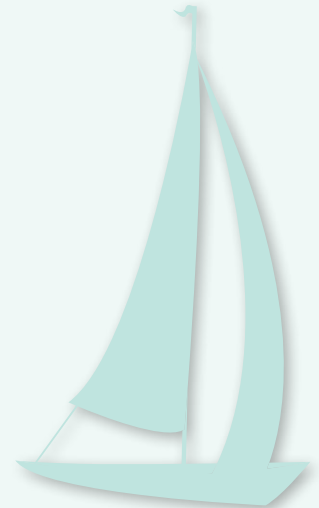
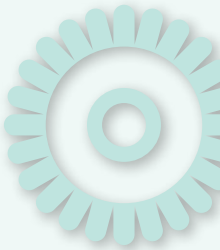




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2012 "CLEAN BEACHES"

ACTIVITY REPORT





Her Royal Highness Princess Lalla Hasnaa in presence with the laureates of the “Clean Beaches” program 2011 in Skhirat





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INTRODUCTION



Launched in 1999 as a clean beach campaign by **Her Royal Highness**, over the past decade the Clean Beaches program has established itself as a true sustainable development program for coastal municipalities, thanks to the hard work of all the Foundation partners (public sector involved in coastal management, municipalities and local authorities, economic partners, federations and users associations, etc.). Over the years, this important work has resulted in a process of upgrading the beaches to international standards and the implementation of the international Blue Flag label.

In Tangier in October 2007, the naming of **Her Royal Highness Princess Lalla Hasnaa** as Ambassador of the Coast by the United Nations Environment Programme, was recognition of her efforts. Indeed, she has united and mobilized the initiatives for Moroccan beaches conducted under the Foundation's flagship program: Clean Beaches. The goal is to ensure an environmental management of beaches, while focusing on environmental education and beachgoer awareness.

Furthermore, the Clean Beaches program and coastal preservation in general has been the subject of attention since the International Coastal Conference held in Tangier on October 9, 2010, under the Presidency of **Her Royal Highness**. In accordance with the recommendations of this conference, other major outreach programs were launched for coastal wetlands and the Nador and Dakhla bays.

In 2012, a total of 71 beaches (covering 45 municipalities, and supported by 25 public and private entities, which provide financial and technical support) are involved in the Clean Beaches program, including 20 beaches or sections of beaches with the Blue Flag label.

To encourage the best initiatives for sustainable coastal development, the Foundation annually awards its partners with the **Lalla Hasnaa** Clean Beaches Trophy in recognition of efforts in management, environmental education and outreach implemented on the beaches.

After a decade of experience in beach development and management, in 2012 the Mohammed VI Foundation for Environmental Protection initiated new structuring actions.



2012 HIGHLIGHTS



Lalla Hasnaa 2011 Clean Beaches Awards Ceremony

On Saturday, May 26, 2012, **Her Royal Highness Princess Lalla Hasnaa**, President of the Mohammed VI Foundation for Environmental Protection (FM6E), chaired the Lalla Hasnaa 2011 Clean Beaches Awards Ceremony at the Mohammed VI International Conference Center in Skhirat. During this annual event, **Her Royal Highness** presented the awards to the Clean Beaches program partners for their outstanding actions and initiatives for protecting our coastal heritage. Thus, seventeen Lalla Hasnaa Clean Beaches Trophies were awarded: Seven Lalla Hasnaa Commitment trophies, four Lalla Hasnaa Innovation trophies, and six Lalla Hasnaa Initiative trophies.

Clean Beaches workshop:

As a side event at the awards ceremony, the Foundation organized an interactive workshop to take stock of this decade of beach management experience. All the Clean Beaches partners attended this meeting. Nearly 200 people attended: economic operators, administrations involved in coastal management, local authorities, municipalities and local associations. Several discussions covered the program's strategic direction during this workshop.

First, the participants attended the presentation of the study undertaken by the Foundation, entitled "Strategic study on the orientation and development of the Clean Beaches program towards a national coastal management program."

The focus was next on the issue of upgrading the Moroccan Bathing Water Quality (QEB) monitoring standard to the New European Directive (NDE).

Finally, following the various presentations, participants were able to discuss the key elements of an innovative management approach to redesign the awards, rewarding participatory, useful and practical initiatives for environmental education, which is the Foundation's primary mission.

