



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

2014 ANNUAL REPORT



2

Summary

Word from the President	4
Highlights	8
UNESCO World Conference on the Decade of Education for Sustainable Development	8
Lalla Hasnaa Sustainable Coast Awards	10
CSR labeling of the Foundation by Vigéo	11
Strategic study on positioning the Foundation (Nomadéis)	11
Third progress report of the Marrakech Palm Grove Protection and Development	13
Rehabilitation project of Ghabat Chbab	14
International meetings	14
National meetings	18
Programs	
Education for Sustainable Development	21
Eco-Schools	21
Young Reporters for the Environment (JRE) 12th edition of the competition	22
Green universities	24
Capacity building of young environmental communication professionals	24
Environmental Education Center (EEC)	24
Coastal Protection	26
Clean beaches	26
Marchica Lagoon	28
RBIM	27
Oued Dahab Bay	27



3

Responsible tourism	34
Green Key	34
Blue Flag	34
Historic parks and gardens	35
Exotic gardens	35
Air and climate	36
Qualit'air	36
Voluntary Carbon Offsetting	37
Teaching tools and internet websites	38
Interactive games	38
The Marrakech Palm Grove Educational circuit	38
CO2 calculator updated	38
Ecocoles.ma Portal	39
Clefverte.ma Portal	39
Clean Beaches Portal	39
Financial statements	40
Passive balance sheet at December 31, 2014	42
Active balance sheet at December 31, 2014	42
Product account and load to 31 December 2014	43
Board of directors	43
Organization chart	44
Partners	47



4

Word from the President



Her Royal Highness Princess Lalla Hasnaa
President of the MohamedVI Foundation for Environmental Protection

5

EDUCATE AND RAISE AWARENESS, OUR PRIMARY MISSION

Our Foundation has come a long way since its inception in June 2001. Coastline, the environmental education of our children, air and climate, historic gardens, and sustainable tourism.

We are committed on multiple fronts, driven first by our enthusiasm and energy, and increasingly involved through our know-how and efficiency.

We now manage a substantial portfolio of projects and programs. We are delighted: the extent of our involvement can only be beneficial to our cause: to improve the quality of our environment. But that does not make us lose sight of our primary mission, namely: awareness and education for sustainable development.

Thus in 2014, we felt the need to take stock of our actions, to proactively question ourselves on the progress, on all these achievements that satisfy us and our partners, but remain so modest compared to the immense task of environmental protection, which is the responsibility of our policy makers, of course, of associations, and of each of us as citizens. We asked the essential question of what we want, and more importantly, what we can do to confront this great environmental challenge.

Following this evaluation that we conducted with the help of specialists, also asking our diverse partners that have consistently supported us from the start, we felt the need for us to re-

define and focus on our primary mission, namely: Awareness and Education on the Environment and Sustainable Development. This was our starting point, and it must remain our guideline. It a crosscutting aim among all our programs, and defines all our commitments.

During my speech at the opening of the UNESCO Conference on Education for Sustainable Development in Nagoya in November 2014, I expressed my conviction that education and awareness are the fundamental basis and prerequisite for any efforts towards environmental protection.

Therefore, we are now refocusing our efforts on education and awareness; we will do this consistently and professionally by developing our content and educational tools. In this regard, we will soon have a Research Center in Education for Sustainable Development dedicated to the mission to codify, develop and sustain educational and awareness actions implemented in the Kingdom of Morocco. We will try to carry our voice, our message, and our example, to the largest number of people, first in our country, as well as outside our borders, since this center will have a regional focus through our partnerships with UNESCO, ISESCO and UNEP.

All this of course, we will do with collaboration and support from our partners.

06

06

HIGHLIGHTS

NAGOYA (JAPAN),
NOVEMBER 12, 2014



**UNESCO WORLD CONFERENCE ON
THE DECADE OF EDUCATION FOR
SUSTAINABLE DEVELOPMENT**

RABAT (SKHIRAT),
DECEMBER 7, 2014



**LALLA HASNAA SUSTAINABLE
COAST AWARDS**

RABAT (SKHIRAT),
DECEMBER 7, 2014



**CSR LABELING OF THE
FOUNDATION BY VIGÉO**

07

CASABLANCA,
OCTOBER 02, 2014



**STRATEGIC STUDY ON POSITIONING
THE FOUNDATION (NOMADÉIS)**

MARRAKECH,
APRIL 28, 2014



**THIRD PROGRESS REPORT
OF THE MARRAKECH PALM
GROVE SAFEGUARDE AND
DEVELOPMENT PROGRAM**

MARRAKECH,
APRIL 28, 2014



**REHABILITATION PROJECT OF
GHABAT CHBAB (MARRAKECH)**

UNESCO WORLD CONFERENCE ON THE DECADE OF EDUCATION FOR SUSTAINABLE DEVELOPMENT, NOVEMBER 12, NAGOYA - JAPAN



Her Royal Highness Princess Lalla Hasnaa delivered an opening speech Workshop

On 10 November 2014, in Nagoya, Japan, at the World Conference of UNESCO for the Decade of Education for Sustainable Development, **Her Royal Highness Princess Lalla Hasnaa** delivered an opening speech.

In Nagoya, **Her Royal Highness Princess Lalla Hasnaa** was the guest of honor of Irina Bokova, Director General of UNESCO with which the Foundation established working links for three years. The World Conference on Education for Sustainable Development, which marks the end of the 2005-2014 Decade, was a prestigious forum to make known the work of the Foundation and the convictions of its President.

Morocco's commitment to the environment

In the opening speech, **HRH Princess Lalla Hasnaa** reminded Morocco's commitment to the environment. A commitment enshrined in the constitution of the Kingdom, translated into a framework law and action of his governments. The framework law establishes the note of civil society and provides the framework in which the foundation is inscribed.

Education and awareness raising engagement of the first day

The President recalled that her commitment especially concerned education for sustainable development since the first day, particularly young education.



ONE OF THE MAJOR CHALLENGES IN EDUCATION FOR SUSTAINABLE DEVELOPMENT IS THE RELEVANCE AND EFFICIENCY ON THE GROUND

Speech by **HRH Princess Lalla Hasnaa** at the World Conference on Education in Développement Durable, November 10, 2014, Aichi-Nagoya (Japan)

Workshop

As a side event at the world conference, in partnership with the Foundation Education for the Environment (FEE), the Foundation organized on 12 November, 2014 a workshop on overall institutional approaches to Education for Sustainable Development (ESD) with the slogan: «Set the ESD agenda beyond 2014.»

The workshop introduced the crucial role of Education for Sustainable Development in the post -2015 agenda and the need to establish links between schools, universities, civil society, local authorities, and the private sector. The results were presented during the closing plenary of the World Conference, and will be integrated with recommendations for the implementation of the comprehensive action program (GAP).

10

Highlights

LALLA HASNAA SUSTAINABLE COAST AWARDS**DECEMBER 07, SKHIRAT**

The first edition of the biennial competition of the Lalla Hasnaa Sustainable Coast awards was held on December 7, 2014 in Skhirat, chaired by **Her Royal Highness Princess Lalla Hasnaa**. These awards, which now replace the Clean Beaches Awards, bring a new direction, more global, which takes account of the Foundation's broader objectives for sustainable coastal development. If the former «Clean Beaches» awards mainly rewarded efforts towards cleaning, development, beach management, or raising the awareness of tourists, the new Lalla Hasnaa Sustainable Coast awards extend this recognition to the management and protection of the entire national coastline.

**RESULTS TROPHIES**

55

Applications evaluated by the jury**SIMPLE AND INNOVATIVE PARTICIPATION PROCEDURES:**

Candidates register and submit their application at www.plagespropres.org/tld, either in Arabic or French.

Contest rules, a permanent secretariat and jury have been established

The jury evaluated 55 applications

Category « Clean Beaches »

This award recognizes an initiative by one or more beaches in the management, development, preservation, education and information. For businesses, this category is for Foundation partners of the Clean Beaches program.

LAUREATES

- Afriquia and the Mirleft Rural Commune.
- Amendis Tangier, the Association les Petits Débrouillards and the Tangier Urban Commune.
- Barid Al Maghrib and the Bouznika Urban Commune.
- Crédit Agricole, Larache Urban Commune, and Association AIPICA de Sport pour Tous
- Banque Centrale Populaire Foundation for Education and Culture, and the Sidi Rahal Chatii Urban Commune.
- Holmarcom Group and the Saïdia Urban Commune.
- OCP and Laamachat Urban Commune.
- The National Railways Office (ONCF), Asilah Urban Commune, Ksar Al Majaz Rural Commune, and the Association les Petits Débrouillards.

- SAMIR, Mohammedia Urban Commune, and Association Bahri Dima Clean.

Category « Sharing and living environment »

This award recognizes the recovery initiatives for public and natural areas, urban or suburban, which are part of the Moroccan coast.

LAUREATES

- National Office of Electricity and Water (ONEE) and the Dakhla Urban Commune.
- Surfriider Foundation Maroc and the Imssouane Rural Commune.
- BMCE Bank and the Harhoura Urban Commune.

11

CSR LABELING OF THE FOUNDATION BY VIGÉO DECEMBER 07, SKHIRAT

On 7 December 2014, **Her Highness Princess Lalla Hasnaa**, President of the Mohammed VI Foundation for Environmental Protection, was awarded the 'Association Manager®' label certificate by the firm Vigéo. Following an audit based on just over 150 indicators, this certificate attested to the Foundation's capacity and commitment to the principles defining its social responsibility. This label also attested to the existence and reliability of its accounts, information about its programs, governance, results of operations, and the degree of satisfaction of its beneficiaries. The CSR label is designed as an improvement lever for associations to assert their own social responsibility and strengthen recognition. It honors the personal commitment of its President, HRH Princess Lalla Hasnaa, for her exemplary Foundation and its operations, in the performance of its duties, and in promoting its values.



Her Royal Highness Princess Lalla Hasnaa receives the Association Responsible Label from Nicole Notat, President of the International Firm, Vigéo.

