



مؤسسة محمد السادس لحماية البيئة

FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT
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CLEAN BEACHES

REPORT 2017





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REPORT CLEAN BEACHES 2017

98

BEACHES IN 61 COASTAL COMMUNES, SUPPORTED BY 25 PUBLIC AND PRIVATE ECONOMIC OPERATORS, PARTICIPATED IN THE PROGRAMME IN 2017.

1

NORTH AFRICA TOBACCO COMPANY BECOMES OUED EL MARSA'S NEW ECONOMIC PARTNER.

7

NEW SITES COVERED IN THE PROGRAMME.

NEW SITES COVERED IN THE PROGRAMME

Along the lines of the "Clean Beaches" programme, initiated by the Mohammed VI Foundation for Environmental Protection, communes and departments concerned with coastal management, as well as economic partners, have been increasing their actions each year to improve Moroccan beaches.

This landmark programme aims to upgrade beaches across the kingdom to international standards, in particular those of "Blue Flag," an environmental eco-label of international renown.

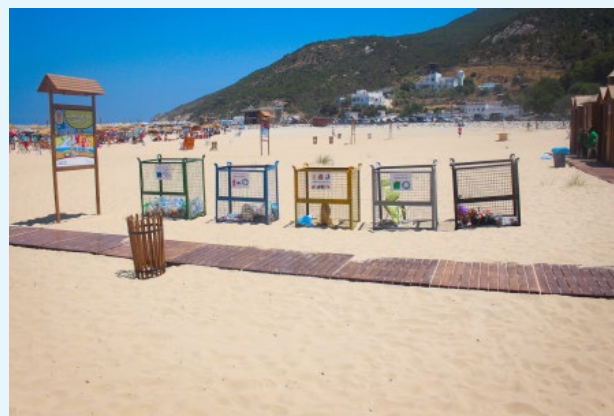
1. GROWING MOMENTUM

In 2017, 98 beaches in 61 coastal communes, supported by 25 public and private economic operators, have committed to the "Clean Beaches" programme, which aims to offer summertime visitors a quality seaside product and to engage the coastline in sustainable development.

A new economic partner joined the programme the same year, North Africa Tobacco Company, to provide support for the Oued El Marsa beach.

Seven new sites have been added to the list of beaches covered in the programme:

- Taghra (Tzigane commune, Chefchaouen province) ;
- Cabo Negro (Martil commune, Mdiq-Fnideq prefecture);
- Azla (Azla commune, Tetouan province);
- Kasaba 1 (Rose Marie) and Kasaba 2 (Jouhara) (Skhirate commune, Skhirate-Temara prefecture);
- Tamaris 1 (Dar Bouazza commune, Nouaceur province);
- Casamar (Tarfaya commune, Tarfaya province).





