



مؤسسة محمد السادس لحماية البيئة  
MOHAMMED VI FOUNDATION  
FOR THE PROTECTION OF ENVIRONMENT

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2014

# “Clean Beaches” Report

Rapport “Plages propres”



مؤسسة محمد السادس لحماية البيئة

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FOR THE PROTECTION OF ENVIRONMENT

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Her Royal Highness Princess Lalla Hasnaa in presence with the laureates of the Clean Beaches program 2012 in Skhirate







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# Introduction

The Clean Beaches program, launched in 1999 by Her Royal Highness Princess Lalla Hasnaa, reached a milestone in 2002 with the introduction of the international Blue Flag label. Indeed, the continuous improvement of objectives and operational methods, the sustained engagement of partners (public sector involved in coastal management, municipalities and local authorities, economic partners, federations and local civil society), the participatory approach, and ongoing efforts to combine environmental protection and socio-economic development make this ecolabel a major tool that contributes to the sound and informed enhancement of our coastline in alignment with sustainable development.

Data from the Clean Beaches program provide simple and reliable indicators for the state of our beaches. In 2014, 80 beaches in 54 communes participated in the Clean Beaches program, which are sponsored by 26 public and private companies. A total of 27 beaches were awarded the Blue Flag label for the 2014 summer season. This has enabled an increasing number of national and foreign beach visitors to enjoy the richness and diversity of our coastal heritage.

The Clean Beaches program has enabled a significant increase in beach use, the number of summer visitors increased fivefold between 2005 and 2010, which



also increased both economic attractiveness and environmental pressure. Therefore, it is increasingly necessary to regulate beach development and management to ensure sustainability. In 2012, the Foundation conducted a study to develop a strategy proposal for the transition from a Clean Beaches Program towards a sustainable coastal management program.

The first phase of the study demonstrated the need to strengthen local skills by training local stakeholders and producing new tools for planning, implementation and management to meet stakeholder needs and requirements. In time, this capacity building should

enable the local authorities to intensify their efforts in local investment to later enjoy the economic and social benefits that these investments will generate via a sustainable development approach.

In this context, the 2014 Clean Beaches program was characterized by continued efforts towards improving the environmental image of the beaches participating in this program and developing local expertise with the production of new tools for planning, implementation and management to meet stakeholder needs and requirements.



## Development of the clean beaches program: A NEW VISION FOR THE COAST



Since 2010, the Clean Beaches program is now part of a new vision for a sustainable national coastal management program. To meet this challenge, the participating municipalities will be involved and supported in their efforts towards the sustainable development of their beaches. In this context, local stakeholders will be trained and support tools developed and tested.

Indeed, the Foundation continues evolving in the implementation of its awareness outreach strategy for stakeholders, with the aim of sustainable coastal development by planning and implementing pilot demonstration projects based on partnership agreements.

In this context, two partnership agreements were signed in 2013.

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1) **Framework Agreement between the Foundation and the General Directorate of Local Authorities (DGCL) on the sustainable management of beaches and the coastline in Morocco under the Clean Beaches program.** This agreement aims to assist policy makers and local stakeholders in the preservation and enhancement of beaches, since they have a high economic and social potential. In this context, tools will be produced and will comprise a management manual for the local officials responsible for beach management.

These tools will be based on concrete situations, while trying to facilitate the work of stakeholders to enable them to improve beach quality and help municipalities cultivate a spirit of appropriation for beach management. In developing this manual, a pilot study was launched in 2014 for four pilot beaches selected by the Foundation





and the DGCL Ain Diab (Casablanca), Ain Diab Extension (Casablanca), Mehdia (Kenitra) and the Rif (Mdiq Fnideq). The manual will consist of a series of standard documents based on the following aspects:

- Organizational: based on the results of the regulatory and institutional framework;
- Operational: based on the results of the tasks related to the characterization and representation of beaches and the terms of reference;
- Financial and accounting: based on the task results to develop an accounting structure, a procedure manual and standardized spreadsheet template.



### Strengthening local governance for beach management



**Partnership agreement between the Foundation and the German International Cooperation, GIZ, through its environmental management and protection program (PGPE) on strengthening the environmental governance of coastal communities in land and beach management.** As part of this partnership an initial study on supporting pilot beaches in the implementation of the Beach Use and Management Plans (PUGPs) and their appropriation by the Municipalities was completed in 2014.

This study examines fifteen PUGPs that were made available by the Ministry of Equipment, Transport and Logistics, Directorate of Ports and Public Maritime Domain and compiles a comprehensive inventory on the:

- Barriers, hindrances or difficulties identified in PUGPs or in their implementation;
- Quality criteria and admissibility of PUGPs;
- Items to be inventoried in the field;
- Infrastructure and service solutions provided by the PUGPs.