STRATEGIC STUDY ON POSITIONING THE FOUNDATION (NOMADÉIS)

**OCTOBER 2014,
CASABLANCA**

A strategic study was conducted by the Foundation in collaboration with the Nomadéis consulting firm between July and October 2014 on positioning the Foundation in its context and with regard to its partners. The mission had two main objectives: Clarify the Foundations' actions and discourse for its partners (governments, institutions, companies, etc.) Identify opportunities to improve the Foundation's work in its mission of education for sustainable development. In this regard, consultations were conducted through questionnaires and workshops with Foundation program managers, and its national and international partners. In this context, a national workshop for exchanges with national partners and involving more than 80 participants was held October 2, 2014 in Casablanca. Lastly, a benchmark of the Foundation was carried out with ten foundations and NGOs active in education for sustainable development. The findings and recommendations were presented in late 2014 and will be implemented in 2015.

Category « Protection and enhancement of the natural heritage »

This category awards the most interesting achievements towards a better knowledge of the coastline, the conservation of its biodiversity and its fragile ecosystems. It covers universities, research centers, municipalities, businesses, public and private organizations and associations. This award also recognizes containment initiatives on security threats and territorial integrity of the Moroccan coast.

LAUREATES

- The Association les Petits Débrouillards, ONCF and Asilah Urban Commune,
- The Saidia Development Company, the Saidia Urban Commune, the Alumni Association of Madagh for Culture and Development,
- Maroc Telecom.

Category « Education and Youth »

This category recognizes the best environmental actions, projects, studies, research and education programs, performed by schools, colleges, universities, research centers, and public and private organizations to strengthen the role of youth in coastal protection and preservation.

LAUREATES

- The Association of Earth and Life Science Teachers (AESVT) and DROSOS Foundation.
- Association Cham's pour l'Éducation, la Citoyenneté et l'Environnement AHFIR.
- The Association Impacts Positifs Environnementaux et Sociaux.
- Marsa Maroc, the National Electricity and Water Office (ONEE) and the Biati Hayati Association.

Category « Social and Environmental Responsibility »

This award is dedicated to efforts by economic operators that have chosen to incorporate an environmental, social or economic approach, which has a positive impact on the Moroccan coast.

LAUREATES

- Lydec and the Urban Communes in Casablanca, Mohammedia and Ain Harrouda
- Ciments du Maroc and the Urban Commune of Safi
- National Ports Agency (ANP), Essaouira Urban Commune, and the Aichouala Association for Education and Culture in Essaouira.

Highlights

THIRD PROGRESS REPORT OF THE MARRAKECH PALM GROVE PROTECTION AND DEVELOPMENT PROGRAM

APRIL 2014, MARRAKECH

In the presence of **HRH Princess Lalla Hasnaa**, the municipal Council President of Marrakech, Ms. Fatima-Zohra Mansouri and the deputy President signed news agreements for the Ghabat Chabab project sidelines of the assessment meeting of the palm grove.



On April 28, 2014 in Marrakech, **Her Royal Highness Princess Lalla Hasnaa** chaired the third interim assessment meeting for the Marrakech Palm Grove Protection and Development program. She delivered a keynote speech in which she noted that the program progressed satisfactorily in accordance with the guidelines of the Royal Message addressed to participants at its launch in 2007.

- This review meeting helped to redefine the guidelines for the next phase
- Program sustainability and implementation of appropriate management and maintenance mechanisms,
- Extension of the palm grove replanting to its northwestern part and neighboring areas,
- Support for the classification of the palm grove site as a Site of Biological and Ecological Interest (SIBE) and the creation of a Marrakech Urban Biosphere Reserve,
- Support for hotel establishments in the palm grove to obtain Green Key certification,
- Foundation support for the development of income-generating agricultural activities, through raising awareness and training farmers and the use of solar pumping solutions,
- Involvement of economic operators, particularly through the voluntary carbon offset program.

Reconstitution of heritage

From the beginning of the program to December 31, 2014, the Foundation, through its partners, planted 558,000 palm trees, which is equal to 125% of the initial target, 79,841 young palms and adults were maintained, 79,516 were pruned, and 15,548 dead palm trees and 41,620 m³ of rubble were removed.

Classification of the Palm Grove as a Site of Biological and Ecological Interest (SIBE)

In September 2014, the results of the study launched by the Foundation in December 2013 on the Site of Biological and Ecological Interest (SIBE) in Oulja were provided and analyzed by a local committee chaired by the Wilaya of Marrakech and composed of local stakeholders. Deliverables from this study were validated. The SIBE profile was updated and the file was prepared in conformity with the law 22°-07 on protected areas. for submission to the competent administration in charge of his ranking.

Inclusion of the local population and associations

The Foundation works to involve local populations in protecting the palm grove. This is done through three initiatives:

The Eco-Schools program with the involvement of all schools in the palm grove. One of them, the Taib

13

558 000

PLAMS HAVE BEEN PLANTED SINCE 2007



Lmrini School, was awarded the Green Flag label and received the visit of **HRH Princess Lalla Hasnaa**, who came to inquire about its achievements.

The Green Key program, with 5 of 22 entities labeled in the Marrakech palm grove circuit (Club Eldorado Palmeraie, Ibis Palmeraie, Palais Namaskar, Hotel Hapimag and Club Marmara)

Creating income-generating activities for local communities, including agricultural activities that incorporate ecosystem preservation. An assessment study was conducted in March 2014 in collaboration with the International Association Agrisud and Norsys Foundation.

This study found that 200 families of eight people on average had irrigated agriculture plots in the northwest palm grove, with four hectares per holding. There they were cultivating field crops (alfalfa, wheat, barley), fruit (olives, pomegranates), livestock (cattle, sheep) and market produce (cardoons). This mixed-use agriculture (personal consumption and sales) was threatened by the lack of water, high production costs and urbanization.

An agroecology pilot project of 50 farms for 200 families will be launched for 2015-2017. The objective is to test the systems and practices that improve the overall performance of agricultural activities.

GHABAT CHBAB, A GREEN SPACE IN MARRAKECH

APRIL 2014, MARRAKECH

In April 2014 in Marrakech, **HRH Princess Lalla Hasnaa** officially launched the Ghabat Chbab rehabilitation program, also known as the Olive Grove of Independence, an area of 170 hectares of olive trees linking the city and the Menara gardens.

This land, which was classified by the Dahir dated March 2, 1931 to preserve it from urbanization, was planted in 1954 under the leadership of the late **King Mohammed V and the late King Hassan II**, who was then the Crown Prince, with young olive plants as a symbol of hope and peace after the country's accession to independence. Four rectangles revolved around a central area and separated by central double pathways.

This symbolic responsibility enabled Ghabat Chbab to resist strong urban pressure, as the city had expanded well beyond this great space that originally marked the city limits.

Now in decline, lacking maintenance and water, Ghabat Chbab received the support of the Mohammed VI Foundation for Environmental Protection. An agreement was signed with four entities:

The Direction of Domaines and the council of the city of Marrakech; the General Directorate of Local Authorities (DGCL) the Wilaya of Marrakech-Tensift-Al Haouz, under its administrative and technical capacity to advance the project and as the designated project manager.

The agreement signed by the five entities establishes the responsibilities and commitments each. It will enable the restoration of the plantations, the establishment of a modern and water efficient irrigation system, and the rebuilding of buildings and public spaces: squares, walkways, sports fields, playgrounds, parking lots, etc. True to its approach, the Foundation will ensure that the restoration is done in strict compliance with the spirit of its designers, while integrating the component «Education and awareness raising».

14 Highlights

International meetings

1

INTERNATIONAL GARDEN SHOW

February 26 to March 1, 2014
Manama, Bahrain

The Foundation participated in the tenth edition of the International Garden Show, which brought together 130 exhibitors in an area over 7,500 m² in Bahrain from February 26 to March 1, 2014. The exhibition presented the latest technological developments and environmental management of urban green networks.

2

REGIONAL WORKSHOP ON CIVIL SOCIETY CAPACITY DEVELOPMENT IN ENVIRONMENTAL EDUCATION

June 9 and 10, 2014
Tunis, Tunisia

The Islamic Educational, Scientific and Cultural Organization (ISESCO) and the Mohammed VI Foundation for Environmental Protection jointly organized this workshop, held at the University Institute of Tourism studies at Sidi Dhrif in Tunisia in collaboration with the Tunisian National Committee for Education, Science and Culture.

The workshop was intended to strengthen the civil society's capacity in the field of environmental education. Experts from Tunisia, Morocco, Algeria, Libya, Mauritania, Egypt, UAE, and Oman provided educational tools in this regard. These associations were able to share their experiences and build relationships.

3

GENERAL ASSEMBLY OF THE FOUNDATION FOR ENVIRONMENTAL EDUCATION (FEE)

June 21-22, 2014
Copenhagen, Denmark

The Foundation participated in the FEE's biennial general assembly, of which it is a full member. The meeting took note of the 2012-2014 annual report and the 2014-2016 strategic plan for the five programs developed by the FEE: Blue Flag, Eco-Schools, Young Reporters for the Environment, Green Key, and Leaf. The Foundation is involved in four of these five programs.

A new executive committee of eight members was elected to initiate this three-year program. The Mohammed VI Foundation for Environmental Protection takes part in this committee.

FEE currently has 83 members from 68 countries.

4

COOPERATION WITH THE MIO-ECSDE, WORKSHOP ON EDUCATION FOR SUSTAINABLE DEVELOPMENT IN UNIVERSITIES

July 28-29, 2014
Gibraltar

The workshop objective was to discuss the strategies and actions taken in the south of the Mediterranean in education for sustainable development, in order to develop an action plan for universities in the region. This action plan will fit into the Mediterranean Strategy for Sustainable Development (MSSD) and Education for Sustainable Development of the United Nations Economic Commission for Europe (UNECE).

Academic experts, NGOs and government representatives from Greece, Italy, Malta, Monaco, Morocco, Portugal, Spain, Tunisia attended the workshop in Gibraltar.



15

6

EUROPEAN DAYS FOR ENVIRONMENTAL EDUCATION

September 24 to 27 2014

Bergamo, Italy

The 2nd edition of the European Days for Environmental Education (JEEE), held from September 24 to 27, 2014 in Bergamo, Italy, enabled the Foundation to meet hundreds of participants and discuss education for sustainable development.

Participants From France, Italy, Greece, Spain and Morocco learned more about each other, networked and stimulated environmental education international policy.