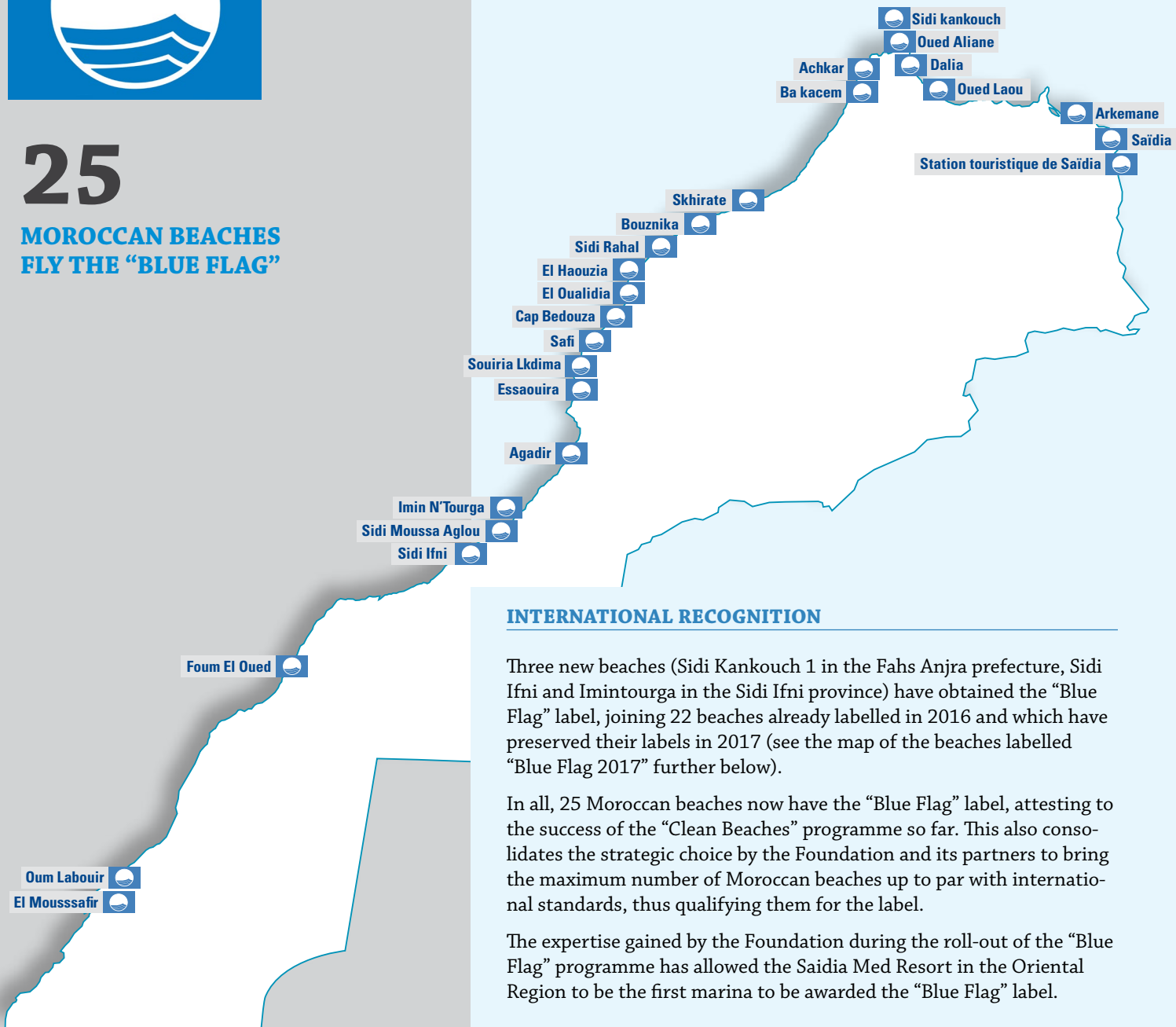
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25

MOROCCAN BEACHES
FLY THE "BLUE FLAG"

BLUE FLAG



INTERNATIONAL RECOGNITION

Three new beaches (Sidi Kankouch 1 in the Fahs Anjra prefecture, Sidi Ifni and Imintourga in the Sidi Ifni province) have obtained the "Blue Flag" label, joining 22 beaches already labelled in 2016 and which have preserved their labels in 2017 (see the map of the beaches labelled "Blue Flag 2017" further below).

In all, 25 Moroccan beaches now have the "Blue Flag" label, attesting to the success of the "Clean Beaches" programme so far. This also consolidates the strategic choice by the Foundation and its partners to bring the maximum number of Moroccan beaches up to par with international standards, thus qualifying them for the label.

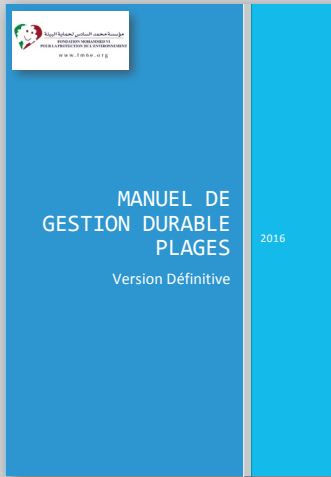
The expertise gained by the Foundation during the roll-out of the "Blue Flag" programme has allowed the Saïdia Med Resort in the Oriental Region to be the first marina to be awarded the "Blue Flag" label.