## Lalla Hasnaa Sustainable Coast Awards: 1<sup>st</sup> Edition

To implement the strategic vision for the management and protection of the national coastline, in April 2014 the Mohammed VI Foundation for Environmental Protection launched the first edition of Lalla Hasnaa Sustainable Coast Awards, which are replacing the Lalla Hasnaa Clean Beaches awards as a result of discussions launched in 2012.

As the Lalla Hasnaa Clean Beaches Awards were primarily associated with beaches, it became necessary to give the Awards a new direction that is more comprehensive and inclusive in efforts towards sustainable coastal development. The new Lalla Hasnaa Sustainable Coast Awards are organized into the following 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:** Corporate Social and Environmental Responsibility award

The goal is to build momentum to protect the national coastline, enhance and publicize original projects for the coast, and encourage society to get involved in coastal protection.

The Lalla Hasnaa Sustainable Coast Awards will take place every two years, and will focus primarily on the stakeholders active in Morocco. However, the international dimension is essential and will gradually be integrated into the awards.





## ★ BEACHES:

For the 2014 summer season, out of 80 beaches participating in the national Clean Beaches program, a total of 27 national beaches have hoisted the Blue Flag awarded by the Mohammed VI Foundation for Environmental Protection and the international Foundation for Environmental Education (FEE)

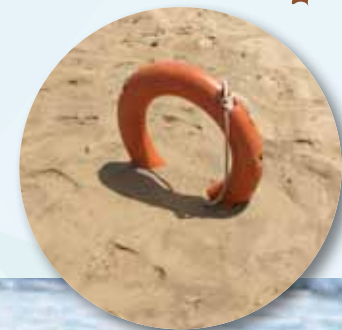
1. Tangier - Asilah: Achakar;
2. Tiznit: Aglou Sidi Moussa;
3. Nador: Arekmane;
4. Asilah;
5. Tangier-Asilah: Ba-kacem;
6. Bouznika;
7. El Jadida;
8. Dakhla: El Moussafr
9. Essaouira;
10. Fnideq;
11. Laayoune: Fom Oued;

12. El Jadida: Haouzia;
13. Mirleft: Imintourga;
14. Mdiq;
15. Casablanca : Ain Diab Extension (Mme Choual);
16. Oualidia;
17. Tetouan: Oued Laou
18. Dakhla: Oum Labouir
19. Safi;
20. Saidia Med (Saidia tourism complex),
21. Sidi Rahal chatii;
22. Tangier - Asilah : Sol;
23. Safi: Souiria Ikdim;
24. Saidia;
25. Safi: Cap Beddouza;
26. Fahs Anjra: Ksar Al Mazaj;
27. Larache: Ras Rmel

The Blue Flag label rewards the efforts of municipalities, administrations and economic partners of the Mohammed VI Foundation for Environmental Protection.

## ★ MARINAS

After initiating the Blue Flag beach ecolabel in 2002 and having obtained an experience of over a decade in managing this label, in 2014 the Foundation decided to expand the labeling to marinas. As such, in June an initial meeting was conducted to brief marina managers on the Blue Flag label and seek expressions of interest in this labeling. Following that meeting, marina officials were invited to review the Blue Flag criteria and to prepare an action plan for the near, mid and long term in order to fulfill the criteria. The Foundation will then launch a Blue Flag Marina pilot phase in 2015, taking into account the action plan.



Review of Activities:

# 2014 Operation Clean Beaches

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## Clean Beaches in numbers:

In 2014, 80 beaches covering 54 coastal municipalities participated in the Clean Beaches program:

- ★ 26 public and private companies engaged alongside local communities to support 68 beaches.

≈ 12 of the 80 beaches in the program have no economic partners and have joined the program through their own development:

- Al Hoceima province: Beaches: Sfiha, Sabadella, Calabonita, Quamado
- Chafchaouen province: Beach: Kaa Asrass
- Salé prefecture: Beach: Plages des Nations
- Agadir province: Beach: Agadir Municipal;

The five beaches that have integrated the program in 2014 are:

- Essaouira province: Tafedna; Bhibah; Moulay Bouzrktoune; and Sidi Kaouki
- Sidi Ifni province: Moulay Abdellah.

≈ 2 new beaches were sponsored in 2014: Mehdia Beach (Kenitra province, Kenitra urban commune) sponsored by the National Office for Electricity and Water (ONEE) and Amsaa beach (Tetouan province, Zaouiat Sidi Kacem rural commune, sponsored by Amendis Tetouan)

≈ 27 beaches were awarded the Blue Flag label in 2014.