The Foundation took the opportunity to present its mission of outreach and youth education and its main programs, focusing in particular on Eco-Schools and the e-learning training of young journalists for the environment.

ague

Bergame

14 Athènes

1 Réthymnon

8 Crète

1 Manama

5

MISSION ON COASTAL CONSERVATION

July 2014

Camargue, France

This mission was proposed by the Conservatoire du Littoral, linked to the Foundation by a partnership agreement in 2013. Meetings were held with the Conservatoire du Littoral and the Rhône Mediterranean Corsica water agency. The mission included a visit to the Vigueirat marsh in Camargue, coastal conservation properties and a reserve listed as of international importance. The marshes provide 1,200 hectares of wilderness conservation of waterbirds (292 species of birds listed) and a playful journey of discovery on pilings, the Cabanes Trail.

7

NATIONAL SYMPOSIUM ON CLIMATE CHANGE AND THE TERRITORIES

September 30 and October 1, 2014

Strasbourg, France

The Foundation participated in the National Conference on Climate Change and the Territories organized by the French Ministry of Ecology and Sustainable Development. This participation was part of bilateral cooperation with the Agency for Environment and Energy Management (ADEME). It has enabled the Foundation to learn about the experiences of French local authorities under the Territorial Climate Energy Plans (PCETs) to mitigate and adapt to climate change.

8

INTERNATIONAL MEETING OF BLUE FLAG NATIONAL COORDINATORS

October 15 to 19, 2014

Crete, Greece

As every year, the Foundation participated in the international meeting of national Blue Flag coordinators, which was held from October 15 to 19, 2014 in Crete. The 50 participants shared their experiences and learned best practices.

Topics discussed included monitoring the bathing water quality according to New European Directive, communication around the FEE programs, including the Blue Flag, the evaluation of the impact of FEE programs, the integration of new Green Key and Blue Flag program criteria, and the discussion about the environmental education principles developed by the FEE.

In 2014, the Blue Flag was flown at 3,850 beaches and marinas in 48 countries in Europe, Africa, America and Oceania.

International meetings

9 ANNUAL MEETING OF NATIONAL GREEN KEY OPERATORS

October 19 to 23, 2014
Rethymno, Greece

31 national Green Key label operators met from October 19 to 23, 2014 in Rethymno, Greece to learn about the 2015 Green Key strategic plan, the new criteria for 2016 to 2020, focusing on CSR criteria, the enhanced communication about the program and the labeled establishments, the implementation of an international Green Key audit of participants, and the extent of the impact of Green Key criteria in the tourist accommodation establishments.

10 GREEN APPLE AWARD FOR A HIGH SCHOOL IN THE EASTERN

November 10, 2014
Londres

The creation of a school newspaper, conducted at a JRE School in the Oriental region, with the support of the Mohammed VI Foundation for Environmental Protection, has won the prestigious Green Apple Award. The International Green Apple Award was presented at the House of Commons, Palace of Westminster, in London on November 10, 2014.

The project has also had an impact on the local environment, with the involvement of partners, associations and the local press. Issues related to olives were included in the local press. The City Council and the Ain Lahjar Rural Commune provided field trips. Companies financed the printing of two editions, and parents provided support for the reception of students.

The paper, available on the Internet for downloading, serves as support to convey the ideas of high schools about education for sustainable development.

The project consisted of developing an environmental newspaper, the Olive Tree, executed entirely by high school students. It was regarded as an innovative example of good environmental practices and enabled environmental awareness in students, the use of information technology, and the creation of links with the school curriculum.

11 MEDITERRANEAN DAYS FOR AIR

November 18 to 19, 2014
Marseille, France

A committee composed of the Mohammed VI Foundation for Environmental Protection, the Ministry delegate for the Environment, the Directorate General of Local Government, the National Meteorology Department, the Wilaya of Rabat-Salé-Zemmour-Zaer, and the Wilaya of Marrakech Tensift Al Haouz traveled to Marseille on November 18 to 19, 2014, to attend the Mediterranean days for air. The Foundation was able to meet the different stakeholders involved in the air quality in the Mediterranean, and learn about the latest technological and institutional advancements in the Alpes-Côte d'Azur Provence.

The Mediterranean days enabled a focus on the cost of air pollution and the impact of greenhouse gases in global warming.



ague

ergame

14 Athènes
Réthymnon
8 Crète

12

POLLUTEC

December 2 to 5, 2014
Lyon, France

The Foundation visited Pollutec in Lyon to learn about the latest advances in water, waste, recycling, energy, air analysis, sustainable development, etc.

On the sidelines of the exhibition, visits were organized to learn about the air quality monitoring device in the region French Riviera. Meetings were also conducted with different operators and institutions in the Rhône-Alpes region.

The following action was recommended with these operators and institutions:

- The provision of the experience of the Rhône-Alpes region in terms of education and awareness raising about air pollution
- The assistance to Moroccan institutions to establish a regional management and implement air pollution reduction plans.

1 Manama

13

WORKSHOP FOR THE ECO-SCHOOLS PROGRAM NATIONAL COORDINATORS

December 4 to 7
Cardiff, Wales

The Foundation participated, along with representatives from 45 countries, in the workshop for the Eco-Schools program national coordinators organized by the association «Keep Wales Tidy» on the theme of sharing, celebrating 20 years of the Eco-Schools program. The program now covers 59 countries, 15 million students, 1.2 million teachers, a total of 17,415 Eco-Schools are Green Flag labeled, and over 8,000 partners.

14

GENERAL ASSEMBLY OF MIO-ECSDE

December 20-22 2014
Athens, Greece

The Foundation participated in the 2014 General Assembly of the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE), of which it is a member.

MIO-ECSDE unites 128 NGOs active in the environment and sustainable development in 26 Mediterranean countries. Its main objective is to protect the natural environment (biodiversity, forests, coasts, natural resources, climate) and cultural heritage (archaeological monuments, traditional sites, cultural diversity, cities, etc.).

MIO-ECSDE works to network associations, develop cooperation, communication, training, etc. The meeting provided an update on ongoing projects and their continuation in 2015.

18

Highlights

International meetings

15

UN HIGH-LEVEL POLITICAL FORUM TO PROMOTE EFFORTS RELATED TO SUSTAINABLE DEVELOPMENT

September 23, 2014

New-york USA

The Mohammed VI Foundation for Environmental Protection participated with world leaders at the United Nations high-level political forum established at the UN to support the efforts towards sustainable development.

This forum follows the Commission on Sustainable Development (CSD), set up in Rio in 1992, whose mission ended September 20, 2014 on a finding of inadequacy.

The high-level forum, which succeeded the Rio + 20 conference, brings together the leaders at the highest level of the United Nations member states, as well as from the world of finance, business and civil society representatives from the public and private sectors. This discussion forum aimed to accelerate the implementation of measures to reduce emissions, increase resilience to climate change and mobilize political will in favor of the conclusion, by 2015, of a legal agreement to globally limit the rise in global temperature to less than 2 ° C.

At this forum, the Foundation was able to develop contacts. It also participated in two high-level thematic sessions on «the business case for climate action» and «Climate, Health and Employment,» respectively chaired by Mr. Recep Tayyip Erdogan, President of Turkey, and Mr. Sauli Niinistö, President of Finland.

This forum is expected to be held every four years.

15 New York

19

Highlights

National meetings

Océan Atlantique

Casablanca ●

● Marrakech

Agadir ●

INTERNATIONAL MEETING OF THE YOUNG REPORTS FOR THE ENVIRONMENT (JRE) NATIONAL COORDINATORS**February 21 and 22
Marrakech, Morocco**

From February 21 to 22, 2014 in Marrakech, the Foundation organized the international meeting of national coordinators of the JRE program in partnership with the FEE. This annual meeting enables coordinators to share good practices developed during the previous season, to discuss the achievements of the participating countries, and discuss prospects for program development and the actions to be implemented for establishing a network of secondary schools involved in the program.

MAJORELLE GARDEN FOUNDATION'S BOTANICAL SYMPOSIUM,**February 22
Marrakech, Morocco**

The Foundation presented its experience in restoring historic gardens, through the role it enables in environmental education, including the creation of places for environmental education and discovery reservoirs.

INTERNATIONAL SYMPOSIUM ON SUSTAINABLE TOURISM**February 24 to 26, 2014
Agadir, Morocco**

The Foundation participated in the 4th International Symposium on Sustainable Tourism in Agadir and the annual partner conference in Morocco, which brought together 300 experts from Africa, Asia, the Pacific, Europe, the Middle East, the Caribbean, and the Americas.

The Foundation participated in the panel «Indicators for monitoring and decision-making tools at tourism destinations» and presented its experience with Green Key, Clean Beaches and Voluntary Carbon Offsetting.

LIFE CYCLE WORKSHOP**November 11 and 12
Casablanca, Morocco**

On November 11 and 12, 2014 in Casablanca in partnership with the United Nations Environment Programme (UNEP), the UNESCO Chair in Life Cycle and Climate Change, and the Moroccan Clean Production Centre, the Foundation organized an exchange and training workshop on «Design based on the life cycle: Promotion in North Africa and beyond.».

20

20

PROGRAMS

22



ECO-SCHOOLS

24



YOUNG REPORTERS FOR THE ENVIRONMENT (YRE) 12TH EDITION OF THE COMPETITION

26



CAPACITY BUILDING OF YOUNG ENVIRONMENTAL COMMUNICATION PROFESSIONALS

26



ENVIRONMENTAL EDUCATION CENTER (EEC)

34



BLUE FLAG

34



GREEN KEY

35



HISTORIC PARKS AND GARDENS

36



AIR QUALITY

21

27



CLEAN BEACHES

31



MARCHICA LAGOON

32



**INTERCONTINENTAL
BIOSPHERE RESERVE OF
THE MEDITERRANEAN
(RBIM)**

33



OUED DAHAB BAY

37



**VOLUNTARY CARBON
OFFSETTING**

39



INTERNET WEBSITES

ECO-SCHOOLS



23

Education for Sustainable Development

ECO-SCHOOLS

898

SCHOOLS PARTICIPATE
IN PROGRAM

79

SCHOOLS LABELIZED
GREEN FLAG

A GROWING PROGRAM

The Eco-Schools program has entered its ninth year in Morocco. Schools continue to join: 898 participated in the 2013-2014 school year, compared to 675 in 2012-2013. A total of 71 schools have applied for the Green Flag for the 2013-2014 school year and 25 hoisted it, 31 claimed bronze certificates and 12 were awarded silver certificates. A total of 77 out of 79 Eco-Schools renewed their label.