RENEWAL OF THE "CLEAN BEACHES" PARTNERSHIP AGREEMENTS

Partnership agreements over the beaches of Sidi Moussa Aglou, sponsored by the ONEE's electricity branch; Oued Laou, sponsored by Lafarge Tetouan; Amssa, sponsored by Amendis Tetouan; Mirleft, sponsored by Akwa Group; and, Ba Kacem, sponsored by Amendis Tanger; have all expired in 2016 and were renewed in 2017.



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A HANDBOOK ON SUSTAINABLE BEACH MANAGEMENT WAS PRODUCED AND DISSEMINATED AFTER THE TRAINING.

ACTIONS CARRIED OUT IN 2017

During the 2017 season, the “Clean Beaches” and “Blue Flag” programmes consolidated their achievements and continued their efforts to improve the environmental standing of the beaches included in the programmes.

The 2017 edition was mainly characterised by the following actions:

STRENGTHENING THE MECHANISMS OF SUSTAINABLE BEACH MANAGEMENT

The Foundation supports all its partners in sustainable beach management by providing them with tools to meet environmental quality standards and facilitate their fieldwork.

An initial study was launched in 2012 to set a strategy for the expansion of the “Clean Beaches” programme and turning it into a sustainable coastal-management scheme. The study highlighted the need to strengthen local skills by producing new tools for planning, developing, and managing beaches that meet the needs and address the constraints of the areas they serve.

As part of the “Clean Beaches” programme, the second study on sustainable beach and coastline management was launched in 2014 by the Foundation, in partnership with the General Directorate of Local Governments (DGCL), and sought to respond to those needs. It has allowed for the production of beach-management tools and for the training of executives in how to use them.

In 2016, the Foundation and the DGCL signed a triennial partnership agreement (2016-2018) to build capacity within coastal local governments, and to enable them to better manage and equip the beaches in line with sustainable development.

A handbook on sustainable beach management was produced and made available to these local governments. It is intended to facilitate local actors’ fieldwork, and includes four main chapters on the preparation for – and management of – a summer season:

- Planning
- Implementation
- Follow-up
- Assessment and corrective actions

It also features a legal and institutional chapter that helps to clarify responsibilities, frame partnerships, and provide legal solutions for the supervision of summer visitors.

The handbook has been presented during workshops to the local managers in charge of beach management in coastal departments and communes.



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120

**TECHNICAL MANAGERS
IN CHARGE OF BEACH
DEVELOPMENT IN 25 WILAYAS
AND PREFECTURES, AND MORE
THAN 55 COASTAL COMMUNES,
HAVE BEEN TRAINED IN BEACH
MANAGEMENT.**

BUILDING LOCAL ACTOR CAPACITY IN SUSTAINABLE BEACH MANAGEMENT

In April and May 2017, 120 technical managers in charge of beach management in 25 wilayas and prefectures, and more than 55 coastal communes, were trained in beach management.

During three sessions of three days each, the Foundation made the project management handbook available to local government officials. The three sessions were held in three different cities during these dates :

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

This workshop cycle allowed for the training of technical managers in coastal regulation and in the use of beach-management technical tools developed by the Foundation.

It has also helped to confront the Foundation's approach, which is based on project cycles and continuous improvement, with the expectations and needs of local authorities, and to ensure coherence between the needs of all actors and the contents of the handbook.

