



مؤسسة محمد السادس لحماية البيئة

FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT

www.fm6e.org

13

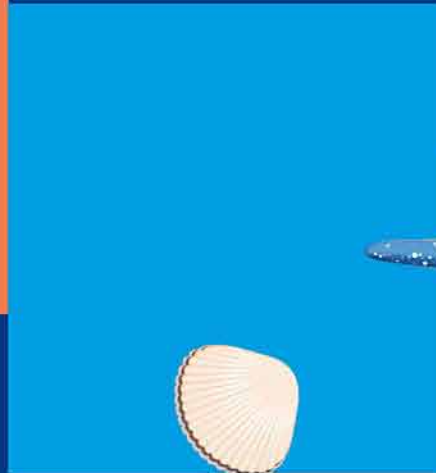
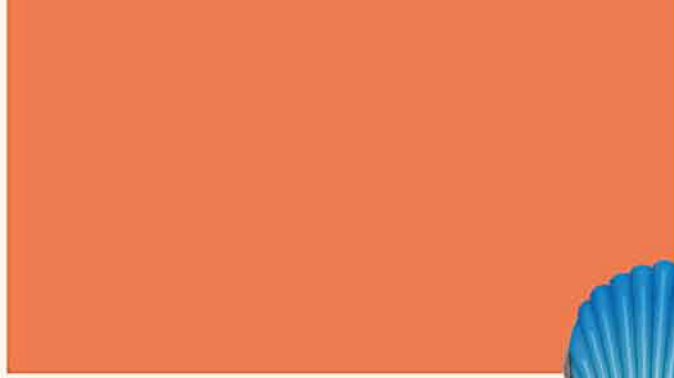
**CLEAN
BEACHES
REPORT**

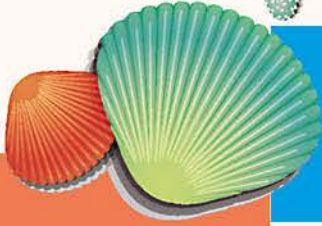
RAPPORT PLACES PROPRES 2013





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





2013 CLEAN BEACHES REPORT

INTRODUCTION

Initiated in 1999 by Her Royal Highness Princess Lalla Hasnaa, President of the Mohammed VI Foundation for Environmental Protection, the Clean Beaches program reached a turning point following the introduction of the international Blue Flag label in 2002.

The continuous improvement of objectives and working methods, perseverance of stakeholder engagement, participatory approach and ongoing effort to combine environmental protection and socio economic development, make the Blue Flag eco-label an important tool that contributes to the rational and sensible enhancement of our coastline in a vision of sustainable development, thus contributing to the national tourism *Vision 2020*.

The 2013 Clean Beaches program and Blue Flag label are aimed at consolidating accomplishments and structuring all efforts to improve the environmental image of beaches that are involved in this program.

This program year was characterized by the implementation of three key elements:

- 1) Reorientation of the Clean Beaches program towards a program of sustainable coastal management
- 2) Review of the Moroccan Bathing Water Quality Monitoring Standard;
- 3) Redesign of the Lalla Hasnaa «Clean Beaches» ;

The 2013 summer season was also characterized by the International Coordination Blue Flag program team visit as part of an inspection that took place on five labeled beaches. The inspection results clearly underlined the commitment of the different stakeholders in implementing the eco-label. (See box).





1 Clean Beaches program: towards sustainable coastal management

Since its inception, the Clean Beaches program has set the objective of improving the quality of facilities and promoting beach hygiene and cleanliness in a continuous and progressive manner. It aims primarily at raising holidaymaker awareness to improve the environmental quality of beaches.

Thus, the Clean Beaches program has had three phases:

1. Launch phase (1999 - 2001): The Clean Beaches program was focused on cleaning and holidaymaker awareness efforts under the slogan «Let our beaches smile»;

2. Development phase (2001 - 2002): The Clean Beaches program great success during the first three years grew during this period with a growing membership of coastal communities and business partners, and the implementation of new efforts for the planning and management of beaches;

3. Maturation and expansion phase (2003 - 2013): The implementation of the Blue Flag label in 2002 was a turning point in the Clean Beaches program, where the qualification criteria for Blue Flag labeled beaches became the qualification criteria for the Clean Beaches program. The implementation of the Blue Flag label criteria by coastal communities has made the Clean Beaches program a genuine sustainable development program for beaches in terms of cleaning, planning, management, security, and environmental awareness and education efforts for holidaymakers.