VISIT TO THE TAIB LAMRINI
ECO-SCHOOL:

On April 28, 2014, Her Royal Highness Princess Lalla Hasnaa visited students at the Eco-School Taib Lamrini in the heart of the Marrakech palm grove. This school earned the Green Flag label during the 2012-2013 school year. The visit symbolizes the Foundation's involvement in safeguarding the Marrakech palm grove and the commitment to the residents there.

TRAINING

Training and capacity building workshop

Training workshops, organized from February 14 to March 14, enabled schools that earned the Green Flag label to pass on their experience to others. These workshops were held in eleven regions of Morocco and these workshops have enabled the training of 163 students and 105 supervisors.

Green Flag labeled Eco-Schools Meeting

On February 5 and 6, in partnership with the Ministry of Education and Vocational Training, the Foundation organized a meeting to share experiences of the 79 Green Flag labeled schools.

The meeting focused on the new multilevel progressive

approach and exchanges success stories (eco-schools flagship projects in 16 regions on six thematic).

PARTNERSHIPS

ONEE

From October 31 to November 6, 2014, the National Office for Water and Electricity (ONEE) organized a outreach caravan on water and electricity conservation and waste treatment. It headed for in Casablanca Anfa, Oualidia, Agadir, Tiznit and it ended at Dakhla on November 6, the anniversary of the Green March.

Nestlé

Nestlé raised awareness among students from 11 schools newly enrolled in the program in the Salé Zemmour Zaer region about eating a balanced diet, with its Healthy Kids module. It provided the same module at the El Haouzia Eco-School and others in El Jadida during the national coastal days on December 26.

Second Edition of National Coastal days:

The second edition of the National Coastal Days, the principle of which was decided at the Tangiers Conference in October 2010, were held on December 15 to 26, 2014. They aim to raise awareness of the dangers threatening the coast, and encourage a culture of coastal preservation.

Educational visits to the Nador and Dakhla lagoons, open house photography exhibitions of lighthouses in Tangier, El Jadida and Laayoune, and projections of educational films were held.

These awareness days, which give pride to the work of children and adolescents, ended with the general mobilization of all the Eco-Schools located on the Kingdom's coast.

YOUNG REPORTERS FOR THE ENVIRONMENT 12TH EDITION OF THE COMPETITION

For its 12th edition, the Young Reporters for the Environment (JRE) competition proposed to work on the theme of «Information and Communication Technology to support environmental education for sustainable development.»

This year the competition introduced three age group categories: 11-14 year olds, 15-18 year olds, and 19-21 year olds. This new provision opened the competition to Moroccan junior high schools, while it was until now reserved for high school students. The high school students demonstrated the same motivation and curiosity as previous years. 2,000 students from 359 junior high and high schools within 16 academies participated in the competition.

The JRE students were inspired by the theme as they made 314 written reports and 1,042 photographs. The jury awarded 11 winners: five for written stories and six for photographs.

The authors of the award-winning written stories and photographs from the twelfth edition of the Young Reporters for the Environment competition received their awards during a whole month of ceremonies throughout the country in Guel-

mim-Smara region on July 5, the Oriental region on July 8, the Souss Massa Draa region on July 18, and the Meknes-Tafilalet and Tadla-Azilal regions on July 22, 2014.

Each young award-winning reporter and his or her advisor have received a digital tablet in addition to the participation certificate.

Training and education workshops for sustainable development

Each year, the Foundation organizes training workshops with the Ministry of Education and Vocational Training. Regional, provincial coordinators, facilitators of environmental clubs and more experienced high school students, pass their knowledge to those new to the competition by presenting success stories. These workshops that have enabled 151 students and 70 supervisors from training were held in January and February in five different academies: Chaouia Ouardigha, Tadla Azilal, Eddahab Lagouira, Guelmim Esmara and Laâyoune Boujdour Sakia El Hamra.



RESULTS OF THE WRITTEN PHOTOGRAPHIC STORIES CATEGORY 15-18, 2014 5 WINNING STORIES

Prize : Jury Award

High school : El Qods (Jerrada, Oriental),
Photograph titled : «Jerrada Province: the cemetery where mining waste extend »

Prize : Of Excellence

High school: Azzaytoun (Taourirt, Oriental),
Photograph titled : «Oriental Rosemary a treasure to preserve»

Prize : Of Theme of the year

High school Hassan II : (Guelmim, Guelmim Essmara), Photograph titled : «The ghost of electromagnetic radiation worries residents of Bouizakarne »

Prize : Of the proximity

High school Tifariti : (Azilal, Tadla Azilal),
Photograph titled : «Euphorbes: in Abzou a factor of development and protective of the environnement »

Prize : Of Awakening

High school Hassan II (Errachidia, Meknès Tafilalet), Photograph titled: «Water between scarcity and depletion of the ply in Errachidia»

25

Education for Sustainable Development

2000

STUDENTS PARTICIPATED IN THE COMPETITION IN 2014

359

Participating colleges and high school

314

Made reports

1042

Photographies

SIX AWARDED PHOTOGRAPHIES IN 2014 CATEGORY 15-18



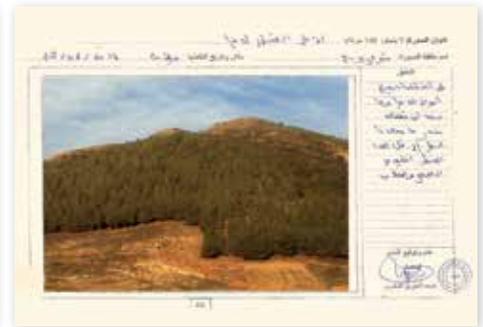
PRIZE OF THE THEME OF THE YEAR

High school Mohammed Adelarim El Khattabi (Nador, Oriental),
For Photograph titled « New technologies and old mentalities »



PRIZE OF VIGILANCE

High school Ibn Sina (Nador, Oriental),
For Photograph titled « Dead Press pollutes »



PRIZE OF AWARENESS RAISING

College Mohammed Zerktouni (Nador, Oriental),
For Photograph titled « The hope that remains to us »



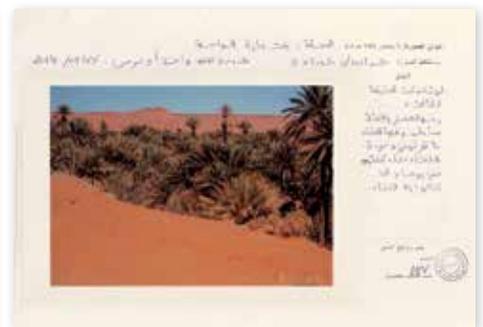
PRIZE OF THE GOOD BEHAVIOUR

High school Sidi Ahmed Bennacer (Zagora, Souss Massa Drâa),
For Photograph titled « For a clean desert »



PRIZE " PHOTO CHOC "

High school Hommane El Ftouaki (Inezgane Ait Melloul, Souss Massa Drâa),
For Photograph titled « Photo choc »



PRIZE OF AUTHENTICITY

High school Hassan I (Errachidia, Meknès Tafilalet),
For Photograph titled « The palm tree : The noble child of the oasis »

26

Education for Sustainable Development

ENVIRONMENTAL EDUCATION CENTER (EEC)

The Environmental Education Center was initiated by at the Foundation's initiative to become a center for education on sustainable development. It aims to train the diverse public, either directly or remotely via e-learning platforms.

The architectural project was approved by the Foundation.



GREEN UNIVERSITIES

The project was launched at the WEEC 2013, where the Foundation met with UNEP in the presence of pilot schools (Caddi Ayad University and ENIM).

In 2014, a small working group was formed, consisting of Caddi Ayad University, ENIM, and Mohammed V University in Rabat. This group has defined a roadmap to launch the pilot phase of the project. It provides:

- The creation of a national network of higher education institutions committed to sustainable development,
- The development and implementation of an education initiative for sustainable development, adapted to the Moroccan context following the guidelines recommended by GUPES,
- The implementation of this initiative piloted by members of the network for its duplication in the context of expanding the network to other higher education institutions
- As such, a draft agreement prepared is being studied and is in the process of validation.

YOUNG JOURNALISTS

CAPACITY BUILDING OF YOUNG ENVIRONMENTAL COMMUNICATION PROFESSIONALS



Initiated in 2011 following a partnership with the Center for Mediterranean Cooperation (IUCN-Med), the project of "Capacity building of young environmental communication professionals" took shape by establishing an electronic platform for distance learning based on UNESCO content.

After an initial training provided to 27 journalists in 2012 in the Maghreb, then a second one in 2014 for 31 journalists from the Maghreb and West Africa, 30 journalists from 7 African countries (Morocco, Algeria, Tunisia, Mauritania, Benin, Guinea and Burkina Faso) attended the 2014 session.

The session took place from April to December 2014. The content, reworked from previous sessions, were offered in three languages (Arabic, English, French). The training modules provide knowledge on climate change, renewable energy, natural resources, waste management and the importance of ecosystems. The monitoring committee assessed a dozen articles written by journalists in training, and a review workshop is scheduled for March 2015 as part of a partnership agreement with ISESCO (2013-2015). It will showcase the work done, and reward the best. Thirty journalists are expected.

27

Coastal Protection

CLEAN BEACHES



80

BEACHES PARTICIPATED IN THE PROGRAM CLEAN BEACHES



Mediterranean Sea



27

BEACHES ROISTED THE BLUE FLAG

CLEAN BEACHES



THE IMPROVEMENT OF THE BEACHES'S
CONDITION HAS SIGNIFICANTLY INCREASED
THE FREQUENCY

>> ENTRIES

Five beaches joined the program in 2014 : Tafedna, Bhibah, Moulay Bouzerhoune, Sidi Kaouki in the Essaouira Province and in the Sidi Ifni Province .

>> ONLY

Twelve beaches have no economic partner .



In 2014, 80 beaches covering 54 municipalities participated in the Clean Beaches Program, sponsored by 26 public and private corporate citizens. A total of 27 beaches were labeled Blue Flag.

Improvements to beach health have increased significantly, necessitating beach management to support the influx of summer visitors. A 2012 study on this subject by the Foundation pointed to the need to develop local expertise and produce planning and management tools. The 2014 program season addressed that concern.

Transmit to communes

The Foundation educates and trains local stakeholders and provides them with support tools. It also sets up pilot projects that demonstrate the management principles it offers.

