.g. unilateral granting of temporary occupations or concessions by the Equipment Department, Municipalities and Wilayas).

Current beach monitoring organization, which does distinguish significantly between labelled beaches and others, has its limits. It does not allow early detection of malfunctions, including deviations from mandatory Blue Flag criteria of labelled beaches.

### B- STRUCTURAL PROBLEMS RELATED TO THE CLEAN BEACHES INITIATIVE

The Clean Beach Initiative is losing its identity due to the great disparity in services offered to summer visitors by participating beaches.

- Except for Agadir, beaches that do not benefit from economic partner support require improved maintenance and cleaning services (e. g. Mohammédia centre, Manesman, Rabat, Salé, Tan Tan).
- Economic partners often pay little attention to beaches they consider «secondary», but which are nevertheless part of the program (e.g. beaches of Forêt Diplomatique, Sidi Kassem, Lalla Fatna...).

## REPORT CLEAN BEACHES 2018

### C- WEAKNESSES SPECIFIC TO THE BLUE FLAG LABEL

The Blue Flag label remains perceived as an end in itself, a consecration, and not as an evolving standard in terms of facilities and management to be complied with.

The labelling of «sections» of beaches, impossible to distinguish from the rest of the beach, naturally or because of the layout, remains a source of misunderstanding and dissatisfaction among holidaymakers.

Economic partners have the partial and constrained role of «leader by substitution», coupled with the issue of visibility and image. In fact, given the prerogatives and obligations of public actors, the economic partner's involvement in beach management can only be incomplete, due to regulatory and legal limits to its action. Nevertheless, any failure (withdrawal, suspension of the label) has a significant impact on a sponsor's image.

## IV. ACTIONS TAKEN IN 2018

A number of actions were initiated in 2018 as part of the Clean Beach Initiative, to remedy shortcomings and problems observed in 2017.

### A- JOINT ACTIONS UNDER CLEAN BEACHES AND BLUE FLAG

#### 1. TRAINING, A PREREQUISITE FOR GENERALIZATION

In 2012, the Foundation carried out a study with the Directorate General of Local Authorities. Study findings were quite simple: to bring beaches up to program requirements, or even to those of the Blue Flag label, it is necessary to provide local stakeholders with sufficient managerial and financial capacity.

The Foundation has therefore set up a twofold project. The development of ready-to-use management tools for all municipalities and administrations affiliated with the program, and the training of all stakeholders.

#### A. SUSTAINABLE BEACH MANAGEMENT MANUAL TO STANDARDIZE BEACH MANAGEMENT

Two years of work were required to produce a particularly comprehensive Manual for Sustainable Beach Management (article on the Manual). It was presented to elected officials, agents of Municipalities, Wilayas and Prefectures in 2017. Stakeholders thus, now have a handbook to guide them through the daily preparation and operation routines for the summers to come. Training sessions were held in 2017 to prepare them for this.

In 2018, based on the feedback of technical managers responsible for beach management at municipalities, wilayas and prefectures collected during training workshops, the Foundation finalized the design and publication of a beach management manual (Figure. 2). With over 700 pages, it examines all problems encountered by municipalities, from planning, dashboards, sanitation, cleaning, signage, to holidaymakers counting methods! It took two years of work by a specialized consulting firm to complete the drafting of this tool, which was pre-viewed by municipalities and territorial administrations in 2017.

The purpose of this handbook is to provide a clear and comprehensive methodology to ensure that stakeholders are not left helpless. The guide sets a reference framework, standards and minimum criteria enabling beaches to meet modern beach management requirements.

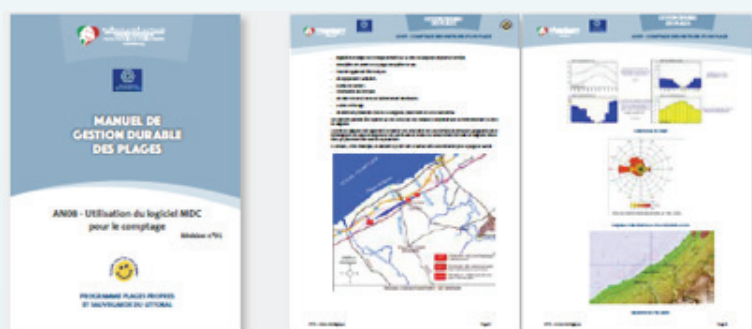


Figure. 2: Project Management Manual



## REPORT CLEAN BEACHES 2018

### B. TRAINING OF MUNICIPALITIES IN PROJECT DEVELOPMENT: «SUSTAINABLE COASTLINE RENDEZ-VOUS».

Since 2006, the «Lalla Hasnaa Clean Beach Trophies» have rewarded multiple municipalities and their partners whose efforts to protect the Moroccan coastal environment have led to remarkable projects.

In 2012, in conjunction with the evolution of the Clean Beach Initiative towards a sustainable coastal management program, the Foundation decided to develop the «Lalla Hasnaa Clean Beach Awards» into a concept with a broader scope to include the coastline as a whole. It would also take greater account of education and youth participation. Two years later, the «Lalla Hasnaa Sustainable Coastline Trophies» (TLD) was created.

