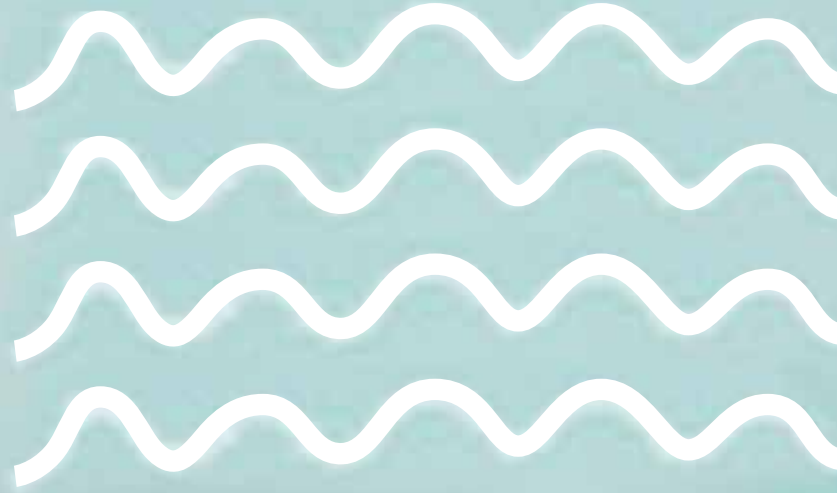




مؤسسة محمد السادس لحماية البيئة

FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT
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Clean Beaches 2016



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INTRODUCTION

The continued popular success of the Clean Beaches program since its launch in 1999 by **Her Royal Highness Princess Lalla Hasnaa**, Chair of the Mohammed VI Foundation for Environmental Protection, has encouraged the program to expand each year to an increasing number of beaches.

Despite this program's important achievements, it has become imperative that the actions undertaken by the Foundation and its partners are part of a vision for sustainable coastal development.

Consequently, in 2012, the Foundation launched a reflection on a strategy to ensure the sustainability of this action for the beaches and to integrate it into the overall protection of the coast.

The Clean Beaches Program is now part of a more holistic vision for the protection of the national coastline, as well as institutional and legal reforms giving local and regional authorities responsibilities for economic and social development, and for the sustainable management of the territory.

The Foundation itself has broadened the scope of its actions beyond the Clean Beaches program and the Blue Flag label. Its action for the coastal zone also includes the special Tangier Mediterranean development zone, the depollution and development of the Marchica lagoon, and the accompaniment of the sustainable development project for the Oued Eddahab bay.

In 2012, the Foundation evaluated the Clean Beaches program in order to better situate it within the overall vision for the coast. The need to strengthen the skills of local stakeholders in beach management quickly emerged. It involves developing planning, execution and management tools that meet their needs and constraints. To establish these tools, in 2014 the Foundation launched a study on «sustainable beach and coastal management as part of the Clean Beaches program» in partnership with the Directorate General of Local Government (DGCL).

In 2016, the Foundation has mobilized to equip the coastal municipalities with these beach management tools for which they are responsible. Thus, in addition to the Beach Use and Management Plans developed by the Ministry of Equipment, Transport and Logistics, and required for each beach starting in 2015, a Beach Development and Management Manual has been developed.

The Foundation trained the technical officers of the wilayas, prefectures and coastal communities in the use of this manual, as well as the regulatory aspects of coastal management. Awareness, information and training workshops were held in the regions in partnership with DGCL.

This capacity building process should ultimately enable local and regional authorities to better preserve and enhance their beaches and benefit from the economic and social benefits of their investments.



GOVERNANCE

The Clean Beaches program proposes a model for beach governance, organization and management. It is based on:

- A management tool, the «Handbook of sustainable management» of the beaches, which details the different stages of preparation and management of a summer season: Planning, implementation, monitoring, assessment and corrective action;
- Training of local actors in using the tools proposed in the manual;
- Raising awareness of local actors about the:
 - Sustainability of beach development;
 - Categorization of beaches according to the activities carried out on them;
 - Beach preservation while permitting economic use of them;
- Institutional and legal aspects of beach management;
- Bathing water quality standards
- Environmental outreach and education for summer visitors, with a collection of awareness and education practices for sustainable development for operators.