Recommendations from the workshop "Areas for Development of the Clean Beaches Program" for sustainable coastal management and development were defined and presented to **Her Royal Highness** (in Annex).

The Foundation, true to its mission to educate and bring together all the stakeholders, noted the recommendations and will initiate the process of their implementation in consultation with the government officials and public and private organizations concerned.

In order to develop and reorient the Clean Beaches program, in 2012 the Foundation began to reflect on three areas of program consolidation and development as below:

- Phase I launch of the strategic study on the direction of the Clean Beaches program: towards a national sustainable coastal management program;
- Upgrade the Moroccan Bathing Water Quality monitoring standard in relation to the New European Directive;
- Future direction of the prestigious Lalla Hasnaa Clean Beaches awards, towards Lalla Hasnaa Sustainable Coast awards.



STRUCTURING AND DEVELOPMENT AREAS OF THE CLEAN BEACHES PROGRAM:

Strategic study on the Clean Beaches program: towards a national sustainable coastal management program

As part of the implementation of the recommendations of the International Coastal Conference, held in Tangier on October 9, 2010, under the Presidency of **Her Royal Highness**, it became necessary to gradually move towards a policy of sustainable coastal management with the initiatives undertaken by the Foundation and its partners as part of a perspective of sustainability.

Indeed, despite significant achievements of the Clean Beaches program, it is imperative that the actions undertaken by the Foundation and its partners are part of a perspective of sustainable coastal development. The Foundation has therefore chosen to establish a strategy for the sustainability of its actions and initiatives with the aim of preserving the coastline.

In this context, an internal review was launched as a quantitative and qualitative assessment of the Clean Beaches and Blue Flag programs and to make proposals and recommendations to strengthen and improve them. It then became necessary to initiate a support mission to identify and implement a strategic action plan to evolve the Clean Beaches program into a national program for sustainable coastal management.

The methodology selected by the Foundation for this study is based on dialogue, an inclusive participatory process. The NOVEC consulting firm accompanied us in this process. Thus, four workshops were held with the various program partners: government, economic partners, local authorities and elected representatives and local associations to obtain their



perceptions of the program and suggestions for improvement. This study has led to interesting findings, which need to be considered and shared with all partners for implementation and improvement.

Upgrading of the Moroccan standard for monitoring bathing water quality and its adaptation based on the New European Directive (NDE):

Since 2002, the success of the Clean Beaches program has encouraged us to implement the Blue Flag label, international symbol of seaside tourism.

In 2012, a total of 20 beaches were awarded with the Blue Flag label. This label must be structured and sustainable in order to meet FEE requirements. In terms of Bathing Water Quality, FEE has decided to base the Blue Flag label on the New European Directive (NDE) international standards.

As such, given our commitment, it has been necessary to consider ways and means to meet this new requirement. Accordingly, several proactive actions have been undertaken by the Foundation and its partners with a proposed roadmap, which was discussed at the workshop, held on May 26, 2012.



RENEWAL OF THE PARTNERSHIP AGREEMENT

At the Mohammed VI Foundation for Environmental Protection Board of Directors meeting held on Friday, May 6, 2011, under the presidency of **Her Royal Highness Princess Lalla Hasnaa**, it was decided to continue the Clean Beaches program as a Foundation flagship program while improving and updating the partnership agreement between the municipality, the economic partner, and the Foundation.

Thus, the partnership agreements that expired in 2011 were renewed for a period of three years, from 2012 to 2014.

In this sense, and for a greater involvement by the municipalities, a partnership agreement and specifications, which are aimed at improving beach management, have been ratified by the economic partner, the municipality, the local authority, the Mohammed VI Foundation for Environmental Protection and the Directorate General of Local Government.

Redesign of the Lalla Hasnaa Clean Beaches Awards into the Lalla Hasnaa Sustainable Coast Awards:

To take into account changes in the institutional context, the expectations of local stakeholders and partners, and the evolution of the Clean Beaches program into a national program for sustainable coastal development, the Foundation has initiated a discussion on the future direction of the **Lalla Hasnaa** Clean Beaches awards, to engage in more sustainable coastal development as a whole.