Along with this success, the need to expand actions to a growing number of beaches has emerged. Thus, since 2010 the Clean Beaches program has evolved gradually into a **national program extending to all beaches that benefit from the monitoring of bathing water quality**. Therefore, make the Clean Beaches program a national program for sustainable coastal management.





Towards a sustainable management of beaches and coastline littoral

Henceforth, the Clean Beaches program is part of an overall vision for the protection of the national coastline, to support institutional and legal reforms giving local authorities responsibility and to increase economic and social development, develop autonomy and sustainable land management.

The role of the Clean Beaches program in sustainable coastal management would contribute to:

- Ensuring the development and rigorous management of beaches and backshore, particularly focused on environmental preservation,
- Providing managers a legal, regulatory, institutional and organizational arsenal to ensure sustainable development of these areas;
- Reducing anthropogenic pressures that degrade environments (untreated sewage, solid waste and sand removal, etc.);
- Training and awareness of local, economic and institutional stakeholders in the value of beaches to protect them and ensure sustainable value;
- Raising awareness and informing the general public about the value of this national natural heritage;

The study on the *Proposal Development to Develop a Strategy to Convert the Clean Beaches Program to a Sustainable Coastal Management Program*, conducted by the Foundation in 2012, has demonstrated the need to strengthen local skills through training local stakeholders and produce new tools for planning, implementation and management to meet their needs and constraints.

This capacity building is expected to eventually enable local authorities to intensify their efforts to invest in their territory so that they may benefit from the results that economic and social investments will have generated.



According to this entrepreneurial logic, investments in beach preservation and enhancement can lead to the development of new jobs and new ways of wealth creation.

Such a development requires a pilot capacity building project, for which a study will be launched in 2014 in partnership with the DGCL to train local stakeholders at a small number of representative pilot beaches and already enrolled in the Clean Beaches program for which the accompanying tools will be defined, developed and tested in close collaboration with officials involved in the pilot beaches.

2 Monitoring bathing water quality: revision of the Moroccan standard

The Blue Flag helps to educate and motivate local authorities to take into account the environmental protection criterion in their economic and tourism development policy. This label is a veritable decision support tool for labeled communities or for ones engaged in a labeling process.

Through the work performed on the beaches under the Clean Beaches program, Morocco has thus had 25 Blue Flag labels awarded in six years.

Compliance with the criteria established by the FEE (label manager) and whose number has grown gradually, is a basic requirement for the label. Bathing water quality is one of the essential criteria for this label.

From 2007, the bathing water quality criterion has gained more importance internationally, in view of the interest shown by the Foundation for Environmental Education (FEE) in compliance with bathing water quality standards per the New European Directive (NDE) to manage bathing water quality (NDE 2006/7/EC), which will enter into force no later than January 1, 2015.



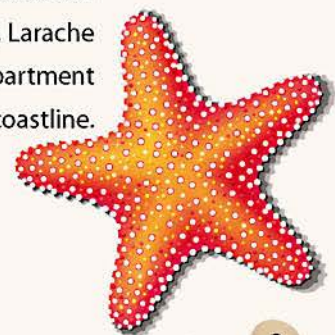
The Mohammed VI Foundation for Environmental Protection has encouraged its institutional partners to take appropriate measures and prepare to comply with the NDE. As such, in 2011, a study and benchmark visit to France was organized by the Foundation for national departments involved with the monitoring of bathing water quality.

On May 26, 2012, «Managing the Quality of Bathing Water» was discussed at the Clean Beaches workshop organized by the Foundation for partners (coastal territorial authorities, economic operators and the administration involved in coastal management). In January 2013, in accordance with the recommendations of this Clean Beaches workshop, the Foundation, who is the National Coordinator for the Blue Flag ecolabel, and faithful to its mission of awareness and being a catalyst to federate, asked the National Institute of Standardization (IMANOR) to initiate a process to revise the current standard Moroccan NM 03-7-200, which is based on European Directives (76/160/EEC) and upgrade it per NDE (2006/7/EC).

In particular, this new standard requires that beach profiles be defined to describe the bathing water and the factors that influence and affect its quality. These profiles serve as both a source of information for citizens and management tools for authorities and enable an improved sanitation process.

Consequently, when a coastal town aims for the Blue Flag label, it is also encouraged to move forward in the process of improving water management for both bathing water and the treatment of sewage from coastal communities.

Training and awareness workshops for local stakeholders on the new European Directive, the draft Moroccan standards and beach profiles took place in 2013 at the prefecture of Nador, Mdiq-Fnideq, Tetouan, Tanger, Larache and Dakhla. The Directorate General of Local Government (DGCL), the Department of Environment and Department of Equipment accompany the Foundation in these actions as part of its outreach program to safeguard the coastline.