Local and regional authorities, and particularly municipalities, have a central role to play in this context. They are the main target of a myriad of actions carried out to date, in particular in collaboration with the Ministry of the Interior, as represented by the Direction Générale des Collectivités Locales (General Directorate of Local Authorities).

However, over 15 years of action have revealed that the development of initiatives with a strong positive impact on the coast by municipalities is hampered by a number of factors.

A mere 1.2% of municipalities applied for the TLDs in 2016. Only three municipalities applied and projects presented were limited to initiatives focused on the beach (beach development, awareness raising...).

One key constraints facing municipalities today is their limited project development expertise (planning, control and monitoring, mobilization of partners, communication and valorization of achievements, etc.). The Foundation therefore organized a cycle of capacity building and coaching for coastal municipalities between June and September 2018.

The concept consists in helping municipalities to better address coastal issues via innovative projects, set-up and managed professionally. This support involved 65 technicians in charge of beach management from 21 provinces and prefectures, as well as 157 members of local associations in the provinces of Tangiers, Tetouan, Nador, Rabat, Agadir and Dakhla. This was implemented using a progressive approach combining awareness, communication, capacity building and coaching.

Dubbed «sustainable coastal rendezvous», the concept revolves around the following:

1. The organization of communication and capacity building workshops (Three workshops);
2. The online publication of a questionnaire to compile expectations and assist in project set-up;
3. Mentoring workshops by experts and consultants for municipalities with projects or initiatives;
4. Mobilizing funds for projects that stand out for their innovative nature and potential impact on the coastline, selected in a rigorous and transparent manner;
5. Networking with potential partners through project proposals to Foundation partners and/or the organization of workshops to this end.

## 2. BEACH DEVELOPMENT AND MANAGEMENT

### A. UPDATING AND REACTIVATING THE JOINT CIRCULAR OF THE MINISTRIES OF THE INTERIOR AND EQUIPMENT NO 84 OF 8 JUNE 1998 ON THE MANAGEMENT AND PROTECTION OF SWIMMING BEACHES

The General Directorate of Local Authorities DGCL was approached by the Foundation to revise, in collaboration with the Ministry of Equipment, Transport and Logistics, Circular No. 84 of 8 June 1998, signed by the Ministers of State for the Interior and the Minister of Equipment, with the main objective of positioning Municipalities as the main actors for beach management.

The following documents were developed:

- A draft circular to replace the said circular, which provides in particular for increased accountability of Walis and Governors of Prefectures and Provinces in the granting of temporary authorizations and control;
- A draft agreement between the Ministry of Public Works, Transport, Logistics and Water and the municipalities, to provide municipalities with beaches open to swimming on the basis of a temporary occupation of the public maritime domain;
- Draft specifications for beach management defining technical provisions relating to beach development, equipment and management, independently of how it is managed (directly by municipalities or subcontract-

## REPORT CLEAN BEACHES 2018

- ted to specialized operators);
- A draft subcontracting agreement for beach management in the event of recourse to specialized operators;

### **B. HIGHER PUBLIC FINANCIAL ALLOCATIONS FOR BEACH UPGRADING AND MANAGEMENT**

Financial allocations mobilized by the DGCL from the VAT budget and allocated to beaches have increased substantially this year:

- Equipment and facilities: from 16 to 32 million dirhams, i.e. +100%;
- Beach surveillance ( lifeguard salaries, acquisition of lifesaving equipment, etc.): from 16 to 40.5 million dirhams, +253%;

### **C. C)REVISION OF THE «CLEAN BEACH» PARTNERSHIP AGREEMENT**

In view of findings, the «Clean Beach» partnership agreement was revised by the Foundation and the DGCL in order to:

- Clarify and strengthen the role of the Municipality in the management and monitoring of the beach in accordance with its prerogatives;
- Further clarify the role of the economic partner;
- Strengthen monitoring by local authorities of implementation of actions planned under “Clean Beach”;
- Involve local committees more closely in the monitoring and control of beaches labelled «Blue Flag»;
- Establish a unit, emanating from the local committee, responsible for ensuring compliance with regulations, Clean Beach operative specifications and implementation of planned actions;
- Set up monthly reporting on the state of beaches to be communicated to the Foundation;
- Clarify the DGCL obligations, as it is required on the basis of evaluation results, to request local committees to take all necessary steps to remedy identified shortcomings.

## **2. A COMMUNICATION CAMPAIGN FOR BEACHES**

Beaches are a considerable popular success during summertime, attracting sizeable crowds. The Foundation aims to raise awareness through a poster campaign. Two poster visuals (Figure.3) were accordingly designed and deployed at the initiative of economic partners in the summer of 2018.



Figure. 3: Beach posters

This campaign was supported by a TV commercial (Figure. 4) broadcast on national channels as well as awareness-raising messages broadcast on the radio. Dialectal Arabic was used to reach the general public.