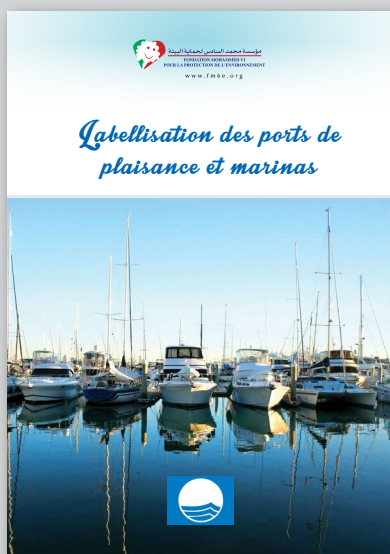
This capacity-building effort will facilitate fieldwork for all stakeholders, allowing them to improve the quality of beaches, to support their investments, and, ultimately, to generate economic and social value.

APPOINTING A SELECT LOCAL COMMITTEE TO MONITOR AND FOLLOW-UP ON LABELLED BEACHES

Maintaining the "Blue Flag" label for the entire summer period requires strict adherence to the label's criteria. To this end, the concerned wilayas and prefectures were asked to form select local committees in charge of the daily monitoring of labelled beaches, and of preparing monthly reports to be sent to both the Foundation and the DGCL.

MAKING A "BLUE FLAG" LABEL GUIDE FOR PORTS AND MARINAS

To support managers of Moroccan marinas and recreational ports in complying with the criteria of the "Blue Flag" label, a technical labelling guide has been developed, inspired by Spanish marinas and recreational ports bearing the "Blue Flag" label. The guide's publication comes in the wake of a study visit organised by the Foundation in 2016, in cooperation with the Spanish association ADEAC-FEE. Three Moroccan managers of recreational ports and marinas visited seven locations in south Spain.



**A "BLUE FLAG" LABEL GUIDE
FOR PORTS AND MARINAS
HAS BEEN PUBLISHED.**



REPORT CLEAN BEACHES 2017



The quality of bathing waters is indicated in most beaches.

THE COLLECTION OF GOOD PRACTICES IN SUSTAINABLE DEVELOPMENT AWARENESS AND EDUCATION HAS BEEN REVIEWED AND EXPANDED.



ENHANCING THE MECHANISM USED TO INFORM THE PUBLIC ABOUT THE QUALITY OF BATHING WATERS

The National Environment Laboratory operating under the Secretary of State in Charge of Sustainable Development has created a website (<https://labo.environnement.gov.ma>), and a smartphone application that enables the interested public to receive information on the quality of bathing waters. This includes all beaches covered by the National Programme for Bathing-Water-Quality Monitoring.

A partner-dedicated corner has been created to enable all local managers of beaches (provinces and communes) to quickly download their own updated information bulletins. The managers were requested to display these bulletins in the beaches within their territories.

CONSOLIDATING THE COLLECTION OF GOOD PRACTICES IN EDUCATION ON SUSTAINABLE BEACH DEVELOPMENT

The collection of good practices in sustainable development awareness and education, compiled by the Foundation in 2016, has been expanded to include new activities from the summers of 2016 and 2017.

The collection offers, in the form of factsheets, a selection of the best environmental awareness and education activities implemented by Morocco and other countries. It is intended for municipalities, local associations, and economic partners wishing to improve their education and awareness actions, and to turn behaviours that contribute to the protection of the environment into effortless, spontaneous reflexes.



REPORT CLEAN BEACHES 2017

421

STATIONS OUT OF 430, REPRESENTING 97.90% OF MONITORED WATERS, HAD AN "A" OR "B" QUALITY, MAKING THEM APPROPRIATE FOR BATHING ACCORDING TO STANDARD 03-7-200.

104

BEACH PROFILES WERE MADE.

70%

OF BEACHES DID NOT POST THEIR RESULTS.

76

BUOYED BEACHES

"CLEAN BEACHES 2017" FINDINGS

The various working sessions of the National Commission and the unannounced visits carried out during the 2017 season have resulted in the following conclusions:

1. MONITORING THE QUALITY OF BATHING WATERS

The quality of the bathing waters in 162 beaches has been monitored according to standards 03-7-200 and 03-7-199.