3 The Lalla Hasnaa «Clean Beaches» Awards : redesign

In order to take into account changes in the institutional context, the expectations of practitioners and partners, as well as the orientation of the Clean Beaches program towards a national program for sustainable coastal development, the Mohammed VI Foundation for Environmental Protection has embarked on a process to examine future directions for the Lalla Hasnaa Clean Beaches Awards.

The Lalla Hasnaa Clean Beaches Awards have undoubtedly helped to create a real dynamic that must ensure consistency in a new positioning strategy for the Foundation with respect to all its programs: Coastal protection, Young Reporters for the Environment, Eco-Schools, Sustainable Tourism, etc. This new perspective is legitimized by HRH Princess Lalla Hasnaa's engagement as an Ambassador of the Coast, a title awarded to HRH in 2007 by UNEP.

3.1 A New Direction:

This new approach allows to:

- replace the Lalla Hasnaa Clean Beaches Awards, which is currently only associated with beaches, with the Lalla Hasnaa Sustainable Coast Awards honorary, general, broader and aligned with the Foundation's various programs and initiatives.
- open this process to recognize the actions carried out at specific areas of the beach and to preserve the entire coastline, which is a desire rooted in the process of Her Royal Highness Princess Lalla Hasnaa when creating the Awards.
- instill youth education and participation at the heart of sustainable territorial development projects;
- gradually promote the international openness of the Lalla Hasnaa Sustainable Coast Awards.

3.2 A wider target:

These awards involve all stakeholders at the national level (associations, institutions, economic operators, journalists, researchers, experts, etc.).

They will enable the identification and listing of the work and initiatives carried out by any person or legal



entity contributing to coastal protection in a vision of sustainable development and encourage socially and environmentally responsible behavior.

3.3 A biennial competition with international reach:

Today, the new Lalla Hasnaa Sustainable Coast Awards are more inclusive, general, and broad and are aligned with the various Foundation programs and initiatives.

The Lalla Hasnaa Sustainable Coast Awards will be held every two years and will focus primarily on the stakeholders and the Moroccan territory. However, the international dimension is essential and will gradually be integrated.

3.4 A five category competition

The Lalla Hasnaa Sustainable Coastline Awards are organized around five categories:

- Category 1 : Clean Beaches Program Award
- Category 2 : Sharing and Living Environment Award
- Category 3 : Protection and Enhancement of Natural Heritage Award
- Category 4 : Education and Youth Award
- Category 5 : Social and environmental responsibility of corporations Awards

3.5 Award management

Two structures were identified for managing the awards:

- A permanent Secretariat
- A ten-member jury is appointed by the Foundation. It is composed of experts scientists, journalists, communication officers and associate members



3.6 Application

The awards are open to different candidate profiles. A simple and readable application procedure will be made public on the Foundation website. The application will be made via a single folder. Rules will also be made available to candidates to transparently communicate on eligibility and methods of the selection process.



مؤسسة محمد السادس لحماية البيئة
FONDATION MOHAMMED VI
POUR LA PROTECTION DE L'ENVIRONNEMENT
www.fm6e.org

ACCOMPLISHMENTS AND ACHIEVEMENTS IN 2013

Summary of Activities: Clean Beaches 2013 program



1/ Clean Beaches statistics:

In 2013, 74 beaches, covering 45 coastal municipalities, participated in the Clean Beaches program, with the support of 26 public and private entities engaged alongside local communities. A total of 9 of the 74 beaches enrolled in the program have no sponsors.

The integration of new beaches was structured around three main areas:

- Support by the Municipalities of their planning prerogatives and coastal management. Participating municipalities were accompanied by DEA / DGCL, by funding their activities for the planning and management of these beaches;
- A range of services developed and organized by different ministerial departments (lighting, security, first aid, etc.) that would be progressively available in beaches;
- Assistance by business partners / sponsors focused on upgrading potentially qualifying beaches.