Figure. 4: TV commercial to raise awareness on keeping beaches clean



## REPORT CLEAN BEACHES 2018

### 3. MONITORING AND REPORTING OF ACTIONS CARRIED OUT BY INSTITUTIONAL DEPARTMENTS ON BEACHES

To improve the monitoring and coordination of action plans undertaken by institutional departments, a new monitoring and reporting system was introduced, according to the following timetable:

- By the end of the 1st quarter: Finalization of upcoming summer campaign action plans per department
- Systematic consolidation by each department during the campaign based on field feedback
- Monthly reporting on the 30th of each month from May to August;
- Final report on 30 September.

#### B- ACTIONS SPECIFIC TO BLUE FLAG

To improve the monitoring and control of labelled beaches, the Foundation has set up an application to provide real-time status updates per beach as to the following points:

- Non-compliance findings
- Improvement requests
- Corrective actions to be implemented.

This operational application (Figure. 5) on mobile phones can be downloaded from the «Clean Beach» portal.

The beach manager is to send a photo and brief description of the problem (non-compliance with the Blue Flag label in the case of labelled beaches) via the application, and the Foundation or the information management system is then to forward the complaint to the relevant department (mail).

Once resolved, the partner is to send a photo of the resolved problem to the Foundation.

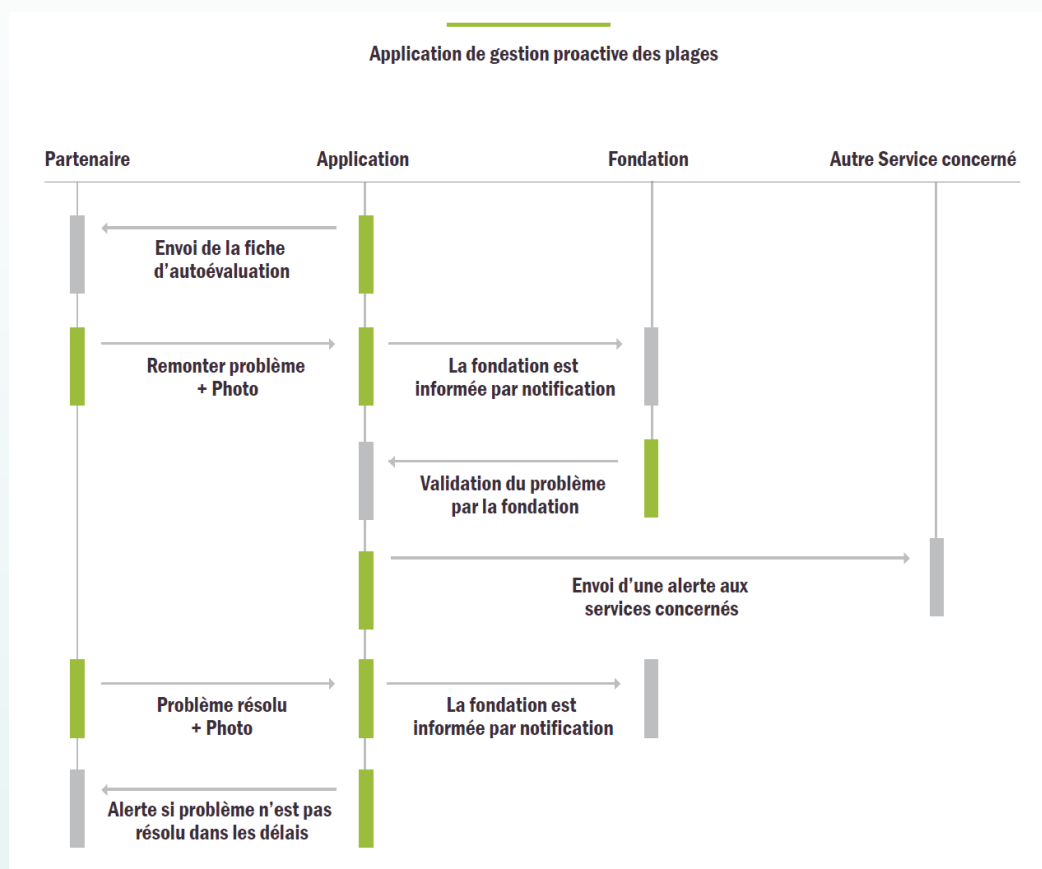


Figure. 5: «Blue Flag» proactive beach management application

## REPORT CLEAN BEACHES 2018

### V. CLEAN BEACHES 2018 IN NUMBERS

#### A. OVER 100 BEACHES!

- Strong and steady progression (Figure 6). 19 years into its deployment, the Clean Beach Program overtook the 100 beach mark (Table 1). 27 public and private companies support 61 municipalities. The number of beaches in the program has grown rapidly, from 12 beaches in 1999 to 102 beaches in 2018, from North to South and Saidia to Dakhla, with more than 100 million visitors.

- A more timid first decade allowed the concept to take root. Progress is now faster and steadier. It prefigures an extension of the program to other Moroccan beaches, with a broader vision of protecting the 3300 km of coastline. Two new sites joined the program in 2017 as part of its natural development - Essanaoubar (Benslimane Province) and Tamhroucht (Sidi Ifni Province) - and two other beaches, Nakhla Beach and Merkala Beach, were sponsored respectively by the Lydec Foundation and Amendis Tangiers.