A total of 421 stations out of 430, representing 97.90% of monitored waters, had an "A" or "B" quality, making them appropriate for bathing according to standard 03-7-200.

Bathing waters at 9 stations did not comply with the standards, representing 2.1% of monitored stations. These stations included the Jbila, Miami, and Oued Merzeg beaches.

a. Establishing Beach Profiles

Standard 03-7-199 requires the establishment of beach profiles, describing the bathing waters as well as the factors that are likely to undermine their quality. These profiles will be both a source of information for citizens and a management tool for sanitation authorities. The established bathing profiles highlight the actions of companies and beach managers regarding sanitation.

By the end of 2017, 104 beach profiles were completed.

b. Informing the Public

Results regarding the quality of bathing waters were published every 15 days in all "Blue Flag" beaches.

However, despite the creation of a website dedicated to the quality of bathing waters by the Secretary of State in Charge of Sustainable Development (<https://labo.environnement.gov.ma>) – through which beach managers known to wilayas, prefectures, and communes, could download bulletins of analysis results every 15 days – more than 70% of beaches did not post their results.

2. SAFETY OF SUMMER HOLIDAYMAKERS

a. Buoyage

The buoyage programme carried out by the Directorate of Ports and Public Maritime Domain, of the Ministry of Equipment, Transport, Logistics, and Water, allowed for the fitting of 76 beaches in 2017, that is three beaches up from 2016.

Below is the list of beaches buoyed in 2017.



REPORT CLEAN BEACHES 2017

| | Region | PDETL | Beaches | No. of Beaches |
|--------------|----------------------------|---------------------|--|----------------|
| 1 | Tangier-Tetouan-Al Hoceima | Tangier | Tangier Municipality; Malabata; Achekar; Amiraux; Sidi Kankouch; Ksar Sghir; Asilah | 7 |
| | | Tetouan | Oued Laou; Riffyienne; Cabo Negro 1; Cabo Negro 2; Mdiq; East Marina Smir; Restinga Sud; Trepiertras, Martil, Sania Torres | 10 |
| | | Larache | Ras Rmel - Miami | 2 |
| | | Al Hoceima | Cala Bonita; Quemado; Sfiha; Souani; Tala Youssef | 5 |
| | | Chefchaouen | Stehat; Targha; Kaa Sras | 3 |
| 2 | Oriental | Berkan | Saadia; Saadia Med | 2 |
| | | Nador | Sidi Hssaine; Souani; Kariat Arekmane; Ras Elma; Boucana - Miami | 6 |
| 4 | Rabat-Salé-Kenitra | Rabat | Rabat | 1 |
| | | | Salé; des Nations | 2 |
| | | | Skhirate; Sidi Abed; Temara | 3 |
| | | Kenitra | Mehdia - Moulay Bousselham | 2 |
| | | Casablanca | Tamaress 1 | 1 |
| 6 | Settat-Casablanca | Mohammedia | Mohammedia; Sablettes | 2 |
| | | Benslimane | Bouznika; David Sanaoubar; Dahoumi; Cherrat | 4 |
| | | El Jadida | El Jadida; Haouzia; Sidi Bouzid; Sidi Abed | 4 |
| | | | Oualidia | 1 |
| | | Settat | sidi rahal | 1 |
| 7 | Marrakech Safi | Essaouira | Essaouira; Sidi Kaoki | 1 |
| | | Safi | Safi; Souiria Lkdima | 2 |
| 9 | Souss-Massa | Agadir Ida-Outanane | Agadir; Taghazout; Aghroud 1; Abouda km 25; Imi Ouaddar; Imourane; Aghroud 2 | 7 |
| | | Chtouka Inzegane | Tifnit; Sidi Ouassay; Sidi Rbat | 3 |
| | | Tiznit | Aglou; Sidi Boufdail | 2 |
| 10 | Guelmim-Oued Noun | Sidi Ifni | Sidi Ifni; Tamhroucht | 2 |
| 11 | Laayoune-Sakia El Hamra | Laayoune | Foum El Oued | 1 |
| 12 | Dakhla-Oued Eddahab | Dakhla | Foum Labouir | 1 |
| Total | | | | 76 |