This new direction extends this recognition process beyond the beach towards the preservation of the entire coastline. These awards will identify and catalog the work and initiatives undertaken by any person or entity contributing to the protection of the coastline for sustainable development and to encourage socially and environmentally responsible behavior.

DEVELOPMENT OF THE CLEAN BEACHES PROGRAM

In 2012, the Clean Beaches program involved 71 beaches spread throughout 45 coastal municipalities, which was sponsored by 25 public and private companies.

Sponsorship of new beaches

Four new beaches were sponsored in 2012:

- *Jbila and Amiraux beaches, within the Tangier urban municipality, sponsored by Maroc Telecom;*
- *Ksar Al Majaz beach, within the Ksar Al Majaz urban municipality, sponsored by ONCF;*
- *Sidi Ifni beach, within the Sidi Ifni urban municipality, sponsored by the National Ports Agency.*



20 MOROCCAN BEACHES AWARDED THE BLUE FLAG LABEL IN 2012

The Blue Flag eco-label was awarded jointly by the Mohammed VI Foundation for Environmental Protection (FM6E) under the presidency of **Her Royal Highness Princess Lalla Hasnaa** and the International Foundation for Environmental Education (FEE) to **20 beaches among the 71 listed** in this year's national Clean Beaches program.

In recognition of the actions implemented to meet international standards by the municipalities, the relevant government administrations, and FM6E economic partners, the Blue Flag was raised this summer on the **20 following beaches:**

Mdiq; Fnideq ; Achakar ; Sol (Tangier-Asilah); Ba-kacem (Tangier-Asilah); Skhirat; Bouznika; Ain Diab; Madame Choual (Ain Diab Extension); Sidi Rahal; Haouzia; Sidi Bouzid; Oualidia; Safi; Souiria Ikdimia; Essaouira; Imintourga (Mirleft); Aglou sidi moussa (Tiznit); Fom loured (Laâyoune); Fom labouir (Dakhla)

The 2012 edition also included the labeling of a second beach in the Southern region: Fom Labouir in Dakhla.



Integration of new beaches

Since 2011, and through the framework of an overall vision of sustainable coastal management, the Clean Beaches program is gradual strengthening the municipality's role in the development and management of the beaches within its jurisdiction. The municipality could eventually identify an economic partner for its support in upgrading and labeling of the beach in question.

This national project focused on three areas:

1. Support by municipalities for beach improvement and management actions according to their prerogatives;
2. Implementation of services developed and organized such as sea markup, security, first aid, etc. by the various ministerial departments responsible for coastal management;
3. Assistance by willing economic partners to upgrade the beaches prior to awarding the label.

During the 2012 program year, and as per the focus, the national Clean Beaches committee decided to incorporate a dozen beaches into the program. These beaches were chosen taking into account:

- Compliance with bathing water quality
- Availability of basic facilities (toilets and showers)
- Presence of lifeguards;
- Availability of beach markup equipment;
- Availability of grants from the DGCL for equipment and improvements.

Three municipalities have expressed the wish to join the program, by ratifying the specifications that have been transmitted to them: the municipalities Nsar Beni (Boukana beach), Al Hoceima (Calabonita and Quemado beaches) and Mehdiia (Mehdiia beach).



STRENGTHENING THE CLEAN BEACHES PROGRAM CRITERIA:

Thanks to the commitment and continuous support of ministry departments, in 2012 the Foundation and its partners carried out several actions aimed at strengthening the monitoring of the bathing water and sand quality, beachgoer safety, health coverage, and beach improvement and management.

Bathing Water Quality:

Monitoring the Quality of Beach Bathing Water and Sand:

The Directorate of Ports and Maritime Public Domain (DPDPM) and the Directorate of Monitoring and Risk Prevention committed to the following actions for the 2011-2012 program year:

- Monitoring the bathing water quality at 146 beaches (5 more than during the previous year);
- Monitoring water quality at the Blue Flag beaches by the Moroccan Standard 03-07-200 and New European Directive, as well as the assessment of the Martil and Agadir beaches (identification and location of different pollution sources);

Beginning with the 2012-2013 season, the Department of Environment will outsource the bathing water quality monitoring through LPEE.

