



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



CLEAN BEACHES 2015 REPORT





2

CONTENTS

3

Introduction	5	Part 2 : 2015 Assessment	10
2015 Achievements	7	BATHING WATER QUALITY	10
RENEWAL OF PARTNERSHIP AGREEMENTS	7	SAFETY	11
CLEAN BEACHES PROGRAM DEVELOPMENT	7	HEALTH COVERAGE	12
NEW CLEAN BEACHES PARTNERSHIPS	7	AWARENESS AND EDUCATION FOR SUSTAINABLE DEVELOPMENT	13
Part 1: Labeling	8	TRAINING AND INFORMATION	14
EXPANSION OF THE LABELING TO THE MARINA	8	Part 3 : Findings and recommendations	18
QUALIFICATION CRITERIA ALIGNED WITH INTERNATIONAL STANDARDS:	8	BATHING WATER QUALITY	18
		PLANNING AND MANAGEMENT	18
		SAFETY AND HEALTH COVERAGE	19
		ENVIRONMENTAL EDUCATION	20

INTRODUCTION



Launched in 1999 by **Her Royal Highness Princess Lalla Hasnaa**, Chair of the Mohammed VI Foundation for Environmental Protection, Clean Beaches is a veritable success given the increasing number of participating beaches and beachgoers. Today, over 80 beaches received around 100 million visit-days, clearly indicating the dimension of this program that aims to raise our beaches to international standards.

Its success is part of a global vision to protect the national coastline that has been in place since 2010. An initial evaluation of this program, launched in 2012 by the Foundation, has demonstrated the need to strengthen local skills and provide local stakeholders with new tools for planning, implementation and management.

A second assessment of the sustainable beach and coastline management within the framework of the Clean Beaches program, launched in 2014 by the Foundation in partnership with the Directorate General of Local Government, has endeavored to meet this need. It therefore focused on the production of beach management tools and training of local authorities on the use of these tools. Capacity development should eventually enable coastal

local authorities to sustainably manage their coast, invest in the process, and derive economic and social benefits from these efforts.

Beyond its usual activities, the 2015 Clean Beaches edition has distinguished itself through coaching, training and raising awareness of local stakeholders.

Lastly, 2015 was an opportunity to renew the Clean Beaches partnership agreements that had come to an end in 2014.

87
BEACHES

54
COASTAL
COMMUNES

69
BEACHES
SUPPORTED
BY PARTNERS

29
PUBLIC AND
PRIVATE
COMPANIES
ENGAGED
ALONGSIDE
LOCAL
COMMUNITIES.

2015 ACHIEVEMENTS

RENEWAL OF PARTNERSHIP AGREEMENTS

Since the launch of Clean Beaches in 1999 by Her Royal Highness, the Foundation has strived to ensure that its efforts are sustainable.

Given the program's success and the significant increase in visitors at participating beaches, which increased fivefold between 2005 and 2010, the Foundation has recognized the need to further enhance the program by providing the beaches with methodological, management and planning tools.

The objective is to manage the environmental pressure on the beaches, which is especially due to their growing economic attractiveness, and integrate their management within a more comprehensive approach to coastal protection. Beaches make up 30% of the national coastline.

To achieve these objectives, the strategic study on the sustainable management of beaches and coastline within the Clean Beaches program recommended, among other things, the strengthening of Clean Beaches agreements. They must be established based on a budget and a three-year action plan, within which the contributions of each participant are specified.

As such, a new Clean Beaches draft partnership agreement for the beach organization, equipment, maintenance and entertainment was developed in 2015. It should enable each partner to more easily anticipate the budgets related to their contribution, mobilize necessary human and technical resources, and monitor the project progress.

This planning includes three main elements:

1. A table of budgeted goals for the next three years;
2. An annual beach management dashboard covering the actions agreed upon between the commune and economic partner;
3. Beach Use and Management Plans (PUGP).

The first element, an integral part of the agreement, may be updated during the agreement period. The other two documents are produced and updated annually as part of implementing the agreement.

All partnership agreements that came to term in 2014 were renewed in 2015 under this new arrangement.