107

**CIVIL-PROTECTION STATIONS
IN THE BEACHES**

2188

**RESCUE-SWIMMERS HIRED
BY THE CIVIL PROTECTION
DIRECTORATE**

1963

**RESCUE-SWIMMERS TRAINED BY
ANAPEC IN COMMUNICATION AND
STRESS MANAGEMENT, INCLUDING
132 PROFESSIONAL LIFEGUARDS.**

Note: These beaches are selected based on deliberations among the members of the National Commission for "Clean Beaches."

b. Rescue and First-Aid

This season, the General Directorate for Civil Protection (GDCP) has marshalled significant human and material resources:

- 107 civil-protection stations at the beaches: 60 built, 24 mobile, 19 tents, 2 prefabs, and 2 containers;
- 204 civil-protection professionals dispatched on beaches;
- 2,188 rescue-swimmers hired by the GDCP
- 1,963 rescue-swimmers trained by the National Agency for Employment and Skills Development (ANAPEC) in communication and stress management, including 132 professional lifeguards;
- 31 ambulances mobilised on beaches (17 of which belong to the GDCP, 13 to the Commune, and 1 to the Ministry of Health);
- 1,512 lifebuoys;
- 370 life jackets;
- 1,082 pairs of flippers;
- 119 boards
- 15 megaphones
- 320 watchtowers
- 73 binoculars
- 288 parasols
- 17 jet-skis

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31

AMBULANCES ARE DISPATCHED ON THE BEACHES (17 OF WHICH BELONG TO THE GDCP, 13 TO THE COMMUNE, AND 1 TO THE MINISTRY OF HEALTH).

42

BEACHES HAVE BUMPS, WHILE ANOTHER 28 WERE UNDER WAY, THUS A TOTAL OF 70 BUMPS.

66%

OF BEACHES WERE FITTED WITH SHOWERS.

- 69 zodiacs
- 6 quad bikes

However, some aspects need to be improved:

- Upgrades in rescue equipment (jet-skis, zodiacs) are limited to certain beaches;
- The number of seasonal rescue-swimmers is insufficient on frequently visited beaches;
- Seasonal rescue-swimmers engage in activities other than surveillance, such as parasol rentals.

3. DEVELOPMENT AND MANAGEMENT

a. Developing Beach Use and Management Plans

The Directorate for Ports and Public Maritime Domain continues to support the "Clean Beaches" programme, through developing Beach Use and Management Plans (BUMPs). This tool helps to develop beaches, while preserving their environment.

By the end of 2017, 42 BUMPs would be developed for 42 beaches, while 28 were in progress, a total of 70 BUMPs (See table below).

Note that since 2015, and in compliance with the new "Clean Beaches" partnership-agreement, the BUMP has become essential to each beach.