Monitoring sand quality:

In addition to the bathing water quality-monitoring program, since 2010 the DPDPM started taking samples for the analysis of beach sand. For the 2012 season, the number of beaches involved in monitoring sand quality was 16, equal to 3 more beaches than in 2011.

Swimmer safety

Beach sea marking

A total of 50 beaches benefitted from the sea-marking program conducted by DPDPM in 2012, equal to seven more beaches than in 2011.

To ensure compliance with the markup, DPDPM implemented an outreach program for the users of water activities, with onsite awareness signs.



Supervision of swimmers

In the interest of continuously strengthening swimmer safety, in 2012 the Directorate General of Civil Protection:

- Recruited 2,220 lifeguards, equal to 30 lifeguards more than in 2011;
- Acquired clothing for seasonal lifeguards: 4,400 T-shirts, hats and shorts, and 2,200 professional whistles;
- Acquired additional rescue equipment: 600 buoys and 1,000 pairs of fins;
- Mobilized 180 lifeguards for 15 days to strengthen surveillance on certain beaches;
- Provided emergency and rescue equipment on all the beaches (dinghies, jet skis, buoys, lifejackets, etc.).
- Provided preventive monitoring (doctors, ambulance) on some highly visited beaches;
- Provided local units with a special allocation of fuel and lubricants;
- Provided training in first aid throughout the month of April for seasonal and professional lifeguards;
- Provided an annual training in April for seasonal lifeguards and supervisors on professional communication and stress management with the support of ANAPEC and within the framework of the partnership agreement between the ANAPEC and the Foundation;

Health Coverage

As every year, the Ministry of Health in support of the Clean Beaches program sent a circular to all delegates to ensure beach health coverage, calling on the delegations of the Ministry to implement first aid units, hygienic monitoring of food establishments, and workshops to raise health awareness and education for beachgoers.

As such, in 2012, 85% of the Clean Beaches had first aid coverage by the Ministry of Health. This especially concerned beaches located far from health centers. The other beaches were either covered by other stakeholders (sponsors, municipalities, Moroccan Red Crescent, etc.) for emergency first aid responders or pending coverage because the facilities at the beaches are under construction.

Improvement and management

Preparation of Beach Use and Management Plans (PUGP)

In order to preserve the coast, ensure a major improvement of this seaside heritage, highlight the beaches in order to promote and develop them, and improve the organization and management of the area and the activities implemented there, the Department of Ports and Public Maritime Domain continues its momentum in the development of Beach Use and Management Plans (PUGP).



In 2012, **15 PUGP** were finalized:

- 6 pilot beaches: Bouznika, Mohammedia, Ain Diab, Sidi Rahal, Dar Bouazza and Mehdia;
- 3 in Essaouira: Essaouira, Sidi Kaoui and Moulay Bouzerkoun;
- 1 in Berkane: Saidia;
- 2 in Larache: Miami and Ras Rmel;
- 3 in Tiznit and Sidi Ifni: Sidi Ifni, Mirleft, and Sidi Moussa Aglou.

Implementation of PUGP

In order to achieve a collaborative document shared by all beach stakeholders, and ensure the sustainability of these projects, a participatory approach was adopted both in the development and the implementation of PUGP. Thus, the relevant authorities validated 13 PUGP. The PUGP for the Mohammedia and Bouznika beaches are awaiting validation.

Environmental awareness and education

Like previous years, economic partners have conducted environmental awareness and education in partnership with local associations and federations. Some economic partners have requested professional agencies to implement

an “Awareness and Environmental Protection Village” for holidaymakers, especially for youth. Thus, scientific, artistic, recycling, etc workshops were organized.

The Moroccan National Scout Federation and the Moroccan Royal Federation of Sail Yachting (FRMYV) renewed their efforts. For its 8th edition, the youth were very involved in the “Sailing Caravan for the Environment” organized by the FRMYV under the honorary patronage of **Her Royal Highness Princess Lalla Hasnaa**. A total of 2,081 people benefited from free sea outings, as follows:

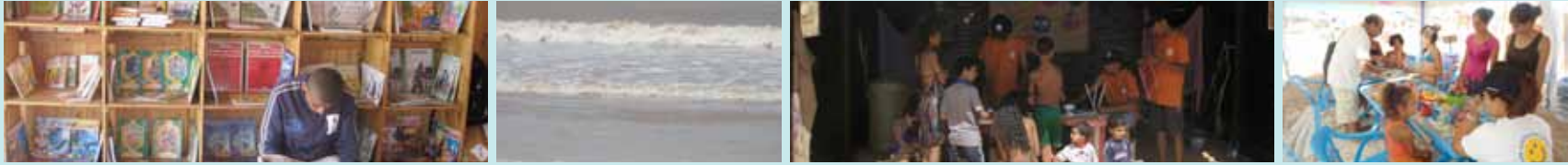
- 38% were from summer camps;
- 62% were individuals
- 41% were young girls.