CLEAN BEACHES PROGRAM DEVELOPMENT

Gradual expansion of the Clean Beaches program

Since 2010, 15 new beaches that did not benefit from economic partner support were integrated in Clean Beaches program.

In 2015, two new beaches have joined the program: Al Ouatia, within the urban commune of Oualia (Tan Tan) and Trouk (25 km) within the commune of El Argoub (Dakhla).

NEW CLEAN BEACHES PARTNERSHIPS

Four new beaches were sponsored in 2015:

1. Sidi Kankouch 1 and Sidi Kankouch 2 in Ksar Sghir (Fahs Anjra Province), with support from Crédit Agricole.
2. Dalia, in Kasr Al Majaz (Fahs Anjra Province), with support from TMSA Foundation.
3. Oued Aliane, in Kasr Al Majaz (Fahs Anjra Province) with support from APM Terminal.
4. Rmilat and Sidi Mghit, in Sahel Chamali (Tangier-Asilah) with support from Lafarge Tetouan, which has taken over from Maroc Telecom.

PART 01

8



LABELING

The International Blue Flag label of the International Foundation for Environmental Education (FEE) guarantees beachgoers the best international standards in terms of:

1. Bathing water quality,
2. Development and management,
3. Safety and health coverage
4. Awareness raising and education for sustainable development for beachgoers.

EXPANSION OF THE LABELING TO THE MARINA

The Blue Flag label, launched in 2002, will be extended to marinas.

A first informational meeting for marina managers was held in June 2014. They have shown a sincere interest in introducing this label for marinas.

In April 2015, the Foundation, accompanied by a Spanish expert in Blue Flag labeled marinas, organized a study visit to the Kingdom's four marinas: Bouregreg, Saidia, Marchica and Agadir. The visit objective was to determine the marinas' compliance status with the Blue Flag labeling criteria, and identify actions to be implemented in the short, medium and long term in order to comply with these criteria.

A visit report was developed and sent to the marina managers involved, who were requested to establish an action plan with the Foundation. The process is in three stages:

1. Prepare a short, medium and long term action plan to comply with the Blue Flag label criteria
2. Submit the Blue Flag label candidacy according to the degree of compliance of these marinas with the label criteria
3. Commit to a phased approach for labeling with the launch of a Marina Blue Flag pilot operation in 2015.

QUALIFICATION CRITERIA ALIGNED WITH INTERNATIONAL STANDARDS:

The Mohammed VI Foundation for Environmental Protection each year continues to progressively strengthen and structure the role of various ministerial departments within the framework of the Clean Beaches program, notably by improving the beach qualification criteria to align with international standards.



23

BLUE FLAG
BEACHES LABELED



PART 02

MONITORING BATHING WATER QUALITY

97,3 %

OF WATER MONITORED IS RATED
AS EITHER A OR B QUALITY
AND COMPLIES WITH BATHING
WATER QUALITY STANDARDS.



10

11

BEACHS PROFILES

44

BEACH PROFILES CONDUCTED
AS OF END 2014.

TOILETS

87 %

OF BEACHES, OF WHICH
46% ARE FOR PEOPLE
WITH SPECIAL NEEDS



SEASONAL LIFEGUARDS

2200

LIFEGUARDS RECRUITED BY THE DI-
RECTORATE FOR CIVIL PROTECTION



2015 Assessment

BATHING WATER QUALITY

MONITORING BATHING WATER QUALITY

97.3% of water monitored is rated as either A or B quality and complies with bathing water quality standards. 373 of 383 stations at 146 beaches.

2.7% of the water monitored is rated as C quality for bathing and swimming. 10 of 383 stations, at 6 beaches (Tangier ville, Markala and Jbila [Tangier-Asilah Prefecture], Petit Zenata, Saada and Chahdia [Wilaya of Greater Casablanca]).

The study was conducted by the Directorate of Ports and Public Maritime Domain (DPDPM) of the Ministry of Equipment, Transportation and Logistics and the Directorate for Risk Surveillance and Prevention of the Ministry Delegate in charge of Environment, from May 2014 to March 2015, covering 152 beaches (383 sampling stations) spread over 31 provinces and prefectures (45 in the Mediterranean and 107 in the Atlantic) based on NM 03 7 200 standards.