| Entity in Charge of the Study | No. of Beaches | Target Beaches | Year | Level of Progress |
|-------------------------------|----------------|---|-----------|--|
| DPPMD | 6 | Bouznika, Mohammedia, Ain Diab, Sidi Rahal, Dar Bouazza, and Mehdi | 2010/2012 | Study complete |
| PDETL of Essaouira | 3 | Essaouira, Sidi Kaoui and My Bouzreqtoun | 2010/2012 | Study complete |
| PDETL of Tiznit | 8 | 3 Beaches: Sidi Ifni, Mirleft, and Sidi Moussa Aglou | 2010/2012 | Study complete |
| | | 5 beaches: Sidi Boufdaïl, Tamahrouch, Ftaïssa, Sidi Lotfi, and Lagzera | 2015/2016 | Study complete |
| PDETL of Berkane | 1 | Saidia | 2011/2012 | Study complete |
| PDETL of Larache | 2 | Miami and Ras Rmel | 2010/2012 | Study complete |
| PDETL of Tetuan | 5 | Mdiq, Rifiene, Martil, Restingua and Sania Toress | 2013/2014 | Study complete |
| PDETL of Nador | 1 | Ras El Maa | 2013/2014 | Study complete |
| | 1 | Souani | 2016 | Mission 2 – underway |
| PDETL of Dakhla | 2 | Moussafir and Likheira | 2014 | Study complete |
| PDETL of El-Jadida | 4 | El Jadida, Sidi Bouzid, Houzia, and Oualidia | 2014 | Study complete |
| PDETL of Al-Hoceima | 8 | Quemado, Calabonita, Isli, Sfiha, Talayoussef, Sabadia, Izdi Oulmoud, and Souani | 2015 | |
| Study complete | | | | |
| RDETL of Laayoune | 1 | Foum El Oued | 2015 | Study complete |
| RDETL of Tangier | 5 | Sidi M'ghit, R'Milat, Asilah, Breich, and Achekar | 216 | Being launched |
| DRETLE Agadir | 9 | Agadir, Abouda km 25, and Aourir | 2016 | Mission 2 – underway |
| | | Anza, Taghazout Aftas, Imi Ouadar (Km26), Aghroud1, Imessouane Nord, and Imessouane Sud | 2016 | |
| Mission 2 – underway | | | | |
| PDETL of Chefchaouen | 2 | Kaa Asras and Stehat | 2017 | Mission 2 en cours de validation |
| PDETL of Rabat | 5 | Skhirate, Temara, | | |
| Rabat, Salé, and nation unies | 2017 | Mission 1 – pending approval | | |
| PDETL of Benslimane | 5 | Dahoumi, Cherrat, David, Mimouza, and Al Mansouria | 2017 | Drafting of invitation to tender in progress |
| PDETL of Kenitra | 2 | Mehdia and Moulay Bouselham | 2017 | Drafting of invitation to tender in progress |



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52

BEACHES HAVE FIRST-AID FACILITIES NEARBY.

60

LOCAL ASSOCIATIONS CARRIED OUT AWARENESS AND EDUCATIONAL ACTIVITIES ON SUSTAINABLE CLEAN-BEACH DEVELOPMENT .

b. Beach management

During this edition, several weaknesses were identified:

- temporary occupation permits allocated in excessive numbers, resulting in an invasive activity of renting umbrellas, chairs, tables, pedal boats, etc. (in 75% of visits).
- The presence of many street vendors (informal activities) (90% of cases).
- 23% of beaches experience jet ski activities that do not respect the zoning.
- The presence of animals on the sand on 62% of beaches.

c. Beach maintenance

- The maintenance and cleaning of the sanitary blocks is defective on 33% of the beaches.
- The cleanliness service is unsuitable to the frequentation of the beaches, and the nocturnal frequentation of the beaches has developed.

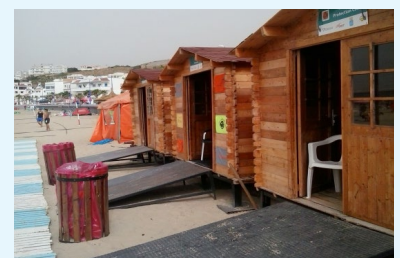
d. Equipment: Sanitary Facilities, First-Aid Stations, and Civil Protection Centres

In 2017, the beaches under the “Clean Beaches” programme are redesigned and equipped as follows:

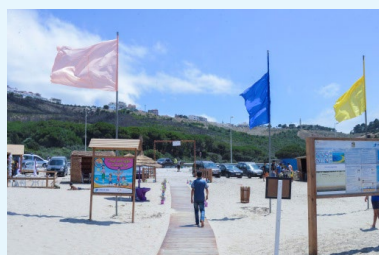
- 66% of the beaches have showers, 30% of which are reserved for people with special needs;
- 85% of the beaches have toilets, 53% of which are reserved for people with special needs;
- 52 beaches have a first-aid station;
- 87% of beaches have an access point with duckboards.