89

**BEACHES ON
PROGRAM 2016**

82

**BEACH PROFILES HAVE
BEEN ESTABLISHED BY THE
END OF 2016.**

BEACH LABELING AND MARINAS



22 beaches have hoisted the Blue Flag for the summer season 2016. They offer beachgoers beaches with the best international standards, and concern the following beaches: (Please see map below)

TOWARD A BLUE FLAG LABELING OF PORTS AND MARINAS

After ten years of experience managing this label, in 2014 the Foundation decided to expand it to marinas. They must meet strict criteria in four categories: water quality, environmental management, environmental education and information, and health and safety rules.

In a Blue Flag labeled marina, the protection of the environment and the marine environment against all types of pollution is a priority. Boaters have careening areas that protect the natural environment from waste, wastewater recovery systems for their boats, and also areas for the recovery of special waste.

To extend the Blue Flag label to marinas, the Foundation has followed the procedure established by the International Foundation for Environmental Education (FEE), which manages this label throughout the world. It has developed the following three actions:

- In June 2014, the Foundation organized a first information meeting for marina managers on the Blue Flag label and expressions of interest in this labeling. During this meeting, marinas managers expressed their support for this labeling process, which presents an

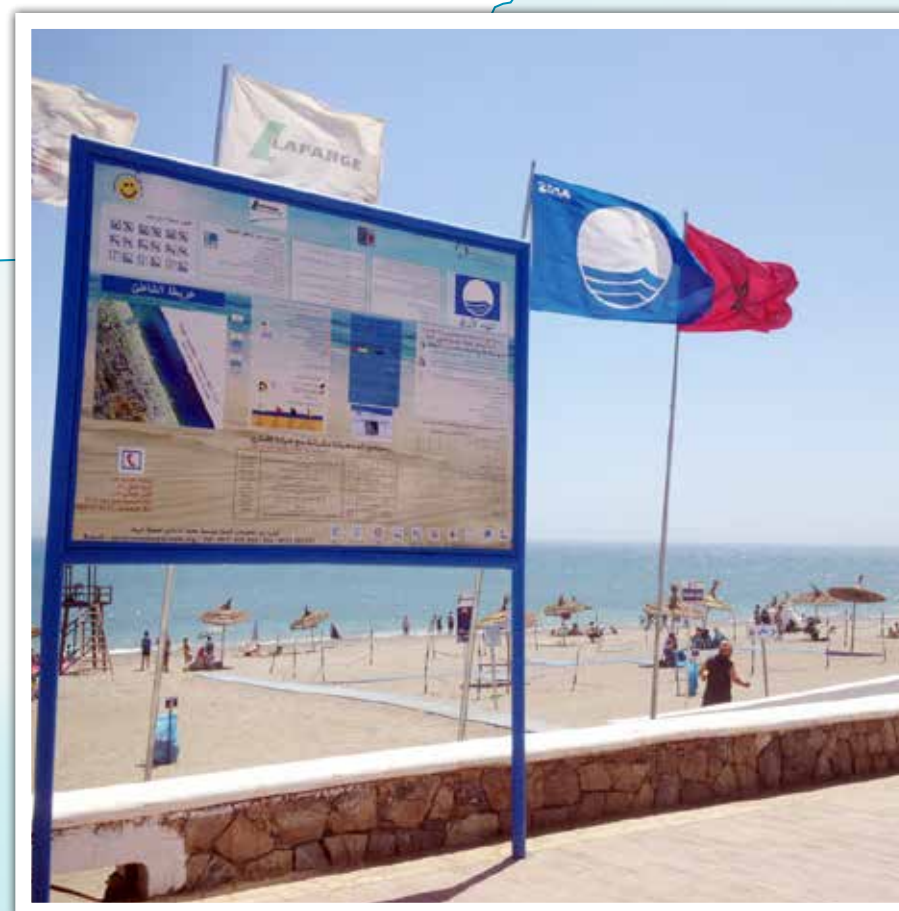
opportunity to implement an environmental policy and is an asset for improving the attractiveness of different sites.