Blue Flag labeled beaches are monitored in accor-

dance with the standard NM 03 7 199 (approved in 2014) based on the New European Directive of 2006. 114 beaches are monitored according to this new standard.

MONITORING THE SAND QUALITY

20 beaches monitored. Positive results.

Chemical, mycological and typological analysis. No contamination by heavy metals, hydrocarbons, or dermatophyte molds.

Establishment of beach profiles

44 beach profiles conducted as of end 2014.

32 new beach profiles in process in 2015.

Bathing profiles required by NM 03.7.199 are a decision-support tool and also enable the enhancement of sanitation efforts by the companies and beach managers.

BEACH DEVELOPMENT AND MANAGEMENT

Development of beach use and management plans (PUGP)

26 beaches had a PUGP by end 2015, which is 4 more than in 2014. 14 new ones are being developed.

Since 2015, and in compliance with the new Clean Beaches partnership agreement, a beach use and management plan is a mandatory tool for each beach.

TEMPORARY OCCUPANCY OF PUBLIC MARITIME DOMAIN

The Ministry of Equipment and Transport has made 13 beaches available to communes for the management and delivery of temporary occupancy permits to individuals: Beniser Kaou, Agadir, Taghazout, Abouda, km 25 (Agadir), Talayoussef, Quemado, Irdi and El Moud (Al Hoceima), Safi, Ikram Deif and Beddouza (Safi), Sidi Boughaba (Kenitra), Chemaala (Chefchaouen).

SANITARY FACILITIES, PRIMARY HEALTH CARE CENTERS AND CIVIL PROTECTION UNITS

Showers: 76% of beaches, of which 30% are for people with special needs.

Toilets: 87% of beaches, of which 46% are for people

with special needs.

First Aid Centers: 64% of beaches

Civil protection units: 88% of beaches

Drinking fountains: 65% of beaches.

SAFETY

SEA MARKS

61 beaches equipped by the Directorate of Ports and Public Maritime Domain

MONITORING OF SWIMMERS

- 120 civil protection professionals
- 1,463 seasonal lifeguards
- 2,200 lifeguards recruited by the Directorate for Civil Protection
- 1,017 Lifebuoys
- 300 Life jackets
- 779 Fins



- 62 Boards
- 24 Bullhorns
- 182 Lifeguard chairs
- 167 Binoculars
- 443 Parasols
- 20 Jet skis
- 46 Zodiacs
- 6 Quads

74 beaches equipped with beach emergency stations. 48 built facilities, 22 mobile facilities and 4 tents.

19 ambulances, 4,684 activities between June 15 and September 15, equal to 64% of total activities on all beaches in the Kingdom.

1,086 lifeguards were trained in communication and stress management as part of the partnership agreement between the Foundation and ANAPEC.

PLANNING AND MANAGEMENT TOOL

A first version of the Project Guide for Beach Management, Conservation and Development was produced in 2015 as part of the study on the expansion of the Clean Beaches program launched in 2014 by the Mohammed VI Foundation for Environmental Protection in partnership with the General Directorate of Local Government.

This planning and management manual will facilitate fieldwork by local stakeholders and strengthen their capacity for beach management.

It breaks down the proposed beach development

and management during the summer into four parts:

1. Planning and preparation of the summer season;
2. Guidance for beach use behavior;
3. Drafting beach management requirements for supplies, services and works;
4. Monitoring and assessment of the summer season.

It also includes a chapter on the institutional and legal frameworks for the beaches, as well as a response guide that includes dangerous or harmful behavior and good beach management.

The guide proposes a management approach that is better suited to the new bathing water quality standard using the PUGP, which is an excellent planning and beach and backshore quality management tool.

HEALTH COVERAGE

The Ministry of Health provided coverage for 54 beaches; with local first aid care centers run by over 300 medical staff (doctors and nurses). The rest of the beaches are managed either by the Moroccan Red Crescent or private medical offices.