- 74 beaches that are located within 47 coastal municipalities and sponsored by 26 public and private organizations;
- 2 beaches (Kaa Asrass (CR Tziguane) and Plages des Nations (District of Sale) have joined the program under its development framework. These beaches are not supported by a sponsor;
- 1 new beach was sponsored: Saidia Med Beach sponsored by the Saidia Development Company (Société de Développement de Saidia);



2/ 25 beaches have been labeled «Blue flag» in 2013 :

Saidia - Saidia Med - Sol (Tanger) - Asilah - Achakar (Tanger) - Safi - Souiria Lakdima - Sidi Moussa Aglou - Mireleft - Oued Laou - Al Jadida - Essaouira - Arkemane (Nador) - Al Haouzia - Sidi Rahal - Skhirat - El Oualidia - Bouznika - Ba Kacem - M'diq - Fnideq - Ain diab extension - Moussafir (Dakhla) - Oum labouir (Dakhla) - Fom el Oued (Layounne).

INTERNATIONAL INSPECTION OF BLUE FLAG BEACHES

To monitor the Blue Flag program by international FEE coordinators, an inspection mission to visit labeled Moroccan beaches was conducted from September 11 to 15, 2013. It covered the following southern beaches of the Kingdom:

- Aglou Sidi Moussa beach (Tiznit Province)
- Imintourga beach (Sidi Ifni Province)
- Essaouira municipal beach (Essaouira Province)
- Oum Lbouir beach (Dakhla Province)
- Moussafir beach (Dakhla Province)

Following these visits, the international inspection team stressed the importance of environmental awareness and education efforts conducted on these beaches in partnership with stakeholders and local associations, which indicate a good understanding of the essence of the Blue Flag program.

It also recorded the management approach of these beaches through local committees to outline local advice and recommendations by the national committee led by the Mohammed VI Foundation for Environmental Protection.



Partnership:

Since 2003, support by ministerial departments has gradually been strengthened, structured and institutionalized. Indeed, in 2013 the Foundation together with its partners engaged and concerted actions to strengthen the beach qualification criteria per international standards, especially with regard to :

2-1 Beach hygiene quality:

- **Monitoring bathing water and beach sand quality :**

The Directorate of Ports and Public Maritime Domain (DPDPM) and the Directorate of Monitoring and Risk Prevention have committed to publishing the following actions concerning 2012 to 2013:

- Monitoring the bathing water quality of 150 beaches (i.e. 4 more than the previous year);
- Monitoring the quality of bathing water of Blue Flag beaches per the Moroccan Standard 03-07-200 and the New European Directive, as well as profiling the beach (identification and location of the different pollution sources);

- **Sand quality monitoring:**

For the 2013 season, the number of beaches involved in monitoring sand quality is 20, or 4 more beaches than in 2012.

2-2 Swimmer safety:

- **Beach markup**

The DPDPM marked up a total of 53 beaches in 2013, equal to three additional beaches than in 2012.

- **Swimmer monitoring**

In an effort to continuously enhance the safety of swimmers, in 2013 the Directorate General of Civil Protection:



- Recruited **2,200 lifeguards**;
- Purchased uniforms for seasonal lifeguards: 4,400 T-shirts, hats and shorts 2,200 professional whistles;
- Acquired emergency rescue equipment: **2,200 buoys** and **2,200 pairs of flippers**;
- Provided emergency rescue equipment to all beaches: **150 dinghies**, **50 boards**, jet-skis, buoys, etc.).
- Provided first aid training for seasonal lifeguards and professional lifeguards throughout April;
- Provided training for seasonal lifeguards and professional supervisors in April, as every year, in communication and stress management with the support of ANAPEC and within the framework of the partnership agreement between the Foundation and ANAPEC;

2-3 Planning and management

• Development of Beach Use and Management Plans (PUGP)

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

15 PUGP were finalized in 2012 and 15 new PUGP were launched in 2013.

- 4 in El Jadida: El Jadida, El Houzia, Sidi Bouzid and El Oualidia (agreement approved),
- 1 in Nador: Ras Ma
- 2 in Dakhla: Moussafir and Likheira
- 4 in Tetouan: Martil, M'diq, Sania Torres, Rifienne Fnideq
- 4 in Tangier: Rmilat, Briech, Tahadart and Sidi Mghit.





2-4 Environmental awareness and education:

Like previous years, the National Federation of Moroccan Scouting and the Royal Moroccan Sail Yachting Federation (FRMYV) have renewed their actions.

Royal Moroccan Sail Yachting Federation (FRMYV): The sailing caravan committed to working with 13 clubs between July 1 and 15, 2013.

National Federation of Moroccan Scouting: As during previous program years, the National Federation of Moroccan Scouting conducted outreach on the beaches of Oualidia, Asilah, Ain Diab, Extension, Saidia and Haouzia.

• Environmental education tools: Educational kit

Collaboration with local associations has begun, and aims to develop an environmental education toolkit.