- From April 20 to 27, 2015, the Foundation, accompanied by an expert in Blue Flag marinas, mandated by the Spanish Association ADEAC - FEE Spain, organized a study visit to four marinas in the Kingdom, in: Bouregreg, Saidia, Marchica and Agadir. The purpose of the study visit was to establish the compliance status of these sites with the Blue Flag labeling criteria and to identify compliance actions to be taken. A pilot labeling project was launched in 2016.
- From April 4 to 7, 2016, the Foundation organized a benchmark mission for the Marinas in Bouregreg, Marchica and Saidia, in collaboration with the Spanish Association ADEAC-FEE Spain. It visited seven marinas labeled Blue Flag in southern Spain to find out about the actions taken to comply with the Blue Flag criteria. Great attention was given to the management of hazardous waste (liquid and solid): sorting, storage, disposal and treatment. At the end of these visits, a guidebook on the labeling of marinas was drafted.



22

BEACHES HAVE
HOISTED THE
BLUE FLAG



PARTNERSHIP AND MANAGEMENT

RENEWAL OF THE CLEAN BEACHES PROGRAM PARTNERSHIP AGREEMENTS

The partnership agreements relating to the beaches of Bouznika-ONEE electricity, Oum Labouir-ONEE water, Mousafi-ONEE water, Likhira-ONEE water, Mireleft-Akwa Group, Ras Rmel-Crédit Agricole, Saidia Med Ouest-Saidia Development Company, which expired in 2015, have all been renewed. The Saidia Development Company took the opportunity to sponsor another beach: Saidia Med Est.

PROGRESSIVE EXPANSION OF THE CLEAN BEACHES PROGRAM

The Stehat beach in the province of Chefchaouen integrated the Clean Beaches program in 2016, without an economic partner. In 2016, 16 participating beaches were not sponsored by an economic partner.

BEACH MONITORING AND INSPECTIONS:

The 89 beaches of the Clean Beaches program received unannounced visits by the National Clean Beaches Committee during July, August and September 2016. Technical sheets for each of these beaches list a battery of criteria.

The associations SPANA, AESVT - Mohammedia, Association for Education and Culture section - Essaouira, and the Association of Protectors of the Environment - Safi inspected 19 beaches out of the 89 in the program.



STRENGTHENING PLANNING AND ESTABLISHING A SELF-ASSESSMENT PROCEDURE

To better plan the summer season, a Clean Beaches partnership agreement foresees the elaboration of a Beach Use and Management Plan (PUGP) with a table of budgeted objectives, essential means to better mobilize the material and human resources.

A beach self-monitoring form has been established. It allows local beach managers to ensure regular monitoring, which is essential to successful beach management during the summer. It is filled out every 15 days during the summer.

KNOWLEDGE-SHARING WITH COMMUNES

On April 26, 120 technical managers in charge of beach management in 25 wilayas and prefectures, and over 55 coastal communes, began a beach management training course. This cycle consisted of three sessions of three days each, in three different cities:

- from April 26 to 28, 2016 in Agadir,
- from May 17 to 19, 2016 in Tangier;
- and from May 31 to June 2, 2016 in Casablanca.

This training cycle was based on the technical tools developed by the Foundation and on the regulatory aspects of coastal management. The Foundation has developed

a project management manual available to the agents of the territorial collectivities in order to facilitate their work in the field. This manual is based on a study conducted in 2014 on the sustainable management of beaches and coastal areas within the framework of the Clean Beaches program, with the General Directorate of Local Government (DGCL).



97%

OF THE WATER MONITORED IS OF
A OR B QUALITY



BEACH QUALIFICATION CRITERIA: :

Thanks to the commitment and support of its various partners, the Foundation continues to improve beach management on all beach qualification criteria.