QUIZ AND GAME ONLINE

116 000

BETWEEN 31 JULY AND 15 SEPTEMBER, OVER 116,000 SESSIONS WERE OPENED AND OVER 90,000 YOUNG PEOPLE FROM MAJOR CITIES (CASABLANCA, RABAT, AGADIR AND MARRAKECH) PLAYED ON THE SITE.



ECO-VILLAGES

23

IN THIS CONTEXT, 23 ECO-VILLAGES HAVE BEEN ESTABLISHED, WITH THE INVOLVEMENT OF LOCAL ASSOCIATIONS OR SPECIALIZED AGENCIES.

AWARENESS AND EDUCATION FOR SUSTAINABLE DEVELOPMENT

Awareness and education are central to the Clean Beaches program and Blue Flag label. The Foundation and its partners (communes, local associations and economic partners) conducted a multitude of outreach efforts on beaches, convinced that they are the basis for long-term success.

PREPARATION OF A COLLECTION OF OUTREACH AND EDUCATION EFFORTS FOR SUSTAINABLE DEVELOPMENT

The Foundation published a collection of good communication and awareness practices for the Clean Beaches program. It offers a selection of actions conducted on the Kingdom's beaches, and is intended for local stakeholders (communes, associations, business partners). It aims to share experiences for everyone's benefit. The 2015 edition shares 37 good practices.

DEVELOPMENT OF A GAME AND QUIZ "CHAWATII NADIFA M3A BOU'NDIF"

An educational platform, «chawatii nadifa m3a BOU'NDIF» was developed in Arabic. It consists of a game and an online quiz on the Foundation's website and is mobile accessible. Beach cleaning and pollution are discussed to educate young people about the importance of clean beaches and coastline and about changing their behavior.

- The game and quiz objectives are to:

1. Raise awareness and education for sustainable development.
2. Improve knowledge on preserving the coastline.

3. Raise awareness and learn while having fun.
4. Promote simple actions for environmental protection and clean beaches.

THE « CHAWATII NADIFA » QUIZ

Users can answer the quiz and share it with their friends. The questions focus on environmental education, and the protection of beaches and coastline.

THE «CHAWATII NADIFA BIHARAKA BASSITA» GAME

The game images depict habits to adopt to maintain clean beaches and develop a culture of protecting Moroccan beaches among future generations.

The www.plagespropres.ma platform was posted on the Foundation's site. Its launch was supported by an SMS campaign by Maroc Telecom to all of its customers.

Between 31 July and 15 September, over 116,000 sessions were opened and over 90,000 young people from major cities (Casablanca, Rabat, Agadir and Marrakech) played on the site.

ESTABLISHMENT OF ECO-VILLAGES

A peaceful place of leisure par excellence, the beach is also a place conducive to raising awareness and education for sustainable development. In this context, 23 eco-villages have been established, with the involvement of local associations or specialized agencies.

Eco-villages are sets of workshops:

- Education and Awareness Workshop: the supervisors rely on educational tools to raise awareness and educate children on environmental protection





SCOUTS

696

546 SCOUTS AND GUIDES, 72 SUPERVISORS AND 48 ASSISTANTS, EQUAL TO 696 FEDERATION MEMBERS WHO PARTICIPATED IN THIS CAMPAIGN.



14

15

(waste sorting, recycling, etc.)

- Artistic and scientific recycling workshops: the life cycles of waste are explained and children learn to upcycle objects to give them a second life, including for art (paintings, African masks, Fatma's hands, etc.)
- Beach radio, multimedia, and library: the operator conducts outreach to the population through broadcast awareness messages using beach radio, most commonly about waste on the beach and their lifecycle in the wild.
- Sports tournaments and playgrounds: entertainment around nature, the ocean, protection of the environment and the coast are organized for beachgoers (puppet shows, theater, board and educational games, supervised soccer and volleyball tournaments on developed sports fields, beach radio, karaoke, dancing and singing contests, quizzes, micro-mobile, etc.)

NATIONAL FEDERATION OF MOROCCAN SCOUTING

The National Moroccan Scouting Federation (FNSM) participated for the 13th consecutive year in the Clean Beaches operation. It conducted awareness-raising, environmental education and entertainment on eight program beaches (Saidia, Tangier, Asilah, Agadir, Ksar Sgir, Ain Diab, El Haouzia, and Bouznika). The Holmarcom Group, Maroc Telecom, ONCF, Royal Air Maroc, ONEE and the Banque Populaire Foundation sponsored the FNSM participation in the Clean Beaches 2015 operation.