Beach monitoring and evaluation system

Strengthening monitoring

Given the success of the pilot scheme launched in 2011 on beach monitoring by local associations, the National Clean Beaches Committee decided to repeat this operation in 2012, with the associations SPANA and AESVT (Mohammedia chapter) and extend this initiative to two other associations: the Association Achouala for Education and Culture (Essaouira chapter) and the Association of Environmental Protectors (Safi chapter).





The Foundation signed a partnership agreement with each of the four associations, establishing the conditions for achieving the tasks of monitoring and evaluation.

The National Committee inspected a total of 71 beaches during the summer between July and August, per predefined technical criteria.
17 of the 71 beaches were also monitored by local associations, at a frequency of one visit per month between June and September:

- SPANA, 6 beaches: Harhoura, Sable d’or, Temara, Sidi Abed, Skhirat and Moulay Bousselham;
- AESVT-Section Mohammedia, 3 beaches: Manesman, Mohammedia and Sablettes;
- Association of Environmental Protectors-Safi, 5 beaches: Safi ville, Souiria Lakdima, Lalla Fatna, Beddouza and Sidi Kram Eddif
- Association Chouala, 3 beaches: Essaouira, Sidi Kawki and Moulay Bouzerktoun.

Beach evaluation

The beach evaluation procedure is carried out based on the Blue Flag label qualification criteria per the following components:

- Bathing Water Quality;
- Improvements, Equipment and Management;

- Safety and Health Coverage;
- Environmental Awareness and Education.

An assessment of the state of beaches was performed following the unannounced visits to beaches involved with the 2012 Clean Beaches program, conducted by the National Committee and local associations to monitor the actions implemented by the beach partners. This evaluation highlighted the progress and shortcomings necessary to overcome.

The attached evaluation sheets document the status of each of the 71 beaches in the Clean Beaches program, and highlight the efforts and shortfalls in terms of equipment, management, hygiene and safety, as well as in implementation of environmental awareness and education. Also included is information on the backshore, rescue and first aid equipment, health centers, etc.



GENERAL FINDINGS AND RECOMMENDATIONS

Accordingly, the National Committee made remarks and observations, and proposes to engage in structural projects to overcome the cited shortcomings during the second half of 2012.
The main remarks, observations and recommendations issued and debated by the National Committee are summarized in the table below:

Criteria	Observations and Remarks	Recommendations and actions to take
Bathing Water Quality	The display of bathing water quality results is not yet widespread; Classification labeled beaches per the New European Directives; Establish a written procedure for distributing the bathing water quality results. This procedure must be shared and validated by relevant entities: the Foundation, DGCL, DPDPM and the National Environmental Laboratory / DE;	Establish a written procedure for distributing the bathing water quality results. This procedure must be shared and validated by relevant entities: the Foundation, DGCL, DPDPM, and the National Environmental Laboratory / DE; Bring the matter before IMANOR (Moroccan Institute for Standardization) for the revision of the NM 03-7-200
Safety & Health Coverage	Mismatch between the equipment acquired by the economic partners and the civil protection needs; Misallocation of rescue equipment among the beaches; Problem with management of water activities on some beaches: non-compliance with the seamarks; Lack of facilities, and sometimes of medical personnel has hindered the wider spread of first aid units.	Establish a standard list of necessary beach rescue equipment, including technical specifications. This list will be established by the General Directorate of Civil Protection and made available to the Clean Beaches economic partners. Reactivate the Subcommittee for the management of water activities;
Environmental Education & Awareness	Activities outweigh environmental awareness and education efforts; Lack of innovative efforts for environmental awareness and education conducted by economic partners in partnership with local agencies and some professional event agencies.	Prepare a toolkit to support local associations working in this field.
Improvements & Management	Significant improvement in the general cleanliness of the beaches; Beaches in the central region (Mehdia to El Jadida), with the exception of labeled beaches, require increased cleanliness; Equipment management and service quality of beaches, which are managed without economic partners, are below the required standards with the exception of the Agadir beach.	Accelerate the implementation and spread of Plans for Use and Management of Beaches.