I. BATHING WATER QUALITY

a) Bathing water quality monitoring

The bathing water quality of 152 beaches was monitored. A total of 374 stations out of 386, i.e. 96.89% of the water monitored is of A or B quality, in conformity for swimming according to standard 03 7 200.

The Blue Flag labeled beaches are monitored according to the NM 03 7 199 (approved in 2014) aligned with the new European Directive of 2006, which is more demanding. They are therefore of excellent quality.

b) Monitoring of sand quality

Chemical, mycological and typological analyses were conducted on 26 beaches. They do not show contamination by heavy metals or by hydrocarbons. Sand from monitored beaches does not have dermatophytes or molds.

c) Establishment of beach profiles

The standard NM 03 7 199 requires that beach profiles be established, describing the bathing water and the factors likely to influence and threaten its quality. These profiles serve both as a source of information for citizens and as

a management tool for the authorities responsible for sanitation.

Consequently, for a coastal municipality, aiming for the Blue Flag label means that it will be concerned with bathing water as well as wastewater treatment. The established bathing profiles enhance the actions carried out by the companies and the beach managers in terms of sanitation.

82 beach profiles have been established by the end of 2016.

II. BEACH DEVELOPMENT AND MANAGEMENT

a) Development and management tool

A Beach Management, Preservation and Development Project Handbook was produced in 2016.

It is a follow-up to the study on the intensification of the Clean Beaches program launched in 2014 by the Mohammed VI Foundation for Environmental Protection with the Directorate General of Local Government.

This manual aims to facilitate the work of local actors on the ground and strengthen their beach management capacities. It proposes a management that is better adapted to the new bathing water quality standard through the PUGP, and is an excellent tool for planning and management of beach and back beach quality.

This manual breaks down beach development and management during the summer period into four parts:

26

CHEMICAL, MYCOLOGICAL AND
TYPOLOGICAL ANALYSES WERE
CONDUCTED ON 26 BEACHES

- Planning and preparation for the summer season;
- Supervising the behavior of all beach users;
- Drafting of requirements for supplies, services and works relating to beach management;
- Follow-up and assessment of the summer season.

It also includes a chapter on institutional and legal frameworks for beaches, with a guide to responding to dangerous or harmful behavior.

b) Equipping beaches in mobile furniture

To reconcile the expectations of beachgoers and protect beaches, the Foundation encourages partners to set up light and removable equipment that integrates with the environment without harming the immediate and neighboring environment.

In 2016, 20 out of 89 beaches were completely equipped with mobile equipment.

c) Development of beach use and management plans (PUGP)

The Directorate of Ports and Public Maritime Domain accompanies the Clean Beaches program by drawing up Beach Use and Management Plans (PUGP), to develop the beaches while preserving their environment.

By 2015, 24 beaches had a PUGP and 39 were in progress by 2016, **for a total of 63.**

Since 2015, and in accordance with the new Clean Beaches partnership agreement, Beach Use and Manage-

ment Plans are a mandatory tool for each beach.

d) Restroom, first aid stations and civil protection centers

Beaches participating in the Clean Beaches program have been developed and equipped as follows:

- **738 showers including 36 for persons with special needs**
- **690 toilets including 55 for persons with special needs**
- **60 first-aid stations on the beach**
- **129 accessibility points.**

III. SECURITY

a) Beach markings

The marking program led by the Directorate of Ports and Maritime Public Domain, Ministry of Equipment, Transport and Logistics, made it possible to equip **73 beaches in 2106, 10 more than in 2015.**

It concerns the following beaches

Tangier municipality, Malabata, Achekar, Amiraux, Sidi Kankouch, Ksar majaz, Oued Aliane, Dalia, Riffyien, Cabo Negro 1, Cabo Negro 2, Mdiq, Marina Smir, Restinga sud, Trepietras, Martil, sania torress, Ras Rmel, Miami, Cala Bonita, Quemado, Sfiha, Souani, Tala youssef, Badis, Torres, Cala Iris, Stehat, Targha, Kaa Sras, Amtar, Saadia, Saadia plateforme, Sidi Hssaine Souani, Kariat Arekmane, Ras el ma, Boucana, Souani, Rabat, Salé, Plage des Na-