The General Directorate of Local Authorities (DGCL) supports it in these efforts, under an agreement signed on sustainable coastal management in Morocco as part of the Clean Beaches program. Overall, local stakeholders are trained and awareness raised, with tools are available to them so that they gradually appropriate beach management and understand the economic, social and environmental issues associated with it.

A manual is under preparation for this purpose. A study was launched in 2014 covering four pilot beaches: Ain Diab (Casablanca), Ain Diab Extension (Casablanca), Mehdia (Kenitra) and Rif (Mdiq-Fnideq) for its design. The manual will propose organizational, operational, financial and accounting documents.

GIZ (German Development Technical Agency) also helps the Foundation for this purpose. As part of an agreement signed with the Foundation, a study is conducted of fifteen pilot beaches for the implementation of Beach Use and Management Plans (PUGP). The implementation of PUGP has been vetted, and obstacles and their solutions identified.

Accomplishments and Achievements in 2014

80 beaches covering 54 coastal municipalities participated in the Clean Beaches Program.

68 beaches receive support from 26 public and private companies engaged alongside local communities.

12 beaches have no economic partner

Five beaches joined the program in 2014: Tafedna; Bhibah; Moulay Bouzrkoune; Sidi Kaouki in the Essaouira province, and Moulay Abdellah in the Sidi Ifni province.

Two new beaches were sponsored in 2014: Mehdia (Urban Commune of Kenitra) by the National Office of Water and Electricity (ONEE) and the Amsaa beach (Tetouan province, Rural Commune of the village Zaouiat Sidi Kacem by Amendis Tetouan).

27 beaches were labeled Blue Flag.

BATHING WATER QUALITY

Enactment of the NM 03.7.199 on the management of bathing water quality

In January 2013 the Foundation requested the National Institute of Standardization (IMANOR) to revise the current Moroccan standard and upgrade it based on the New European Directive (2006/7/EC). NM 03-07-199 was enacted in May 2014 (BO No. 6252 dated May 1, 2014).

Monitoring of Bathing Water Quality

For the 2013- 2014 season, the Directorate of Ports and Public Maritime Domain (DPDPM) and the Department of Surveillance and Prevention of Risks of the Ministry Delegate in Charge of the Environment, have undertaken the monitoring of the bathing water quality at 147 beaches, which represents 366 sampling stations. A total of 97.3% of these comply with the requirements of the Moroccan 03-07-200 Standard. The Blue Flag labeled beaches are monitored according to the new NM 07-07-199.



2,200 RESCUERS HAVE BEEN RECRUITED AND TRAINED



SAND QUALITY WAS MONITORED AT 16 BEACHES WITHOUT IDENTIFYING POLLUTION

>> SUPPORT

68 Beaches received support from 26 public and private companies engaged along side local communities.

>> SPONSORSHIP

2 new beaches were sponsored in 2014 : Mehdiya veban commune of Kenitra by the National Office of Water and Electricity (ONEE) and the Amsaa Beach (Tetouan province , rural commune of the village Zaouiat Sidi Kacem by Amendis Tetouan)

Developing beach profiles

The new standard NM 03.7.199 requires that beach profiles be defined. These profiles are used both as a source of information for citizens, management tools for the authorities responsible, and enable an improved sanitation process.

12 beach profiles were completed in April 2014 for: Chakra, Ba Kacem, Sol, Asilah, Skhirat, Bouznika, Ain Diab, Ain Diab Extension, Lalla Meryem, Martil, Agadir, and El Jadida.

Three other profiles of the Fom El Oued beach (Laayoune), Essaouira and Rifinne are in progress.

Draft Partnership Framework Convention for the Management of Bathing Water Quality,

A draft Framework Convention on the Management of Bathing Water Quality, between the Ministries of Equipment, Transport and Logistics; Interior; Health; the Ministry Delegate in Charge of the Environment; and the Foundation was developed by the Foundation and submitted in May 2014. The agreement will identify sources of pollution, reduce or eliminate where necessary, monitor the health quality of water, and inform and protect the public.

MONITORING THE SAND QUALITY

Sand quality was monitored at 16 beaches without any identified pollution: Saïdia, Arkmane, Calabonita, Boussahour, Mdiq, Rifienne, Cabonegro, Martil, Haouzia, El Jadida, Oualidia, Safi, Essaouira, Agadir, Taghazout and Sidi Ifni.

AMÉNAGEMENT ET GESTION

Removable equipment is increasingly used to protect beaches. Four new beaches were equipped in 2014: Amsa, Lekhira, Mehdiya and Rmilat.

DEVELOPMENT OF BEACH USE AND MANAGEMENT PLANS (PUGP)

In addition to the 30 PUGP carried out between 2012 and 2013, five are in progress for Tiznit and Sidi Ifni: Sidi

Boulfdail, Tamahroucht, Ftaïssa, Sidi Loufi and Lagzira.

SECURITY: COLLABORATION WITH THE DGCL

54 beaches have been marked-up, 2,200 seasonal lifeguards were recruited in April and trained with Anapex in early May.

30 boards, 250 life jackets, 500 beach parasols, 4,400 T-shirts, 4,400 shorts, 4,400 caps, and 2,200 professional whistles were acquired.

17 jet skis, 63 zodiacs, and 8 quads were mobilized and 1,571 buoys, 1,297 fins, 69 boards, 333 life jackets, and 454 beach parasols were made available to rescue workers.

HEALTH COVERAGE

Operation Clean Beaches was included among the main measures planned under the Ministry of Health's 2012-2016 Sector Strategy, and a proposed dedicated budget line has been submitted.

AWARENESS AND EDUCATION FOR SUSTAINABLE DEVELOPMENT

TV spots with the Boundif comic characters, comics, clean beaches guides, display and signage on beaches, shows, theatrical performances and activity workshops have helped raise public awareness.

Royal Sail Yachting Federation (FRMYV)

The Royal Sail Yachting Federation organized the tenth edition of the «Sailing Caravan for the environment» from August 1 to 15, 2014 at fourteen beaches of the Kingdom: Al Hoceima, Martil, Mdiq on the Mediterranean coast, Tangier, Asilah, Kenitra, Rabat, Casablanca, Safi, Essaouira, Agadir, Tan-Tan, Laayoune, and Dakhla.

23,000 summer visitors were able to discover navigation techniques, winds and tides, boat maintenance, rigging, and learn navigation techniques. The Ministry of Youth and Sports is a partner in this initiative.

CLEAN BEACHES



**700 SCOUTS IN
AUGUST FOR 12 SETS
OF DAYS AT EIGHT
BEACHES IN THE
KINGDOM**

National Federation of Moroccan Scouting :

This year, the National Federation of Moroccan Scouting, in partnership with seven public and private organizations (RAM, ONEE, BCP, ONCF, Marsa Maroc, Maroc Telecom and Holmarcom), mobilized 700 scouts in August for 12 sets of 13 days at eight beaches in the Kingdom: Agadir, Haouzia, Casablanca extension, Mehdia, Asilah, Ksar Majaz, Tangier Municipal and Saidia Municipal.

Teams of 45 young people aged 14 to 17 years old, supervised by 5 leaders and 3 assistants leaders, held workshops on the environment for the children of summer visitors and for holiday camps, with games, competitions, workshops on cleaning or on artistic expression.

Lastly, they organized gatherings, various events, a marathon in the sand, and surveys on the perception of the Clean Beaches program by summer visitors.

Local Associations

Economic partners conducted entertainment activities (art workshops, eco-creative workshops, beach radio, theaters, shows, storytelling, etc.) during the 2014 summer season in partnership with over 20 local associations:

COORDINATION AND MONITORING

The Foundation organized meetings between November 2013 and May 2014 with local beach committees, project managers responsible for monitoring the beaches, and economic partners to monitor the program.

Inspection of beaches by local associations

In this fifteenth year of the Clean Beaches program, beach surveys were strengthened by the involvement of a sixth association, Biati Hayati, which joined other local associations, namely SPANA, AESVT-Mohammedia, the Association for Education and Culture- Essaouira, the Protectors of the Environment Association-Safi, and the Eco Mehdia Association, who signed a partnership agreement to conduct monitoring and evaluation at 24 of the 80 beaches in the Clean Beaches program at a frequency of one visit per month between June and September.



Unannounced visits to the beaches by the national Clean Beaches committee

The 80 beaches in the Clean Beaches program received unannounced visits between June and August 2014 by members of the national Clean Beaches committee.

FINDINGS AND RECOMMENDATIONS

97.3% of the monitored stations have compliant bathing waters during the season.

These results are displayed only on 25% of the beaches.

In terms of development, more and more beaches have removable equipment. Beach cornices are being developed.

The cleanliness of beaches benefited from the involvement of communes and their partners, efforts that are not always followed-up on by beachgoers. Other points remain to be improved (rental of beach parasols, toilets, street vendors, non-compliance with zoning, animals, concessions).

Local authorities made a great effort towards the rational management of water sports (prohibited on several beaches e.g. Mehdia, Bouznika with designation of dedicated beaches in the north).

Lifeguards are becoming more professional and their equipment is increasing.

The missions monitoring program has resulted in a set of recommendations to be implemented for next season.

These place particular emphasis on the dissemination of bathing water quality results, controlling the jet ski activity, temporary occupation of the beaches, and the necessary awareness raising among beachgoers.

New actions are also being discussed, such as cleaning of certain beaches throughout the year.

MARCHICA LAGOON (NADOR)



The Marchica lagoon protection program in Nador began in 2009 and is very advanced today. The Foundation continues to be involved using its awareness and education tools, such as Young Reporters for the Environment, Eco-Schools, and Blue Flag.

Alongside this groundwork, in 2014 it coordinated a major scientific mission mobilizing 30 Moroccan and French experts from May 29 to June 12, 2014. This mission has achieved a very precise mapping of the funds of the lagoon floor, its flora and fauna as well as the adjacent marine environment. The work was carried out using sonar data that was collected and verified by divers.

An inventory of the Lido de la Bocana dune was also performed. This iconic scenery, rare in the western Mediterranean and with minimal urbanization, includes an extraordinarily rich fauna, with 450 species, representing 5% of the national wildlife over a few kilometers. The study will help to enhance and protect it. The experts also discussed the possibilities of enhancing the Kariat Arkemane salt deposits.