546 scouts and guides, 72 supervisors and 48 assistants, equal to 696 Federation members who participated in this campaign.

15,000 commitments to respect the beach and its environment were signed.

TRAINING AND INFORMATION

TRANSMIT TO COMMUNES

The first version of the project management manual, produced as part of study on the expansion of the Clean Beaches program, was presented to local officials (in charge of beach management for coastal communes, wilayas and prefectures) from 25 wilayas and prefectures and over 50 coastal communes, during three workshops.

These workshops were held on May 18 in Tangier, May 25 in Casablanca and June 1, 2015 in Agadir. They provided an opportunity to compare the approach adopted by the Foundation, based on the project cycle and continuous improvement, with the expectations and needs of local managers.

This new approach also enabled the requirements to be met for the New Moroccan Standard 03 07 199 on bathing water quality, approved in May 2014, and contributes to better protection for beachgoers and natural environments by mastering the different activities that could impact the quality of bathing water.

On the regulatory and institutional level, good beach management requires a minimum of coaching on the behavior of various users to ensure the security and coexistence of summer visitors. It requires joint mobilization of agents from the communal administrative police, civil protection, the Ministry in charge of the managing the public maritime domain, and law enforcement.

To facilitate collaboration between these different stakeholders, it is important to:

- Remember the prerogatives and responsibilities of each, and how to exercise them;
- Define response procedures to address the most commonly encountered behavioral problems;
- Inform and train local officials in using the chapter of the draft manual on these aspects.

Following workshop discussions and recommendations, the project management manual was updated and supplemented.

A second round of specific training of three days, focusing on using the project management manual and fieldwork is scheduled for local officials in 2016.

TRAINING WORKSHOP MAY 21

On Thursday, May 21, 2015, the Mohammed VI Foundation for Environmental Protection held an informational and outreach workshop for its partners, entitled Sustainable Management of Beaches and Coastline.

200 managers of communes, local authorities, national government officials, local businesses and associations were gathered to prepare the Clean Beaches 2015 campaign, the sixteenth campaign since its launch in 1999.

The objective of this workshop was to present the different actions undertaken by the Foundation, best practices for awareness-raising and education for sustainable development, and to strengthen the exchange and sharing of experiences among program participants, always looking for innovations

and improvements in the management of beaches for which they are responsible.

In this sense, the May 21st workshop was an occasion to present the new beach management tools (Project Management Manual), good practices in education for sustainable development (collection of education for sustainable development activities carried out on the beaches), but also to share experiences and best international practices, including those of the French Conservatoire du Littoral and the University of Cadiz, both invited to present best practices in Europe and South America.

21 recommendations were made as follows. The Foundation acknowledged and encouraged their implementation:

1. Develop an explanatory document and dissemination of the new bathing water quality standard to be used within the framework of the Blue Flag and to allow elected officials and managers to easily explain the impacts of this new standard on the labeling beaches and the management of the commune.
2. Under the National Sanitation Program (PNA), prioritize cases from coastal towns with beaches in the program, in order to enable them to achieve the Blue Flag objectives as quickly as possible.
3. Adapt the discharge limits of wastewater treatment plants in coastal communes to ensure perfect compatibility between discharges from treatment plants and the bathing water quality standard. Provide tertiary treatment if necessary.



SENSITIZATION

21

RECOMMENDATIONS WERE MADE AS FOLLOWS. THE FOUNDATION ACKNOWLEDGED AND ENCOURAGED THEIR IMPLEMENTATION



UNANNOUNCED VISITS

87

PROGRAM BEACHES RECEIVED UNEXPECTED VISITS BETWEEN JULY 20 AND AUGUST 30 BY MEMBERS OF THE NATIONAL CLEAN BEACHES COMMITTEE