This Clean Beaches program initiative is an integrated action dedicated to all Foundation programs.

The associations are:

- Research Group for Protection of Birds from Morocco (Grepom)
(Groupe de Recherche pour la Protection des Oiseaux du Maroc)
- SPANA
- Les Petits Débrouillards Association
- AMEPN
- AESVT Mohammedia





2-5 Beach monitoring and inspection

• Strengthening of monitoring through five local associations

Given the success of the pilot project launched in 2011 on beach monitoring by local associations, the National Clean Beaches Committee decided to repeat this project in 2012 with the associations SPANA, AESVT Mohammedia, the Essaouira Association for Education and Culture (l'Association pour l'Education et la Culture-section Essaouira) and Safi Conservationists Association (l'Association des Protecteurs de l'Environnement-Safi), and also expand this initiative to the Eco Mehdi Association.

The Foundation has signed a partnership agreement with each of the five associations, establishing the conditions for achieving the monitoring and evaluation tasks. A total of 16 of the 74 beaches will be monitored by local associations, at a frequency of one visit per month between June and September:

- SPANA, 5 beaches: Harhoura, Sable d'or, Temara, Sidi Abed, Skhirat
- Eco Mehdi, 2 beaches: Moulay Bousselham and Mehdi
- AESVT- Mohammedia, 3 beaches: Manesman, Mohammedia and les Sablettes;
- Safi Conservationists Association, 5 beaches: Safi city, Souiria lakdima, Lalla Fatna, Beddouza and Sidi Kram Eddif
- Association Chouala, 1 beach: Essaouira.

• Inspection by the National Clean Beaches Committee:

The 74 beaches from the Clean Beaches program were subject to unannounced visits during July, August and September 2013.

The attached datasheets for each of the 74 beaches in the Clean Beaches program cover the status and highlight efforts undertaken and existing weaknesses in terms of equipment, hygiene and safety. Also included is information on health coverage and safety (emergency equipment for civil protection, health centers, etc.), outreach activities, and collaboration mechanisms between authorities, elected representatives and sponsors.



3 / Findings and Recommendations

3-1 Findings:

The Clean Beaches program evaluation in 2013 has identified the following:

1-Bathing Water Quality

● Despite the bathing water quality results dissemination procedure established by the Clean Beaches National Committee, the display of these results is not yet widespread. The latest analysis bulletins posted on the beaches date from July.

2- Planning & management

Unanimously, and per the views of beachgoers, the committee confirms progress in beach planning and management. Nevertheless, some imperfections were detected:

- The illegal occupation of beaches by parasol and chair rentals. The 30% proportion reserved for beach concessions is not respected. Municipalities provide a large number of authorizations for parasol rental concessions.
- Poor quality of beach service concessions that do not blend into the environment;
- Cleaning efforts are more concentrated on the beach than on the backshore

3- Safety & health coverage

- A significant improvement in the management of water sports on the beaches;
- Some lifeguards partake in other income-generating activities, such as renting parasols.
- Once the summer season has ended, seasonal lifeguards keep their uniforms or hand them down to third parties, who make rounds along the beaches without being subject to any monitoring.

4-Environmental education

- Economic partners have led many original and innovative efforts for environmental awareness and education by calling upon the services of event agencies: various youth workshops, environmental educational games, beach libraries, etc.).
- Efforts towards environmental education should be more focused on raising environmental awareness and education



3-2 Recommendations

1-Bathing water quality

- The National Committee instructed the relevant departments: the Department of Environment (LNE), the Department of Equipment (DPDPM) and the DGCL / DEA to hold a consultation meeting to update and readjust the procedure for the display of the bathing water quality analysis results on beaches, which was introduced in 2007.

2- Planning & Management

- Activate the mechanism to implement the Beach Use and Management Plan (PUGP) produced by the DPDPM;
- Encourage the integration of beach cleaning in the concession specifications

3- Safety & health coverage

- Strengthen lifeguard awareness efforts;
- Uniforms provided to lifeguards must be retrieved by civil protection at the end of each summer season.

4-Environmental education

- Extend environmental outreach and education to a maximum number of beaches.
- Encourage the participation of local associations and federations in raising environmental awareness and education;
- Develop an educational toolkit for beach stakeholders.





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

www.fm6e.org

Adresse : Km 3.2 - Route de Zaïers Avenue Mohammed VI
et rue El Madani Ibn El Houssaini - Rabat - B.P.5679
Tél. : 05 37 65 88 44 L.G - Fax : 05 37 65 55 31
E.mail : environnement@fm6e.org