ANNEX : Recommendation from the Beaches workshop *on Saturday, May 26, 2012*

1st theme:

Strategy for the Clean Beaches program to develop into a sustainable coastal management program:

In accordance with the recommendations of the International Coastal Conference in October 2010 in Tangier, it is necessary to gradually direct the initiatives and actions undertaken by the Foundation and its partners towards a more integrated and sustainable coastal management. Therefore, seven recommendations are proposed:

1. Strengthen outreach and training for elected officials on sustainable coastal management, including on coastal wealth and heritage and its importance in economic and social development;
2. Encourage local authorities, especially municipalities to create entities exclusively dedicated to sustainable development, especially in the environmental management of the coastal zone;
3. Consider mechanisms and tools to streamline administrative procedures within the framework of preparations for the summer season;
4. Develop and implement an annual management plan, including the most popular beaches, taking into account the backshore, use, and user involvement;
5. Consider sustainable coastal management in urban planning documents and national environmental plans;
6. Assign a portion of the revenue generated by seaside activities to improve the service quality to meet user needs;
7. Develop and test appropriate and adequate management tools at pilot beaches and replicate successful experiences at all beaches.

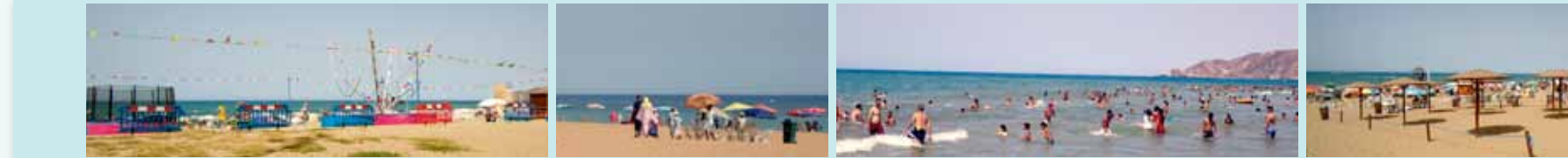


2nd theme:

Upgrading the Moroccan Standard for the monitoring of bathing water quality and its adaptation to the New European Directive:

The environmental upgrading of beaches enabled the implementation of the Blue Flag eco-label in Morocco, an international emblem of seaside tourism. This label must be structured, sustainable and meet the requirements of the Foundation for Environmental Education, the international manager of the label that has decided to apply the New European Directive (NDE), which risks reducing the number of labeled sites in the world. For this purpose, it is necessary to consider ways and means to meet this new requirement. Thus, it was recommended to:

1. Strengthen information campaigns, awareness and training on NDE for managers, beachgoers and the local population;
2. Develop a plan of priority actions, involving all stakeholders, including civil society for the implementation of the NDE (assessments, cleanup, etc.) for labeled beaches;
3. Consider the NDE in all national programs, including programs in sewerage and waste management in coastal zones.



3rd theme:

Procedure for the implementation of the Lalla Hasnaa Sustainable Coast Awards::

Following the recommendations of the International Coastal Conference held in October 2010 in Tangier, to accompany the evolution of the Clean Beaches program towards a national program for sustainable coastal management and meet the expectations of stakeholders in the field and Foundation partners, a new procedure for implementing the Lalla Hasnaa Awards was presented and discussed at the workshop and showed that this development consolidates the essence of the Lalla Hasnaa Awards and adopts an innovative approach to reward inclusive, participatory, useful and practical initiatives for public awareness and education for sustainable development.

Taking into account the requirements of this new development and the application process extended to new categories and on a national scale, the frequency of the awards will be examined and subject to discussion with all stakeholders to provide equal opportunities for all candidates.

As such, it was recommended to organize informational workshops to present the terms, the application procedures, and the constitution of the Lalla Hasnaa Sustainable Coast Awards jury.





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