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## Qualification requirements for international standards

Aware that sustainable beach management requires a sustainable management of equipment, maintenance and services offered by the relevant local authorities and ministerial departments, the Foundation continues to **strengthen and structure the role of institutional departments in the Clean Beaches program** to raise the qualification criteria based on international standards at a maximum of the Kingdom's beaches, particularly in terms of:



## ★ Bathing water quality

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

Since 2006, the Mohammed VI Foundation for Environmental Protection has engaged its institutional partners to take appropriate action and to prepare for compliance with the new European Directive. In this context, in January 2013 the Foundation, who is the National Coordinator of the ecolabel, in alignment with its mission of raising awareness and its federating role, asked the National Institute of Standardization (IMANOR) to initiate a process for the revision of the current Moroccan standard NM 03-7-200 based on the European Directive (76/160/EEC) 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 Bathing Water Quality:

The Directorate of Ports and Public Maritime Domain (DPDPM) at the Ministry of Equipment, Transportation and Logistics, and the Directorate for Surveillance and Risk Prevention at the Ministry Delegate in charge of Environment committed to the 2013-2014 season, by **monitoring the bathing water quality at 147 beaches, which represents 366 sampling stations, at which 97.3% meet the requirements of the Moroccan Standard 03-07-200.** The Blue Flag labeled beaches are also monitored per the new NM 07-07-199.

## ★ Establishment of beach profiles:

The new standard NM 03.7.199 requires that beach profiles be defined, describing the bathing water and the factors that can influence and affect their quality. These profiles serve as both a source of information for citizens and a management tool for the authorities responsible, which enable an improved sanitation process.

In this context, and following the decisions of the national Clean Beaches committee, in April 2014 the profiles of 12 beaches were established for the following beaches: Achakar, Ba Kacem, Sol, Asilah, Skhirat, Bouznika, Ain Diab, Ain Diab Extension, Lalla Meryem, Martil, Agadir, and El Jadida.

Three other beach profiles are underway for Foug El Oued (Laayoune), Essaouira and Rifinne.

## ★ Draft Partnership Framework Agreement on the Management of Bathing Water Quality,

A partnership framework agreement on the Management of Bathing Water Quality was drafted to define a framework for the parties to implement management measures for bathing water quality, per NM 03-7-199. The Ministry of Equipment, Transportation and Logistics; Ministry of Interior; Ministry of Health; Ministry delegate in charge





of Environment; and the Foundation are parties to this agreement. It was prepared and submitted by the Foundation in May 2014 for evaluation by the National Clean Beaches Committee Sub-committee on Bathing Water Quality Monitoring. This partnership agreement will enable the:

- Genuine understanding of the sources of pollution that may affect bathing water quality;
- Monitoring of the sanitary quality of the water;
- Public information and health protection for swimmers;
- Improvement of bathing water quality;
- Establishment of measures to reduce or eliminate sources of pollution, as appropriate;

### ★ Monitoring the sand quality:

For the 2014 season, **a total of 16 beaches are involved in monitoring sand quality:** Saidia, Arkmane, Calabonita, Boussahour, Mdiq, Rifienne, Cabonegro, Martil, Haouzia, El Jadida, Oualidia, Safi, Essaouira, Agadir, Taghazout, and Sidi Ifni. With regards to chemicals, sand samples collected from the surveyed beaches show no contamination by heavy metals or oil. Also, microbiological testing shows no contamination by dermatophytes or by fungi. Waste encountered on the surveyed beaches is predominantly plastic and wood.

## ★ Planning and Management

### ★ Development using removable equipment:

To restore the beaches to their natural state at the end of each summer, program economic partners increasingly develop the beach facilities using equipment that is integrated into the environment. Within this framework, in 2014 four new beaches were enhanced using removable equipment: Amsa, Lekhira, Mehdia and Rmilat.

### ★ Development of Beach Use and Management Plans (PUGP)

In addition to the 30 PUGP established between 2012 and 2013, five more are in process in Tiznit and Sidi Ifni: Sidi Boulfdail, Tamahroucht, Ftaissa, Sidi Loufi and Legzira.

## ★ Security

### ★ Beach signage

In 2014, signage was installed at a total of 54 beaches.