60

BEACHES HAVE FIRST AID
CENTERS NEARBY



tions, Skhirate, Sidi Abed, Mehdia, Moulay Bouselham, Tamaress 1, Mohammedia, Sablette, Bouznika, David Sanaoubar, Eljadida, Haouzia, Moulay Abdellah, Sidi Abed, Oualidia, Sidi Rahal, Essaouira, Sidi Kaouki, Safi, Souiria Ikdimia, Agadir, Taghazout, Aghrod, Abouda km 25, Imi Ouaddar, Aourir, Imourane, Aghrod 2, Tifnit, Sidi Ouassay, Aglou, Sidi Ifni, Fom el Oued, Oum Labouir.

Note: the selection of these beaches is made within the framework of consultation between the members of the national Clean Beaches committee.

b) Swimmer safety

The Directorate General of Civil Protection has mobilized important human and material resources for this season:

- 92 civil protection stations on beaches
- 207 civil protection professionals dispatched on the beaches
- 2,193 lifeguards recruited by the Civil Protection Department
- 2,104 Lifeguards trained by ANAPEC in communication and stress management, including 100 professional lifeguards
- 43 ambulances
- 1,369 lifebuoys
- 272 lifejackets
- 1,188 pairs of fins
- 86 boards
- 22 megaphones
- 239 lookout towers
- 71 pairs of binoculars
- 456 parasols
- 23 jet-skis

- 61 zodiacs
- 6 quads

c) Health coverage

60 beaches have first aid centers nearby. Over 356 medical staff (doctors and nurses) manage 70% of them. The rest of the centers are managed either by the Moroccan Red Crescent, or they are private medical outlets established by the economic partners.

IV. AWARENESS AND EDUCATION FOR SUSTAINABLE DEVELOPMENT

a) Development of a compendium of good practices in awareness-raising and education for sustainable development:

Awareness and education are central to the Clean Beaches and Blue Flag programs. The Foundation and all of its partners have conducted a multitude of actions in this area on the beaches, convinced that they are the basis for long-term success.

In 2016, the Foundation prepared a compendium of good practices in awareness raising and education for sustainable development. The aim of this compendium is to provide a synthesis of best practices in education for sustainable development, in order to encourage the emergence of an instinctive behavior to protect the environment.

It is a tool for Moroccan institutions and local actors (municipalities, associations, economic partners) wishing to improve education and awareness efforts on the environmental protection of beaches and the Moroccan coast. It

proposes a knowledge transfer adapted to the Moroccan context and suggests ideas for educational, communication and environmental awareness activities inspired by current practices in Morocco and abroad.

It includes 60 activity sheets conducted on the beach and coastline in Morocco and abroad. 43% of these sheets correspond to good local practices.

b) Establishment of awareness-raising and education activities for sustainable development:

An ideal place for recreation and rest, the beach is also a place conducive to awareness and education for sustainable development. In this context, awareness-raising and environmental education villages have been established on 36 beaches, supported by local associations or specialized agencies.

These awareness-raising activities are very varied, enabling summer beach-going youth to benefit from the various workshops available to them:

- **Education and Awareness Workshop:** Supervisors use pedagogical tools to raise awareness and educate children about environmental protection (selective sorting, recycling, renewable energy, climate change, etc.). The Foundation's partners were invited to prioritize climate change in this awareness, with a view of hosting COP 22 Climate Change Conference in Morocco in November 2016.
- **Artistic and scientific recycling workshops:** the life cycles of waste are explained to children who learn to recycle objects to give them a second life, especially an artistic one.
- **Beach radio, multimedia, and libraries:** the operator approaches the population through aware-

ness-raising messages broadcast on the beach radio, discussing the most frequent waste on the beach and its lifespan.