16

17

4. Train communal teams in the development and updating of PUGP.
5. Develop a Contracting Authority Support Service for communes participating in the program to help them raise the quality of the communal services management in connection with the beach, so as to enable them to more quickly meet all the Blue Flag requirements.
6. Build stable and sustainable beach management teams within the communes, which capitalize on experience acquired over many years.
7. Encourage or require property developers who develop subdivisions near beaches to contribute to equipping and maintaining these beaches.
8. Initiate a sustainable training of trainers program in beach management, e.g., an initial several day training, regular one day trainings for at least a year, and assistance upon request in order to solve specific problems in a timely manner.
9. Support networking of beach managers to enable them to easily share their experiences.
10. Clarify the division of both labor and authority in beach management and the management of beach concessions taking into account the communal charter, laws on the public maritime domain within the joint Memorandum, and draft legislation on decentralization, and communicate this clarification to the communes in the program.
11. Educate visitors and especially leaders about the social and economic importance of preserving

and enhancing biologically valuable sites and the services provided by these environments.

12. Strengthen the skills of coastal communities in the various fields affecting the quality of beaches and bathing water (waste management, public lighting, sanitation, etc.) to enable them to achieve expected performance levels and improve the sustainability of investments.
13. Educate all stakeholders about the need for education and awareness about integrated sustainable development, in accordance with the reality on the ground and publicly available services, in particular through appropriate incentives and regulations.
14. Think about and design educational activities using a holistic approach that includes schools, the media, as well as formal, non-formal and informal educational activities.
15. Develop diversified communication activities and seek to reach a diverse audience including beach users, politicians, and economic players, using new modes of communication with imaginative approaches.
16. Do not limit the goals of educational activities to only changing behavior, but also address the issues, knowledge, coastal challenges, etc.
17. Develop educational activities that also strengthen the know-how, attitude and the shared values of living together positively that favors an approach of individual and collective accountability.

18. Make the beach an environmental education laboratory.
19. Strengthen beach functions through education so that it is a place for leisure, relaxation, social diversity, dialogue and respect for differences.
20. Assess and strengthen partnerships around beach projects, including with universities and scientific research institutes.
21. Develop an educational charter on good beach and coastal area behavior, which could be a preferred source of content for awareness, education and beach-coast training efforts

COORDINATION AND MONITORING

Support of local committees

15 meetings by local committees between November 2014 and May 2015.

Inspection of beaches by local associations

5 partnership agreements with five local associations: SPANA, AESVT – Mohammedia, Biati Hayati in Casablanca, Achouala Association – Essaouira, and Environmental Protection Association – Safi. These associations have conducted inspection visits at 22 beaches between June 15 and September 15, 2015, at one visit per month, for a total of 4 visits per beach.

Unannounced visits

87 program beaches received unexpected visits between July 20 and August 30 by members of the National Clean Beaches Committee.

The technical data Attached indicated following these visits addresses the status for each beach and highlights the efforts made and the shortcomings in terms of facilities, cleanliness and safety. Also included are information on health coverage and beachgoer security (emergency equipment for civil protection, first aid centers, etc.) as well as awareness raising and entertainment.

PART 03



18

19

FINDINGS AND RECOMMENDATIONS

To maintain this positive momentum, consolidate gains and continue the environmental upgrading of our seaside resorts to raise them to international standards, the national Clean Beaches committee makes the following recommendations:

BATHING WATER QUALITY

FINDINGS

Despite the established process of disseminating the Bathing Water Quality results (transmission every 15 days by email and fax by the Directorate of Ports and Maritime Public Domain and the National Laboratory of Environment to the concerned wilayas and prefectures), the display of these results is not yet widespread.

RECOMMENDATIONS

To expand the bathing water quality display on all beaches, the national Clean Beaches committee proposes to:

1. include in the national monitoring framework agreement on bathing water quality established with the Public Studies and Testing Laboratory (LPEE) the set-up of a specific display panel at the beaches and the display of bathing water quality results every 15 days by LPEE agents;
2. publication of the bathing water quality results every 15 days on the Ministry of Equipment, Transport and Logistics and Ministry Delegate in Charge of Environment websites. A link to the Clean Beaches portal has also been suggested.