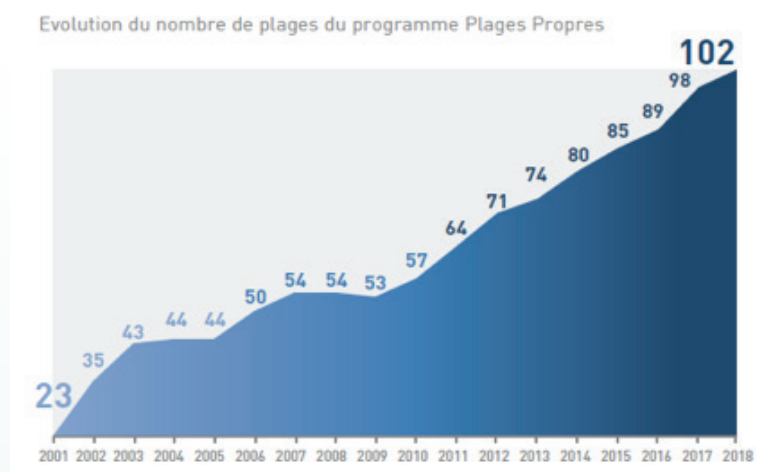


Figure 6: Evolution of the number of beaches in the «Clean Beach» program

Number of beaches	102/162
Municipalities	61
Economic partners	27
Beaches supported by economic partners	72
Beaches supported by DGCL	30
Labelled beaches	21
Estimated number of visits during the three months of summer (June, July and august (2014 data)	100 millions

Table 1: «Clean Beach» program in numbers

#### B. BLUE FLAG

21 Blue Flag labeled beaches across the Kingdom in the summer of 2018. (Figure. 7).

The Mohammed VI Foundation for the Protection of the Environment, chaired by **Her Royal Highness Princess Lalla Hasna**, awarded the international Blue Flag label to 21 beaches for the summer of 2018 (Figure 7) out of 40 beaches applying. Holidaymakers increasingly appreciate this label.

The Saida marina also awarded the Blue Flag label for the second time in the wake of major efforts deployed to develop it.

## REPORT CLEAN BEACHES 2018

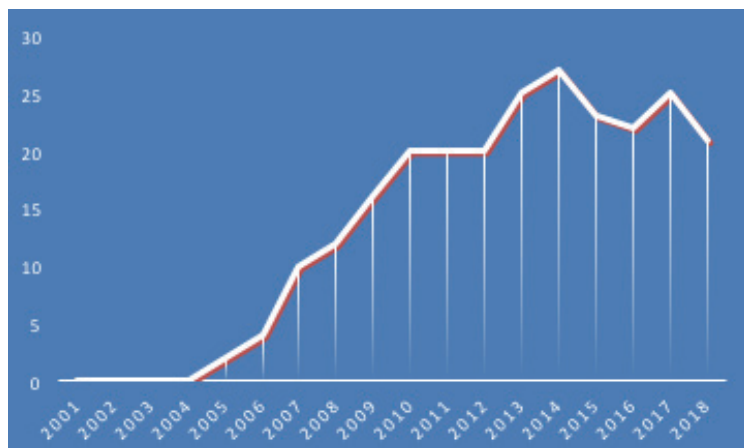


Figure 7: Trend in the number of «Blue Flag» beaches

## VI. ACTIONS UNDERTAKEN ON BEACHES IN 2018

With the progressively reinforced and institutionalized support of ministerial departments, the Foundation and its partners were able in 2018 to engage in actions to monitor the quality of bathing water, safety, health coverage, planning and management and environmental awareness and education.

### A- BATHING WATER QUALITY

#### 1. BATHING WATER QUALITY MONITORING (QEB)

- Bathing water quality monitoring of 165 beaches, 3 more than in 2017;
- 423 stations (97.92%) in compliance with microbiological quality standard: NM.03.7.200 ;
- The bathing waters of nine stations were not in compliance, representing 2.08% of stations monitored. These were the beaches of Ksar Sghir, Jbila III, Asilah port (Tangiers-Asilah Prefecture), Chadia, Saada (Casa-blanca Prefecture), Oued Merzeg (Nouacer Province).

#### 2. SAND QUALITY MONITORING:

Mycological sand analysis of 45 beaches (Table 2). This initiative will be gradually extended to all beaches.

PROVINCE OR WILAYA	BEACH
Province of Berkane	Saïdia, Saidia Med
Province of Nador	Kariat Arekmane, Ras El Ma
Province of Driouch	Sidi Amer O Moussa, Sidi driss, Souani Driouch
Province of Al Hoceima	Isli, Cala Bonita, Boussakour
Province of Chefchaouen	Stehat, Kaa Asress
Wilaya of Tetouan	Oued Laou
Préfecture of M'diq	M'Diq, Martil, Rifienne, Cabo Negro
Fahs anjra	Dalya, Oued Aliane
Tanger -Assilah	Tanger municipale
Kénitra	My Bousselham, Mehdi
Rabat	Rabat
Salé	Salé
Benslimane	Sablette
Mohammedia	Mohammedia centre, Ouled Hmimoune
Grand Casablanca	Ain Diab