Lastly, a very original initiative, a fish hatchery was installed to support the development of fry, whose natural habitat has been destroyed by the construction of coastal development. Fifty biohut were immersed in the pontoons at the Atalayoune Marina. This experiment was the first one conducted by French scientists outside France.

The overall results of this mission were presented at a workshop held November 20, 2014 at the Nador province capitol.



50

**BIOHUT FOR FRY WERE EMERGED IN
THE PORT OF ATALAYOUNE**

INTERCONTINENTAL BIOSPHERE RESERVE OF THE MEDITERRANEAN (RBIM)



1

million d'hectares

THE RBIM COVERS SEVEN PROVINCES : CHEFCHAOUEN (32% OF THE AREA), TÉTOUAN (28%), LARACHE (23%), OUEZZANE (10%), FAHS-ANJRA (5%), MDIQ-FNIDEQ (2%), TANGER-ASSILAH (0,21%)

The Intercontinental Biosphere Reserve in the Mediterranean (RBIM) is part of the UNESCO Biosphere reserve network, which aims to reconcile natural resource conservation and economic development in areas with complex and remarkable ecosystems. These biosphere reserves perform the major functions of conservation, development, science and education.

The RBIM covers seven provinces of the Rif in which there is the Talasemtane National Park the Jbel Bouhachem and Jbel Moussa mountains, the Smir Lagoon and Oued Tahaddart River.

Two RBIM monitoring committee workshops were held in Chefchaouen and Ouezzane on June 23 and 24.

The Foundation's programs are deployed in the RBIM, a remarkable laboratory for sustainable development.

An Eco-Schools workshop was held on March 7 for the seven provinces in the RBIM. The other was on June 23 in Chefchaouen for the Clean Beaches program. To raise public awareness about the richness of the local environment, an interactive CD was realized, drawing on the experience of the Oued Dahab. The storyboard has been developed and validated.

The Foundation raises awareness about a sustainable approach to tourism and the Talasemtane National Park lodging accommodations were accompanied in their Green Key labeling process in August. A labeling handbook is being developed for rural tourism accommodations and small structures in order to support their efforts.

33

Coastal Protection

OUED EDDAHAB BAY (DAKHLA)

The Oued Dahab Bay's protection program's Bay is gradually being put into place.

Foundation Programs and Tools

A new interactive game CD of Oued Eddahab Bay was presented November 28, 2014 to Eco-Schools program students and coordinators.

A Young Reporters for the Environment workshop was held on November 28 and 29 at the Oued Dahab Bay, which ended with a waste collection awareness raising action at the PK25 site.

Clean beaches

An assessment and development plan proposal for the PK25 site to obtain the Blue Flag has been proposed. It is currently under review by the local stakeholders.

Protection des phoques moines

A mission organized with the Conservatoire du Littoral and the RMC Water Agency from March 10 to 13 worked on the development of new colonies of monk seals project in the south of Dakhla. A meeting followed on May 21 with the INRH and the Nature Initiative Association to propose a plan of action, such as removing the fishing nets in the considered settlement areas.

Another approach is being conducted with the High Commission for Water, Forests and the Fight against Desertification (HCEFLCD) for the creation of the Dakhla National Park, which integrates the monk seal habitat area (0.65 million ha) and a land area covering 1.35 million ha, including in particular the Safia reserve. The Action Plan of the HCEFLCD also includes a 50 km access road, a study on the monk seals population, and information panels.



34

Responsible tourism

BLUE FLAG

Blue Flag is a label developed by the Foundation for Environmental Education and implemented in Morocco since 2002 by the Mohammed VI Foundation for Environmental Protection, in the wake of the Clean Beaches program.

For the Foundation, the Blue Flag is now an important part of raising awareness about sustainable tourism in a country with 3,500 km of very attractive coastline, especially in the summer.

In 2014, 27 beaches hoisted Blue Flag of a total of 80 participating in the Clean Beaches program. Obtaining the Blue Flag rewards the efforts of municipalities, the public administration and economic partners of the Mohammed VI Foundation for Environmental Protection.

The Foundation decided to expand this certification to marinas starting in 2014. A first informational meeting for managers was organized in June. A pilot phase will be launched in 2015.

GREEN KEY**64 lodging establishments were labeled Green Key in 2014**

In 2014, 64 establishments were awarded the Green Key label: 8 new winners and 56 renewals: 37 hotels (including 6 five-star, 6 four-star, 16 three-star, 3 two-star), 18 guest houses, 9 guest farms, lodges and inns. This year was four luxury tourist establishments located in the Marrakech Palm Grove were awarded the Green Key label.

An online application platform

An application platform was successfully tested in 2014 with four volunteer institutions. It will be available to all stakeholders in the labeling process (candidates, auditors, and jury) in 2015. A platform manual has been developed for the candidates.

The platform will also have a set of indicators for monitoring the label, per facility, set of criteria, city, region, etc.

Ergonomics of the portal and teaching tools

The portal ergonomics were improved on the basis of data feedback for a questionnaire sent out to tourist facilities as well as visitor statistics.

A Green Key manual is being finalized for small facilities and hotels. It covers the certification process, dissemination of information, best practices, etc.

The design of a kit about first-time labeling was also launched. It will provide applicants all the information necessary to implement the label. It consists of a PowerPoint presentation, a Green Key brochure, Green Key passport criteria, video clips on good practices, a guide on using the portal, and other useful information.

35

Historic parks and gardens

BOUKNADEL EXOTIC GARDENS



110000

**PEOPLE VISITED THE
BOUKNADEL EXOTIC GARDENS**

Exotic gardens

With 110,000 visitors, 2014 attendance has been very satisfactory. Revenues have improved by 25%, due to better visitor services.

The new and more substantial educational activities program was a huge hit with the youth and school children, and has strengthened the role of the exotic gardens in promoting education for sustainable development.

In 2014, 520 schools have visited the exotic gardens enabling over 27,000 children to benefit from the educational program offered in the gardens.

The plant collection has been enriched, and nursery production grew by 30% and covers the gardens' needs. The faunal collection has grown by reproducing some species (golden pheasants, mandarin ducks, diamond doves, parakeet, koi, and goldfish). Standard garden maintenance was undertaken.

Enlargement

The three-year delegated management agreement for the exotic gardens was renewed with the Foundation for the 2015-2017 period. The land acquired by the Prefectural Council was made available to the Foundation in order to develop

+30%

**THE NURSERY PRODUCTION HAS
INCREASED IN 2014**

an Environmental Education Center, an educational farm and an arboretum. The feasibility studies of these projects have been completed.

The Friends of Bouknadel Exotic Gardens Association (ASAJEB) implemented the project of educational garden funded by the Foundation and which is under realization search for funding is underway. The project to create an arboretum, launched in 2008, is on standby although Moroccan forest trees have been planted (cork oak, holm oaks, Mirbeck's oak, thuya, cedar, argan, hawthorn, wild pear, wild olive and ash).

External Cooperation

Students from technical schools participated in training sessions in the gardens conducted by technicians (Salé Forest School, Agricultural Training Centers of Temara, Meknes and Bouknadel, etc.)

Students from various schools and French agricultural training institutes spent four to five weeks in the garden to learn plant multiplication and maintenance techniques and study the impact of the educational program on visitors. From September 2014, a Japanese volunteer was affected by JICA (Japan International Cooperation Agency) to exotic gardens, to contribute to the upgrading of the Japanese plot.

AIR QUALITY

>> DATA

The eco-epidemiological study of Casablanca is the first compile data from different sources : pollution , medical and school statistics

>> TERRITORIES

The Marrakech Region was chosen as a pilot region for the introduction of a monitoring and control system for he regions. Local Communities will rely on national air quality monitoring system whose the management has been entrusted to the National Meteorology

29

MONITORING STATIONS

National Air Quality Monitoring Network

The Foundation has completed the air quality monitoring network program with the acquisition of 13 stations and a mobile laboratory. The network now has 29 monitoring stations and two mobile laboratories in 15 cities of the Kingdom within 9 regions. The National Department of Meteorology (DMN) manages the network.

Regional support pilot project on air quality governance:

A new phase of network functioning sustainability has been launched. In December 2012, an agreement was signed for this purpose between the Foundation and the General Directorate of Local Authorities (DGCL) to train in 3 pilot regions (Rabat, Marrakech and Agadir) a local expertise to manage the air quality.

In 2014, a pilot project was launched for the Marrakech-Tensift-Al Haouz region. It has helped to provide a comprehensive assessment of the air pollution. This assessment will enable the implementation of an air quality monitoring and control system for the region. It will be accompanied by training and awareness of local stakeholders, including children.

In 2015, two new regions will be involved in this process based on the Marrakech model.

35

HEALTH CENTERS

Eco-epidemiological study of the greater Casablanca area

The major study to evaluate the health impact of air pollution in the greater Casablanca area, launched on January 4, 2009 by HRH Princess Lalla Hasnaa, came to an end after a preparatory phase (January 2010 - January 2011), a pilot phase (February 14 to March 14, 2011) and the study itself (November 2011-October 2013).

It allowed the quantification of the effects of urban air pollution on health, by analyzing the daily variations of air pollutants and daily variations of health indicators (morbidity and mortality) measured by seven fixed stations for measurements in the greater Casablanca region.

The study took into account the air contents of sulfur dioxide, suspended mineral particulates, nitrogen oxides, ozone, carbon monoxide, and other volatile organic compounds.

It compiled admissions for stroke, respiratory and cardiovascular causes that were collected from municipal offices for hygiene, hospitals and private clinics, and from consultations for respiratory issues at 35 health centers, 7 assessment and treatment centers for respiratory diseases, and from private doctors. It also took into account absenteeism at 44 schools and professional medical absences recorded by CNSS, the national social security administration.

It then looked for possible correlations between these health indicators and the air pollution readings by 7 fixed stations in the Casablanca region. The final report will be available in Q1 2015.

VOLUNTARY CARBON OFFSETTING

- >> **CALCULATING** The calculator is available on the foundation's web site. It helps to educate the particles carbon footprint.
- >> **COMPANIES** The GHG balance (Greenhouse gas) and its 300 emission factors is the base that will enable companies to make an overall assessment of their emissions. The first volunteer companies will proceed in 2015 to this complete assessment.