- **Sports tournaments and playgrounds:** animation activities on nature, the sea, environmental protection, and the coastline organized for summer visitors (puppet shows, plays, board games and educational, supervised soccer and volleyball tournaments on sports fields, beach radio, karaoke, dance and singing competitions, quizzes, micro-mobile, etc.)
- **Visits to sensitive natural areas:** discovery visits were organized for young people to visit natural sites, forests, SIBE, etc.

More than 100 local associations participated in this awareness and animation on the beaches.

c) Participation by the Moroccan National Scout Federation

For the 14th consecutive year, the Moroccan National Scout Federation (FNSM) participated in Operation Clean Beaches. It conducted awareness-raising, environmental education and animation activities on six beaches (Saïdia, Tangier, Agadir, Ain Diab, El Haouzia, and El Oualidia). The Holmarcom Group, Maroc Telecom, Royal Air Maroc, ONEE and the Banque Populaire Foundation sponsored FNSM's participation in the 2016 Operation Clean Beaches.

7,200 Scouts and guides participated in this campaign.

15,500 commitments signed in favor of respecting the beach and its environment.

84,000 summer visitors including 6,000 children with raised awareness about the environment

7 200

**SCOUTS AND GUIDES PARTICIPATED
IN THIS CAMPAIGN.**



CONCLUSIONS AND RECOMMENDATIONS



The Foundation wishes to acknowledge the voluntary and sustained efforts of its partners (public and private companies) involved in the Operation Clean Beaches. A considerable improvement in cleaning and beach management was noted for this edition.

Beyond these notable efforts and the positive results achieved, improvements are possible and desirable to go further in the upgrading of Moroccan beaches.

The National Clean Beaches Committee noted the following:

a) Infrastructure and development:

- Some beaches do not have a developed and secure access, especially for people with special needs. For certain beaches, the slatted flooring layout, when it exists, is not up to standard.
- On some beaches, the premises intended for emergency services (civil protection, law enforcement, health center, etc.) are not in an appropriate state.
- Signs indicating access to certain beaches are missing.
- Some first aid centers are closed due to lack of medical-paramedical staff.

b) Management

- Sports activities take place in the midst of summer visitors, just as the nautical activities take place in the swimming zones.

- The distribution of waste bins is not always judicious. It does not take into account the width of the beach.
- Staff assigned to beach cleaning is not always sufficient.
- Programming of cleaning and collection is sometimes inadequate;
- Problem of occupying the useful beach surface (near the shore) by people who rent parasols and chairs.

c) Safety and health coverage

- The number of lookout towers is insufficient on certain beaches.
- The presence of flags on the status of the ocean is not widespread.
- Sports and nautical activities take place among the summer visitors.

d) Awareness and education

- The display of the activities program on awareness and education for sustainable development, and the results of bathing water quality, is not widespread.

In light of these observations, the National Clean Beaches Committee suggests:

- To encourage municipalities and partners to provide access for people with special needs and ensure its proper management.
- To ensure strict observance of the prohibited sports

LALLA HASNAA SUSTAINABLE COAST AWARDS

and nautical activities for summer visitors, the circulation of animals, motorcycles and other vehicles on the beaches.

- The coastal communes must draw up specifications relating to the concessions on the coastal area (beach) in accordance with the quality, cleanliness and hygiene standards of the Blue Flag label;
- To implement the PUGPs developed.
- To organize beach parasol rental activities.
- To strengthen the surveillance and monitoring related to the nautical activity, and ensure observance of markups.
- To prohibit the rental and use of jet skis at public beaches.
- With the wilayas and prefecture, reactivate the health and safety subcommittee instituted by the health, hygiene, safety and accessibility guide developed by the Foundation.
- To strengthen the reporting mechanism for the bathing water quality results.

Since 2014, the Lalla Hasnaa Clean Beaches Awards have become the Lalla Hasnaa Sustainable Coast Awards. This new, broader definition makes it possible to reward and support all the measures taken to protect the coastline. The second edition was launched this year to recognize best coastal practices.

The awards cover the management, preservation and conservation of the entire national coastline, valuing good practices and encouraging socially and ecologically responsible behavior.





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