## REPORT CLEAN BEACHES 2018

Nouaceur	Oued merzeg
Berrechid	Sidi Rahal
Province of El Jadida	Haouzia, El Jadida, Sidi Bouzid, Sidi abed
Province of Sidi Bennour	Oualidia
Province of Safi	Safi, Souiria lakdima
Province of Essaouira	Essaouira
Wilaya of Agadir	Agadir, Taghazout
Province Sidi Ifni	Sidi Ifni, Imin tourga
Province of Laayoune	Foum El Oued
Province of Boujdour	Boujdour
Province of Oued Eddahab	Camping Moussafir
<b>Total</b>	<b>45</b>

Table 2: List of beaches monitored for sand quality

### 3. ELABORATION OF BATHING WATER PROFILES:

15 bathing water profiles are scheduled for 2018, including 8 new profiles and 7 updates. These beaches are:

- New profiles: Miami Nador, Calabonita, Cabo Negro 1 and 2, Sidi Kaouki, Mirleft, Lagzira, Aghroud I and II, El Ouatia (Tan Tan Tan Beach).
- Profiles to be updated: Martil, M'diq, Ksar Sghir, Asilah Principale, Skhirat, Bouznika, Lalla Meryem.

### 4. PUBLIC INFORMATION ON BATHING WATER QUALITY

- To ensure that bathing water quality (BWQ) results are reported every 15 days for all beaches, the Secretariat of State for Sustainable Development (SECDD) set-up a website dedicated to bathing water quality (<https://labo.environnement.gov.ma>), that beach managers can use to download analysis results.
- To further consolidate this procedure, the SECDD entrusted the regional directorates with the monitoring of local displays.

## B. SAFETY

### BATHER SAFETY

To enhance bather safety and provide for water sports activities on the beaches, the Foundation and its partners undertook a number of actions in 2018, including:

#### A. IMPROVING BATHER SAFETY:

In 2018, 3315 seasonal lifeguards were recruited by the General Directorate of Civil Protection.

Description	Number
Civil Protection Professional Lifeguards (MNP) mobilized on beaches	193
Seasonal Lifeguards deployed between June and September on beaches.	3315
Lifebuoys	1739
Lifejackets	300
Swim fins	1404
Boards	161
Megaphones	19
Watchtowers	316
Binoculars	78



## REPORT CLEAN BEACHES 2018

Umbrellas	115
Jet-skis	42
Inflatable boats	64
Quad bikes	6

Table 3: Human resources and rescue equipment deployed at beaches by the Civil Protection Department

### a) Professionalization of seasonal lifeguards

During the 2018 summer season, ANAPEC, in with the Foundation, trained 3258 seasonal lifeguards and 137 professional supervisors from the General Directorate for Civil Protection (DGPC). This training included the following skills:

- Group dynamics;
- Respecting hierarchy;
- Professional actions and golden rules of the seasonal lifeguard mission;
- Stress management.

Two educational videos are being developed jointly by ANAPEC and DGPC and will be deployed in 2019.

### b) Acquisition of life-saving equipment:

46 new jet skis were purchased and deployed on beaches.

### B. ENHANCING BOATING SAFETY:

Beach marking:

94 beaches were marked in 2018; that is 18 more than in 2017 (Table 4). The Department of Ports and Maritime Public Domain (DPETLE) supported the implementation of the beaconing system, by setting up awareness panels.

Number	Region	DPETLE	Beaches marked	Number of beaches
1	Tangiers Tétouan AlHoceima	Tangiers	Tanger municipalité - Malabata - Achekar - Amiraux - sidi kankouch- Ksar majaz- oued aliane - dalia- Oued Elmarsa	9
			Asilah	1
	Tétouan		Riffyien - cabo Negro 1 - cabo Negro 2 - Mdiq - S. marina smir - Restinga sud - Trepietras- Benyounech- sidi abdeslam	9
			Martil - sania torress- oued laou	3
	Larache		Ras rmel - Miami 1 et 2	3
	AL Hoceima		cala bonita - Quemado - Sfiha -Souani - Tala youssef, Badis, Torres , Cala Iris , Isli, matdero, sabadia, izdi olmoud	12
	Chefchaouen		Stehat - targha - kaa sras - amtar-chemaala	5

## REPORT CLEAN BEACHES 2018

2	Oriental	Berkane	Saadia - Saadia plateforme - marina	3
		Nador	souani	1
			Miami-Kariat arekmane - Ras el ma- Bni Chiker	4
4	Rabat Salé Kénitra	Rabat	Rabat	1
			Salé - des nations	2
			skhirate - sidi abed - Temarra	3
		Kénitra	Mehdia- Moulay bouselham- Sidi TAIBI	3
6	Settat Casablanca	Casablanca	Tamaress 1 (Dar Bouazza)	1
		Mohammadia	Mohammedia - sablette	2
		Benslimane	Bouznika - David sanaoubar- Cher-rat bouznika-Dahoumy	4
		El Jadida	Eljadida - haouzia - moulay abdel-lah - sidi abed	4
			Oualidia	1
		Settat	sidi rahal	1
7	Marrakech Safi	Essaouira	Essaouira - Sidi kaoki	2
		Safi	Safi - Souiria lkdima	2
9	Souss Massa	Agadir Ida-Out-anane	Agadir - Taghazout -- Aghrod1 - Aghrod 2- Abouda km 25- Imi Ouaddar - Aourir -Imourane -Anza-	9
		Chtouka inzegane	Tifnit - Sidi ouassay-Sidi Rbat ,sidi Toul	4
		Tiznit	Aglou	1
10	Guelmim- Oued Noun	Sidi Ifni	Sidi ifni, Lagzira, Tamahrouchte	3
11	laayoune sakia elhamra	Laâyoune	Foum el oued	1
12	Dakhla oued eddahab	Dakhla	Foum labouir	0
<b>Total beaches</b>				<b>94</b>