73

RURAL SCHOOLS EQUIPED WITH SOLAR ENERGY

Renewed partnerships

2014 was highlighted by the renewal of partnership agreements with public and private organizations including CDG Foundation, the ONA Foundation, OCP Group, ONEE (National Water and Electricity Agency), SAMIR, APC, ANP, Maroc Telecom, Ciments de l'Atlas, for the voluntary carbon offset of Greenhouse Gas emissions (GHG) associated with business travel activities by plane and car.

Carbon offsetting efforts

These partnerships have helped to plant 2,000 date palms in the Marrakech Palm grove (El Majal Zone) that will sequester 2,400 tons of CO₂ during their lifetime. They also allowed the solar electrification of 73 rural schools and teacher housing in the provinces of Azilal, Ouezzane, Boulemane, Tangier and Oujda. These efforts will prevent the emission of approximately 940 tons of CO₂ over the project lifetime.

Carbon calculator and carbon footprint calculator

The Foundation developed a greenhouse gas (GHG) emissions assessment tool and an emission factors database with 300 factors that will allow public and private organizations to assess the GHG emissions associated with their activities and implement corresponding measures to reduce these emissions.

To do this, a partnership agreement between the Foundation, MEMEE, ADEREE, IMANOR, CMPP and CGEM was signed to offer this tool to voluntary private companies.

With the same objective, a partnership agreement was signed between the

300

EMISSIONS FACTORS IN THE CARBON BASE

Foundation and the General Directorate of Local Authorities (DGCL) to adapt the GHG assessment tool for the local level to develop Territorial Climate Plans (PCT).

The Voluntary Offsetting program and GHG diagnostic tool were presented at the Air Quality Symposium organized on April 8 and 9 in Casablanca by the French Chamber of Commerce and Industry in Morocco in partnership with Ubifrance, the French Development Agency and the Environment and Energy Management Agency (ADEME).

Lastly, in partnership with ADEREE and ADEME, the Foundation hosted a round table at the Casablanca Pollutec Salon October 15-18, 2014 on the theme Sustainable Cities.



38

Teaching tools and internet websites

TEACHING TOOLS

INTERACTIVE GAMES

The Foundation proposed an interactive game about the Oued Dahab Bay and whose goal is to educate young people about wetland of Oued Ed-Dahab. The CD contains games concerning biodiversity, water, waste and responsible tourism. It was distributed on CD-ROMs during the national days for the coast and posted on the Eco-Schools portal.

Video animation was produced to present the Eco-Schools program steps, its six themes and the new approach concerning the awarding of silver and bronze certificates and the Green Flag label. This video, which uses the Boundif family cartoon characters, served as support during the Eco-Schools training workshops and has been posted on the Eco-Schools portal.



WEBSITES

The Foundation’s websites allow it to regularly inform its public about its activities and programs. Several notable developments occurred in 2014.



YOUNG REPORTERS FOR THE ENVIRONMENT

The program Young Reporters for Environment has its own website. It allows participants and organizers to communicate. It also broadcasts all the results of each season.



CO2 CALCULATOR UPDATED

The CO2 calculator available on the Foundation website now includes new modes of transportation for the carbon footprint: train and motor-bikes. It is developed in both Android and iOS smartphone platforms.

39

Teaching tools and internet websites

THE MARRAKECH PALM GROVE EDUCATIONAL CIRCUIT

The Palm Grove educational circuit was installed at Jnane El Harti in Marrakech. It consists of several interactive modules to raise awareness about the importance of the palm grove in Marrakech.

**ECOECOLES.MA PORTAL**

The Eco-Schools portal allows the program to be presented to regional, provincial and school coordinators, and to communicate and share resources. An online database has been set up, incorporating the 16 academies and 82 delegations in Morocco. It provides a central reference system for the program and establishes indicators.

**CLEFVERTE.MA PORTAL**

The Green Key portal has undergone a major upgrade, improving ergonomics to meet visitors' needs, which were identified with a questionnaire distributed to tourist establishments.

**CLEAN BEACHES PORTAL**

Since 2014, the Clean Beaches program has its own website, intended for everyone: citizens, public and private institutions, economic operators, NGOs, and environmental experts and consultants. It offers information on Clean Beaches, Blue Flag and the Lalla Hasnaa Sustainable Coast Awards. It also provides information on good practices, and an application management platform, enabling a paperless process.

40

10

APPENDICES

ORGANIZATION

BOARD OF DIRECTORS

PARTNERS



42

Balance Sheet : Assets as of December 31, 2014

	Brut	Amortization and supplies	Net
NON CAPITAL SECURITIES	108 000,00	21 600,00	86 400,00
Charges to be spread over several years	108 000,00	21 600,00	86 400,00
INTANGIBLE ASSETS	1 349 578,80	487 535,04	862 043,76
Patents, trademarks, rights and similar values	1 349 578,80	487 535,04	862 043,76
FIXED ASSETS	33 492 352,94	22 699 324,07	10 793 028,87
Buildings and building improvement	4 965 903,86	1 456 240,29	3 509 663,57
Plant, machinery and equipment	22 810 671,30	17 316 325,64	5 494 345,66
Transportation equipment	691 370,00	491 927,33	199 442,67
Furniture, office equipment and miscellaneous upgrades	4 836 104,13	3 358 209,49	1 477 894,64
Other fixed assets	188 303,65	76 621,32	111 682,33
LONG-TERM INVESTMENTS	50 000,00		50 000,00
Other receivables	50 000,00		50 000,00
CURRENT NET ASSETS	26 497 735,73		26 497 735,73
Suppliers, debtors, advances and payments on account			
Others debtors	26 224 402,78		26 224 402,78
Assets adjustment account	273 332,95		273 332,95
LONG-TERM INVESTMENTS	40 500 000,00		40 500 000,00
CURRENT NET ASSETS	46 486 069,36		46 486 069,36
Checks and cash values to deposit	72 645,08		72 645,08
Banks	46 409 402,26		46 409 402,26
Petty cash imprest accounts and standing advances	4 022,02		4 022,02
TOTAL	148 483 736,83	23 208 459,11	125 275 277,72

Balance Sheet: Liabilities as of December 31, 2014

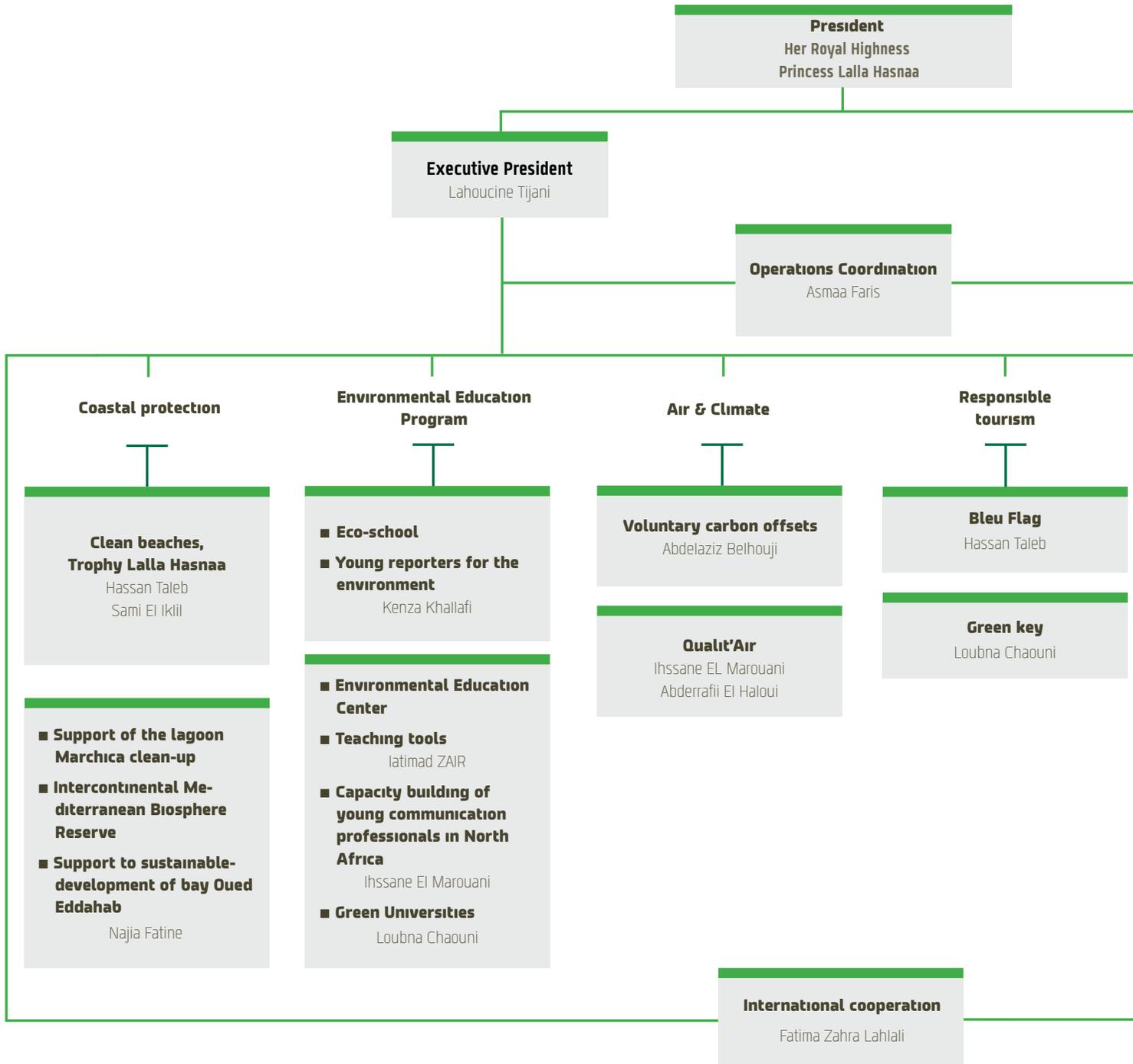
	Net
EQUITY	28 336 689,86
Retained earnings	24 431 113,09
Operating profit	3 905 576,77
CAPITAL AND RESERVES	5 527 604,68
Investment subsidies	5 527 604,68
CURRENT LIABILITIES	91 410 983,18
Suppliers and related accounts	3 350 985,04
Employees	85 479,04
Civil Society Organizations	181 877,55
State	345 332,41
Other creditors	6 217 317,36
Accrued liability accounts	81 229 991,78
CASH AND CASH EQUIVALENTS-LIABILITIES	
Bank (overdrafts)	
TOTAL	125 275 277,72