In addition, the bathing water quality profiles established to date by the Ministry of Equipment and the Ministry Delegate in Charge of Environment will be forwarded to the Directorate of Water and Sanitation / DGCL. These profiles will be sent to the relevant communes in order to develop local action plans to improve the bathing water quality.

PLANNING AND MANAGEMENT

Findings

The national committee noted progress in the management and development of beaches. Nevertheless, some shortcomings were detected:

- Uncontrolled occupation or use of beaches: the 30% proportion reserved for concessions on beaches is not respected. The communes authorize more concessions for parasols.
- Illegal occupation or use of the coastal public property by uncontrolled commercial activities. As such, the DPDPM informed those present that the public maritime domain police, governed by the Dahir dated November 2, 1926, responsible for establishing infringements under this Dahir, conducts regular and unannounced surveillance rounds and writes up tickets for offenders and provides these regulatory tickets to His Ma-

esty's Attorney. Also, the police establish regular reports about violations and provide them to the local authorities to seek their involvement for the release of Public Maritime Domain.

- Poor quality of concessions that do not fit into the environment of a labeled beach.
- Failed management of concessions (maintenance, cleanliness, etc.).
- Concentration of cleanup efforts on the beach at the expense of the backshore.
- Inadequate outreach efforts towards the general public that must accompany cleanup efforts.

RECOMMENDATIONS

- Activate the implementation mechanism of Beach Use and Management Plans developed by the DPDPM;
- Activate the role of the public maritime domain police;
- Integrate beach cleaning in contract documents concerning concessions;

SAFETY AND HEALTH COVERAGE

FINDINGS

- A great effort is being made by civil protection on the beaches;
- Clear improvement of the management of water activities on the beaches;
- Sea marks for a growing number of beaches. Nevertheless, the delimitation of the 300 m bathing area should be reduced. This suggestion, which

was issued by the national committee and requested by the Directorate of Ports and Maritime Public Domain has not been implemented by local committees;

- The involvement by the Ministry of Health as part of the Clean Beaches program is done within the limits of its resources. A considerable effort was made to increase these resources, which helped the Ministry honor its assigned tasks. However, some health centers set up on the beaches are not operational due to lack of human resources;
- Some Ministry of Health delegations were asking to be paid for their services;

RECOMMENDATIONS

- Reactivate the implementation of the Memorandum guidelines on beach health coverage addressed each year by the Ministry of Health to its provincial delegations, to encourage them to provide assistance and the human and logistical resources needed for the smooth running of the Clean Beaches operation;
- Reactivate the subcommittee on Health, hygiene and safety whose secretariat is provided by the delegation of the Ministry of Health, which is responsible for assessing the previous summer for beach health coverage; determine the necessary means for this activity and propose to the President of the local committee (Wali or Governor) for possible funding; to form joint hygiene teams (Ministry of Health, Communal Hygiene Office (BMH); and ensure complementarity, coordination and integration of activities of the different stakeholders. This committee is established by



the guide «Health, Hygiene, Safety and Accessibility» developed by the Foundation;

- Reduce the marked swimming area from 300 m to 150 m;
- Provide shelter for civil protection's inflatable dinghies and jet skis;
- Replace the metal lifeguard towers by wooden lifeguard towers;
- Place 'swimming prohibited' signs in hazardous areas.

ENVIRONMENTAL EDUCATION

FINDINGS

- Economic partners have conducted many original and innovative environmental awareness and education actions on the beaches with help from event agencies or associations working in environmental education.
- Various youth workshops, educational games related to the environment, beach libraries, etc. gathered together in an eco-village.

RECOMMENDATIONS

- Expand environmental outreach and education to a maximum of beaches;
- Encourage the participation of local associations and federations in raising environmental awareness and education;
- Environmental education activities should have a stronger connotation in raising environmental awareness and education;
- Encourage awareness efforts while establishing coercive measures, hence the role to be played by the various environmental police.



مؤسسة محمد السادس لحماية البيئة

FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT

www.fm6e.org

Route de Zaers, Avenue Mohammed VI Rue El Madani Ibn Houssâini. B.P 5 679 Rabat - Maroc
Tél. : 05 37 65 88 44 - Fax : 05 37 65 55 31
E-mail : environnement@fm6e.org