Table 4: List of beaches equipped with beaconing equipment

### C. HEALTH COVERAGE:

The health coverage of «Clean Beach» and «Blue Flag» beaches is now a permanent action of the Ministry of Health under the aegis of the Mohammed VI Foundation for the Protection of the Environment.

To better manage the implementation of beach health coverage in 2018, a circular was sent, before the summer period, to relevant Ministry of Health delegations requesting them to:

- Before June, draft annual action plans for health coverage for each beach in consultation with the Civil Protection, the Moroccan Red Crescent and Communal Hygiene Bureaus;
- Deploy the means required, including human resources, for the implementation of this action plan;
- Ensure the management of beach medical facilities
- Ensure regular inspection and control of food-service establishments and food retail outlets, in collabora-

## REPORT CLEAN BEACHES 2018

- tion with Communal Hygiene Bureaus;
- e) Ensure the sanitary control of drinking water at water points on beaches;
- f) Participate in public awareness sessions on health education topics (respect for beach hygiene, the environment, etc.);
- g) Prepare a health coverage report for each beach at the end the summer season. This report is to be based on the «first aid information subsystem» attached to the circular.

### 2018 Accomplishments 2018 (Provisional report):

The percentage of reports sent by Ministry of Health delegations at the end of September 2018 stood at 58%. The provisional summary of these reports is summarized in table 5 below:

Number of first aid centers	Health personnel providing health coverage on beaches (doctors, nurses, technicians, etc.)	Number of first aid interventions:	Number of samples for drinking water analyses	Control of sanitary equipment	Control of food establishments	Control of itinerant merchants	Education and awareness raising
52	274	Consultations: 8762	958	516	1123	472	Number of sessions : 3561 Number of beneficiaries : 27234
		Treatment: 9272					
		Cases referred to hospital: 578					

Table 5: Assessment of actions taken by the Ministry of Health

## D. DEVELOPMENT AND MANAGEMENT

### BEACH UTILIZATION AND MANAGEMENT PLANS (PUGP)

Within a context of continuous improvement in beach management, the Ports and Public Domain Department is stepping up the implementation of Beach Utilization and Management Plans year after year. Some 70 beaches now have their PUGPs (Table 6).

Entity in charge of the study	Number of beaches	Beaches	Year	Project Status	Observations
DPDPM	6	Bouznika, Mohammedia, Ain Diab, Sidi Rahal, Dar Bouazza et Mehdi	2010/2012	Completed	Validated by local authority
DPETLE d'Essaouira	3	Essaouirra, Sidi Kaouk et My Bouzreqtoun	2010/2012	Completed	Validated by local authority

## REPORT CLEAN BEACHES 2018

DPETLE de Tiznit	8	Sidi Ifni, Mirleft et Sidi Moussa Aglou	2010/2012	Completed	Validated by local authority
		5 plages : Sidi Boufdaïl, Tamahrouch, Ftaïssa, Sidi Lotfi et Lagzera	2015/2016	Completed	
DPETLE de Berkane	1	Saidia	2011/2012	Completed	Validated by local authority
DPETLE de Larache	2	Miami et Ras Rmel	2010/2012	Completed	Validated by local authority
DPETLE de Tétouan	5	M'diq, Rifene, Martil, Restingua et Sania Toress	2013/2014	Completed	Validated by local authority
DPETLE de Nador	1	Ras El Maa	2013/2014	Completed	Validated by local authority
	1	Souani	2017	Mission 2 validation in process	
DRETLE de Dakhla	2	Moussafir et Likheira	2014	Completed	Validated by local authority (A.L.)
DPETLE d'El Jadida	4	El Jadida, Sidi Bouzid, Houzia et Oualidia	2014	Completed	Validated by local authority
DPETLE d'Al Hoceïma	8	Quemado, Calabonita, Isli, Sfiha, Talayoussef, Sabadia, Izdi Oulmoud et Souani	2015	Completed	Validated by local authority
DRETLE de Laayoune	1	Foum El Oued	2017	Completed	
DRETLE Tanger	5	Sidi M'Ghit, R'Milat, Assilah, Breich et Achekar	2017	Mission 1 validation in process	
DRETLE Agadir	9	Agadir, Abouda Km 25 et Aourir	2016	Mission 2 in process	
		Anza, Taghazout Aftas, Imi Ouadar (Km26), Aghroud1 Imessouane Nord et Imessouane Sud	2016	Mission 2 in process	
DPETLE Chefchaouen	2	Kaa Asras et Stehat	2017	Completed	Validated by local authority
DPETLE Rabat	5	Skhirat, Temarra Rabat, Salé et Nations unies	2017	Mission 2 validation in process	
DPETLE Kénitra	2	Mehdia et My Bousleham	Program planned for 2017	Call for tenders in preparation	
<b>Total beaches</b>	<b>70</b>				