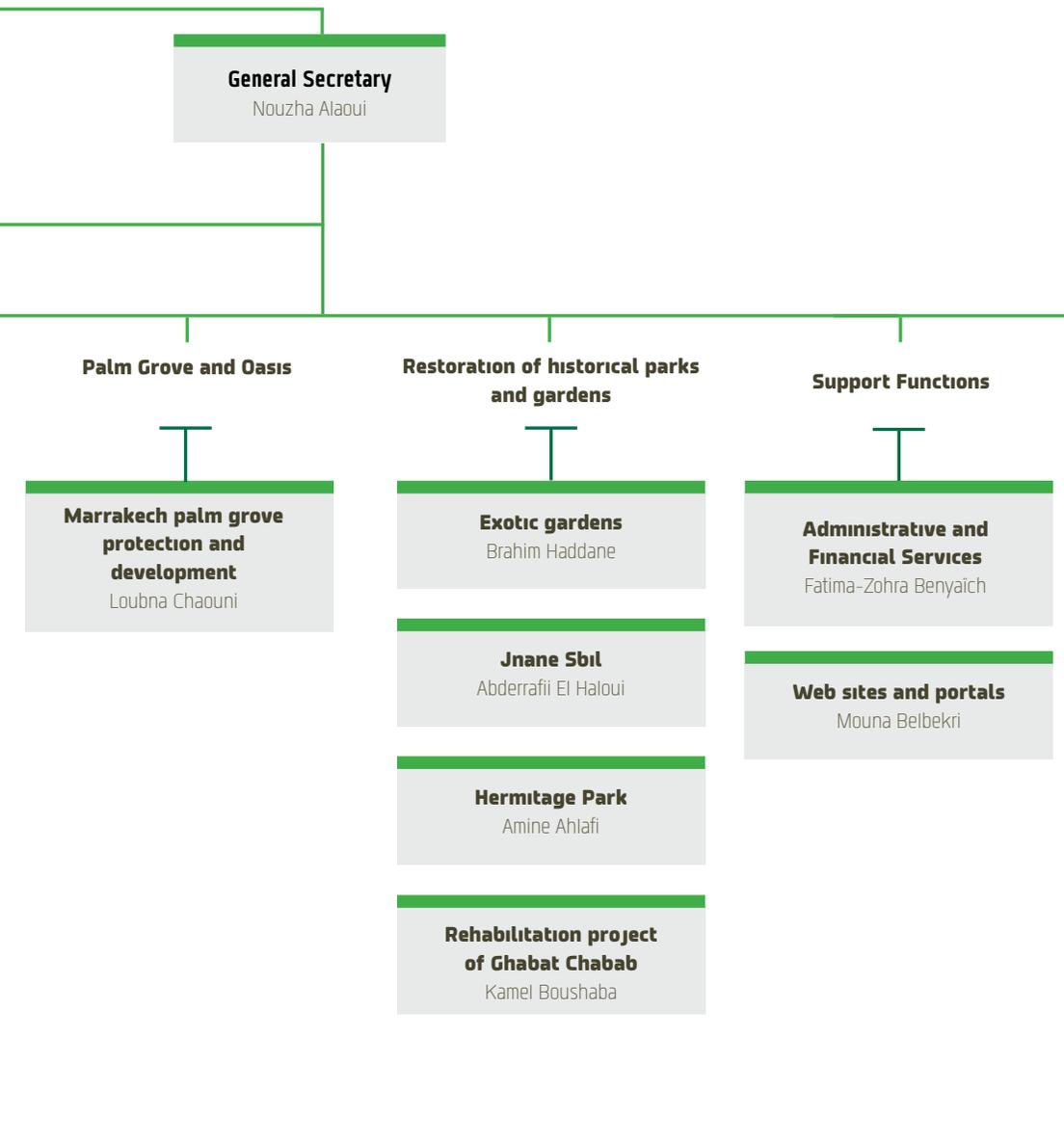
43

Income and expense account as of December 31, 2014

	Net
I-OPERATING INCOME	
Dues	15 309 005,85
Subsidies	28 780 748,71
TOTAL	44 089 754,56
II-OPERATING EXPENSES	
Purchases of materials and supplies used	9 588 705,35
Other external expenses	25 542 280,78
Taxes and duties	1 500,00
Employee expenses	4 638 595,40
Operating allowances	3 256 364,10
TOTAL	43 027 445,63
III-OPERATING PROFIT/LOSS	1 062 308,93
IV-FINANCIAL INCOME	
Interest and other financial income	552 431,14
TOTAL	552 431,14
V-FINANCIAL EXPENSES	
Interest expenses	0,00
TOTAL	0,00
VI-NET INTEREST INCOME/EXPENSE	552 431,14
VII-OPERATING INCOME	1 614 740,07
VIII-NON-RECURRING INCOME	
Proceeds from sale of fixed assets	6 500,00
Write-backs of investment subsidies	2 296 172,38
Other non-recurring income	3,85
TOTAL	2 302 676,23
IX-NON-RECURRING EXPENSES	
Net depreciation values of fixed assets sold	10 647,00
Other non-recurring expenses	1 192,53
TOTAL	11 839,53
X-NON-OPERATING INCOME	2 290 836,70
XIII- NET OPERATING PROFIT	3 905 576,77
TOTAL	
TOTAL REVENUE	46 944 861,93
TOTAL EXPENSES	43 039 285,16
NET OPERATING PROFIT (Total revenue - Total expenses)	3 905 576,77

ORGANIZATION





BOARD OF DIRECTORS



President

**Her Royal Highness
Princess Lalla Hasnaa**

Executive President

Lahoucine Tijani

General Secretary

Nouzha Alaoui

Founding Members

CGEM
OCP
ONEP
Royal Air Maroc
BMCE Bank
GPBM
Akwa Group
Maroc Telecom
Cooper Pharma

Shem's
ONA Fondation
ONE
ANP
ONMT
BCP
Holmarcom
Samir Mohammédia
Association Professionnelle
des Cimentiers du Maroc

Permanent Members

Ministry of Energy, Mines,
water and environment
General Directorate of local
Authorities(DGCL)

47

PARTNERS

- Maroclear
- HOLMARCOM Group
- Veolia Environnement Group
- JAMA1
- French Development Agency
- French Global Environment Facility
- CGI Company
- Caisse de Dépôt et de Gestion Foundation
- Banque Populaire for Education and Culture
- Anapec
- Agency for Promotion and Economic and Social Development of the Oriental Lyonnaise des Eaux de Casablanca [Lydec]
- Agency for Promotion and Economic and Social Development of the prefectures and Southern Provinces of the Kingdom
- MedZ
- Agency for the Development of the Bouregreg Valley
- Suez Environnement
- Tangier Mediterranean Special Agency
- Al Omrane
- Nestlé Morocco
- Agency for Promotion and Economic and Social Development of prefectures and Northern Provinces of the Kingdom
- United Nations Programme for Development [UNDP]
- United Nations Environment Programme [UNEP]
- Amendis Tangier-Tetouan
- Amendis
- Office National of Railways [ONCF]
- Morocco Credit Agricole
- Foundation for Environmental Education [FEE]
- Environment Agency and Energy Management [ADEME]
- Autoroutes du Morocco
- Barid Al Maghrib
- Ciments du Maroc
- Groupe Mutuelle Agricole Marocaine d'Assurances [MAMDA] / Mutuelle Centrale Marocaine d'Assurances [MCMA].
- CDG Foundation
- Development Society Lagoon Marchica MED
- GIZ-German Development Cooperation
- ADDOHA Group
- UNESCO
- ISESCO
- National Airports Authority [ONDA]
- SNEP
- National Agency for the Development of Renewable Energy and Energy Efficiency [ADEREE]
- Fédération National Scouting in Moroccan
- Jorf Lasfar Energy Company
- Agnelli Foundation
- Asment Temara
- BMCE Bank Foundation for Education & Environment
- Marsa Morocco
- Islamic Culture Foundation [FUNCI]
- National Institute for Agricultural Research
- Embassy of the Kingdom of the Netherlands
- Imperial Tobacco Morocco
- REDAL
- Lafarge Morocco
- Grouping of Morocco Oil tankers
- High Commission for Water, Forests and the Fight against Desertification
- Fourtou Foundation
- National Society of Television and broadcasting
- Royal Moroccan Federation of Yachting Sail
- Moroccan Federation of Societies Insurance and Reinsurance
- National Institute of fisheries Research
- Office of Vocational Training and Promotion of Work [OFPPT]
- Societe Generale Marocaine des Banques [SGMB]
- Théolia
- IDB
- International Union for Conservation of Nature
- Observatory Palm Grove Marrakech
- General Confederation of Enterprises of Morocco [CGEM]
- Cherifian Office of Phosphates [OCP]
- National Office of Water and Electricity [Onee]
- National Ports Agency [ANP]
- Royal Air Morocco
- Groupement professionnel of Morocco's Banks [GPBM]
- Akwa Group
- Maroc Telecom
- Cooper Pharma
- Shems
- Foundation
- ONA
- Moroccan National Office of Tourism [ONMT]
- Prince Albert II of Monaco Foundation
- Banque Centrale Populaire [BCP]
- SAMIR
- Professional Association of Morocco Cimentiers [APC]
- General Directorate of Local Authorities [DGCL]
- Ministry of Energy, Mines, Water and Environment [MEMEE]
- Ministry of Education
- National Association of Coastal Elected
- Permanent Secretariat WEEC
- Action Plan for the Mediterranean
- Conservatory of Coastline
- Spanish Agency for International Cooperation [AECIDI]
- IFREMER
- Secretariat of the United Nations for Change Climate
- Mairie of Elche
- Agrisud International
- Foundation Norsys
- MIOECSDE
- Citibank
- Fédération Nationale de l'Industrie Hôtelière
- CIH
- BMCI
- Attijariwafabank
- Holcim
- Institut Agronomique et Vétérinaire Hassan II
- Ministère de l'Équipement, du transport et de la Logistique
- RMA WATANYA
- Méditel
- Groupe Jamain Baco
- SHELL
- Observatoire National des Droits de l'Enfant
- Prix « Green Apple »
- Association des Enseignants des Sciences de la Vie et de la Terre



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 Houssaini. B.P 5679 Rabat - Maroc
Tél. : 05 37 65 88 44 - Fax : 05 37 65 55 31
E-mail : environnement@fm6e.org