Showers



First-aid stations



Duckboards

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4. HEALTH COVERAGE

51 beaches have local first-aid stations, 70% of them are managed by more than 385 medical professionals (doctors and nurses). The rest of the stations are managed either by members of the Moroccan Red Crescent or by private medical units set up by economic partners.

5. ENTERTAINMENT AND EDUCATION ON ENVIRONMENT

This edition was marked by an increased mobilisation of local NGOs. They have carried out several direct and indirect awareness-raising activities for children.

we can mention for example:

- Awareness-raising actions to protect the coastline through educational and outdoor activities.
- Helping people with reduced mobility in some beaches to enable them to take full advantage of available services and outdoor activities.
- Outdoor and recreation activities for children in difficult situations.
- Organising activities on environment by educational centres.

Through the visits, an important mechanism of educational, awareness-raising, and entertaining tools, workshops, and platforms was observed. This mechanism was set up by the various partners of the "Clean Beaches" programme. In addition, more than 60 local associations have carried out awareness-raising and educational campaigns on sustainable clean-beach development.





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FOR THE 15TH CONSECUTIVE YEAR, THE NATIONAL FEDERATION OF MOROCCAN SCOUTING HAS SUPPORTED THE "CLEAN BEACHES" PROGRAMME.

THE BEACH OF SAFI-CITY HAS REACHED A RECORD OF ATTENDANCE WITH MORE THAN 20,000 SUMMER VISITORS PER DAY.



c. Participation of the National Federation of Moroccan Scouts

For the 15th consecutive year, the National Federation of Moroccan Scouts has supported the "Clean Beaches" programme, through awareness and educational activities on the environment. It has organised its activities on six beaches: Municipal Saïdia, El Haouzia, Sidi Moussa Aglou, Oualidiya, Agadir, and Ain Diab extension.

6. FOLLOW-UP AND COORDINATION

Coordination meetings with local committees were held and they allowed to guide the action-plans related to beaches.

On-site visits have been carried out during the summer period by members of the "Clean Beaches" local committee. These visits allowed to ensure that the programmed actions are progressing well in the field and to carry out an assessment allowing the detection of areas that need improvement.

Despite sustained efforts by the various partners, namely with regard to cleanliness, equipment, and maintenance, their work was made difficult by the very large numbers of beachgoers. Safi-city beach has hit a record of 20,000 visitors per day.

Safi beach, Sunday 16 July 2017

The managers have also faced the following problems:

- The activity of parasol, chair, and table renting is very important.
- Too many vendors are roaming the beaches.
- Municipalities, the Ministry of Equipment, and the wilayas have granted a significant number of occupation permits (concessions).
- Jet-skis, quad bikes, and animals were found in certain beaches despite a local regulation that prohibits those activities.



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A large number of vendors roam the beaches.



Quad bikes must not be used on the beach.



Concession agreements are rife.

7) RECOMMENDATIONS

Following the discussions that took place during the coordination meeting, the following recommendations have been put forward:

- Promote greater awareness among local governments to display up-to-date results of bathing-water quality in the beaches. (Note that it is possible to download bathing-water quality results from the website of the Secretary of State in Charge of the Environment.)
- Increase the number of rescue-swimmers and enhance rescue equipment in the more visited beaches.
- Account for the visitor capacity of beaches during the concession-awarding process.
- Improve jet-ski activity control in bathing beaches.
- Promote greater awareness among the general population throughout the year, with doubled efforts on beaches during the summer period.
- Revitalise ANAPEC's rescue-swimmer training programme by incorporating new behavioural aspects.
- Boost coordination between the Ministry of Health, the Moroccan Red Crescent, and the General Directorate for Civil Protection to cover the health and security needs of as many beaches as possible.
- Sensitise the Department of Equipment to the need for further controls over the awarded concessions.
- Improve the manner in which commercial activities are organised on beaches.
- Enhance the local processes of beach self-checks.