Table 6: Status of beach use and management plan development



## REPORT CLEAN BEACHES 2018

### E. ENVIRONMENTAL AWARENESS AND EDUCATION

To ensure the sustainability of actions implemented on the ground, environmental awareness and education actions were carried out by the Foundation and its partners on the beaches, in collaboration with local associations and the Moroccan National Scout Federation, under the slogan «Scouts... at the service of our beaches».

Scout engagement took place in two stages: from 19 to 31 July and from 1 to 13 August. A total of 520 Scouts and Guides, 60 leaders and 16 orphan Scouts supported by the National Water and Electricity Office, were deployed on 8 beaches supported by 6 economic partners.

Saidia Municipale (Holmarcom Group) Ain Diab Extension (Marsa Morocco), Asilah (ONCF), El Haouzia (BCP Foundation), Ksar Majaz (ONCF), Agadir (RAM), El Oualidia (National Water and Electricity Office- Electricity Branch), Aglou

Scouts conducted awareness-raising operations such as:

- The organization of activities in Oualidia, Agadir and Aglou for Throne Day;
- The organization of awareness campaigns for summer visitors on all beaches concerned;
- The signature of commitments to respect beach cleanliness by approximately 12,000 summer visitors;
- The organization of environmental awareness and education workshops and games for young summer visitors;
- The organization of interactive and competitive awareness-raising activities at summer camps; and
- The organization of wall drawing competition workshops on the theme of beach cleanliness.

### F. COORDINATION AND MONITORING:

Between February and May, the Foundation organized coordination and consultation meetings with local beach committees and project managers. The purpose of these meetings was to review and guide action plans towards meeting international standards.

### G. BEACH MONITORING AND EVALUATION SYSTEM

#### B. STRENGTHENING CONTROL

Three local associations, SPANA, AESVT section Mohammedia and Achoualaa Essaouira section continued to support the Foundation in its mission of controlling and monitoring beaches in 2018.

The Foundation entered into a partnership agreement with each of the three associations, setting out the terms and conditions for carrying out monitoring and evaluation missions.

A total of 102 beaches were inspected by the National Committee during the summer period, between July and August, according to pre-established technical data sheets.

12 of the 102 beaches were additionally monitored by local associations, with a frequency of one visit per month between June and September:

- SPANA, six beaches controlled: Harhoura, Golden Sand, Temara, Sidi Abed, Skhirate and Moulay Bousselham;
- AESVT- Mohammedia Section, three beaches controlled: Mannesman, Mohammedia and Les Sablettes;
- Chouala Association, three beaches controlled: Essaouira, Sidi Kaouki and Moulay Bouzerktoun.

#### C. BEACH ASSESSMENT

The procedure for evaluating beaches is based on the four qualification criteria for the Blue Flag label:

- Bathing Water Quality;
- Development, Equipment and Management ;
- Security and Sanitary Coverage;
- Environmental Awareness and Education.

An evaluation was performed after unannounced visits carried out by the National Committee and local associations to beaches under the «Clean Beach» 2018 Program, to examine partner activities on the beaches,. This assessment highlighted progress made and shortcomings to be addressed.

## REPORT CLEAN BEACHES 2018

Technical evaluation sheets appraise the situation for each of the 102 beaches covered by the «Clean Beach» Initiative and highlight efforts made and shortcomings noted in terms of equipment, management, health and safety, as well as implementation of environmental awareness and education actions. Evaluation sheets also contain information on rescue equipment, first aid, health centers, etc....

## VII. FINDINGS AND RECOMMENDATIONS:

### A. FINDINGS

To check on progress of «Clean Beach» 2018 operation and partner compliance with Blue Flag label qualification criteria, members of the national «Clean Beach» committee made unannounced visits to the beaches between 15 July and 15 September 2018.

The procedure for evaluating beaches is based on the four «Blue Flag» label qualification criteria:

- Bathing Water Quality;
- Development, Equipment and Management;
- Security and Sanitary Coverage;
- Environmental Awareness and Education.

Findings were studied and discussed during a number of working sessions. They are as follows:

#### 1. Bathing Water Quality

- Bathing water quality results are displayed on 90% of beaches;
- There is a problem in updating displayed analysis results. Only 45% of displayed results are updated.

Technical managers in charge of displaying Bathing Water Quality results, identified at wilaya, provincial or prefectural and municipal levels, downloaded the bulletins between June and September (Figure 8). The number of downloads declined between June and September. This corroborates findings on the ground. Indeed, the display of updated results every 15 days is respected, particularly at the beginning of the summer season and more so on «Blue Flag» labelled beaches.

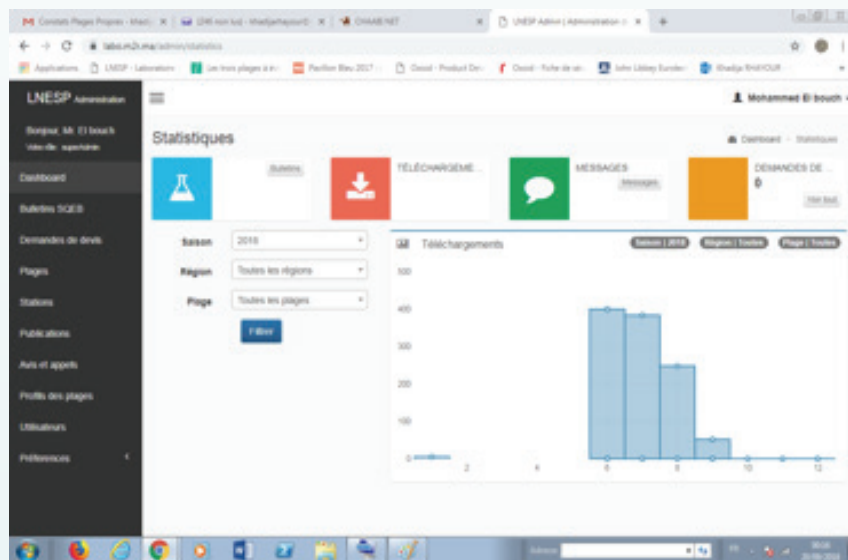


Figure 8: Downloads of the Bathing Water Quality Results Bulletins between June and September at the national level

#### 2. Development and Management:

Beaches have seen a major qualitative leap in terms of development and management despite the persistence of certain dysfunctions:

- Significant improvement in the cleanliness of beaches, which is often mitigated by the condition of the back beach managed by the municipality;



## REPORT CLEAN BEACHES 2018

- Car park cleaning is most often neglected;
- Anarchic parking management does not meet specifications (price not displayed, free parking not respected...);
- Most car parks do not have spaces reserved for people with special needs;
- The management of sanitary units has improved significantly on most beaches;
- Parasol rental activity, occupying large portions of the beach and resulting in inconvenience to holidaymakers, declined sharply this season. Local authorities initiated actions in this regard and these have borne fruit;
- 65 beaches have showers and 29 have showers for people with special needs;
- 83 beaches have toilets and 52 have toilets reserved for people with special needs;
- Some sanitary units remained closed due to absence of drinking water and electricity supply, or delay in receiving new units;
- 85 beaches have access points with gratings.
- Concession activities on beaches (cafés and restaurants) are better organized;
- An increasing number of beaches use removable equipment that integrates into the environment;
- Cornices are being developed on beaches such as Ras Rmel, Tarfaya, Foum El Oued and are part of a global vision of re-positioning the coast. They breathe new life into seaside tourism in the Region;

### 3. Visitor Safety and Health Coverage:

- A great effort was made by local authorities to rationally manage water activities on beaches. Unfortunately, markers put in place are not respected by jet ski and board users on some beaches such as Tamaris and Plage des Nations;
- Considerable professionalization of lifeguards and upgrading of rescue equipment (46 new jet skis acquired and deployed). However, more needs to be done to provide beaches with sufficient watchtowers and sea state flags;
- Increasing number of beaches equipped with health centers. 52 health care stations managed by 274 health personnel (doctors, nurses, technicians, etc.) providing health coverage on the beach. Nine beaches with stations managed by the Moroccan Red Crescent or by retired nurses hired by the sponsor.
- The total number of drowning interventions was of 14594. 75 summer visitors died and two disappeared. The mortality rate is of 0.51% on these incidents.

### 4. Environmental Awareness and Education:

- Professionalization of environmental awareness and education actions by economic partners using specialized agencies;
- Strong involvement of local associations in environmental awareness and education (more than 100 associations involved in the clean beaches program);
- Rich, varied and innovative animation, awareness and environmental education programs;

The National Committee on Clean Beaches paid tribute to police forces (Police, auxiliary forces, National Gendarmerie) for their great work on beaches.

## B. RECOMMENDATIONS

In light of the above findings, the Clean Beaches Committee recommends the following:

### 1. Bathing Water Quality

- Regulate the display of bathing water quality analyses every 15 days by gubernatorial decree;

### 2. Development and Management:

- Enhance the cleaning of back beaches;
- Ban or otherwise further organize parasol rental activities and commercial activities on beaches;
- Provide parking spaces for people with special needs (at least 5% of surface area) and secure access from the car park to the beach for this category of holidaymakers;
- Prohibit the circulation of animals on beaches;



## REPORT CLEAN BEACHES 2018

### 3. Visitor Safety and Health Coverage:

- Urgently regulate the exercise of water sports activities and ensure the ban on sports activities in the midst of visitors is respected. A consultation meeting between the Ministry of Equipment, Transport and Logistics, the Royal Gendarmerie and the General Directorate of Civil Protection is needed for improved management of the beaconing system.

### 4. Environmental Awareness and Education:

- Encourage local associations to become more involved in environmental awareness and education for summer visitors;
- Carry out awareness-raising actions in the different media focusing on respect for cleanliness, beach occupation and beaconing.