### ★ Lifeguard service

In the interest of continued strengthening of swimmer safety, in 2014 the General Directorate of Civil Protection has conducted the:

- Organization of the competition to recruit 2,200 seasonal lifeguards at the beginning of April.
- First aid training for 2,200 seasonal lifeguards in May;
- Capacity building of professional lifeguards with training in April and May;



- Organized a campaign to train 2,200 seasonal lifeguards in communication and behavior with beach users in collaboration with ANAPEC, and under the Foundation-ANAPEC partnership agreement;
- Acquired 30 boards, 250 lifejackets and 500 parasols;
- Acquired clothing of 4,400 T-shirts, 4,400 shorts, 4,400 caps and 2,200 professional whistles for the seasonal lifeguards;
- Mobilized underwater rescue equipment: 17 jet skis, 63 zodiacs, and 8 quads
- Provided beaches with rescue equipment consisting of: 1,571 buoys, 1,297 fins, 69 boards, 333 life jackets, and 454 parasols.

### ★ Health care coverage

Each year, the Ministry of Health actively participates in the Clean Beaches program. Delegations from the Ministry of Health are responsible for providing health coverage for the beaches including first aid services and beach hygiene activities.

These delegations are responsible for:

- Managing the implementation of medical units on beaches and during the summer, ensure the medical or nursing staff needed:

- 50% of beaches (43 beaches) have a first aid center that is equipped and operational;
- 7 centers are closed due to non-availability of medical personnel;
- Ministry of Health staff manages 80% of first aid stations on the beaches, with the remaining 20% managed by the Moroccan Red Crescent.
- A total of 314 medical and paramedical staff consisting of doctors, nurses and technicians ensure health coverage for beaches in the Clean Beaches program;

- Providing the medical units with medicine, if necessary;
- Inspecting the sanitary condition of the beaches;
- Monitoring the quality of drinking water and food served on the beaches: 1,583 samples taken.
- Organizing awareness sessions for beach visitors: 42,462 beneficiaries.





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Given the importance of Operation Clean Beaches, it was included among the main measures planned as part of the Ministry of Health's 2012-2016 Sector Strategy.

Also, in order to ensure the continuation of this program, a proposal to create a budget line item at the Ministry of Health specifically dedicated to this program has been submitted for approval this year.

### Environmental Awareness and Education

The Clean Beaches program consists of ensuring clean beaches, as well as organizing entertainment activities that help to promote messages about environmental protection. Through awareness, outreach and education, the Foundation meets the challenge of clean beaches. This is the Foundation's mission. It educates beachgoers about clean beaches and the heritage that these sites represent.

In 2014, the Foundation and its partners worked hard to educate beachgoers, especially young children, using TV spots with cartoons featuring the Boundif characters, clean beach guides, beach posters and signage, shows and theatrical performances, and fun workshops. The program for these activities was posted on the Clean Beaches website portal.

### Royal Federation of Sail Yachting (FRMYV):

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

- Mentor youth during the summer season
- Raise awareness on environmental protection
- Promote the sport of sailing in the context of regionalization

On each of these beaches, the Sailing Caravan set up an area where the facilitators show summer visitors about navigation techniques, wind and tides, boat maintenance, rigging, and boat repair. In parallel, it conducted workshops at sea, where visitors enjoyed educational tours aboard a sailing boat as they learned navigation techniques. Supervised by qualified monitors and aboard boats that are checked and secure, an increasing number of participants enjoyed the experience: 23,000 people during last summer season. The Ministry of Youth and Sports is a partner in this initiative.





### National Moroccan Scouting Federation:

The Clean Beaches program in its fifteenth year continues to receive the support of young teenagers who educate tourists, young and old, about clean beaches and the environment.

This year the National Moroccan Scouting Federation, in partnership with seven public and private organizations; RAM, ONEE, BCP, ONCF, Marsa Morocco, Maroc Telecom and Holmarcom, mobilized 700 scouts in August for 12 periods of 13 days on 8 of the Kingdom's beaches: Agadir, Haouzia, Casablanca extension, Mehdia, Asilah, Ksar Majaz, Tangier Municipal, and Saidia Municipal. Teams comprised of 45 young people aged from 14 to 17 years old, supervised by 5 managers and 3 assistant managers held workshops on the environment for the children of summer residents or at summer camps, with games, contests, and workshops on cleaning and artistic expression. They organized marches, various entertainment, a marathon in the sand, and conducted surveys on perceptions by summer vacationers of the Clean Beaches program.

### Community groups

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

1. Sidi Abed beach residents Association
2. Ekeanos Association
3. Surfrider Agadir Association
4. Al Chouala-Essaouira Association
5. Walk for the Environment and Development Association (AMED) in Sidi Rahal
6. AIPICA Sports for Everyone Association in Larache
7. Moroccan Red Croissant in Tangier
8. Friends of the Environment Association in Benslimane
9. Bahri Dima Clean Association in Mohammedia
10. Foum El Oued Rural Development Association in Laayoune
11. Baiti Hayati Association in Casablanca
12. ANELMA (Madagh Alumni Association for Culture and Development) in Berkane
13. Protectors of the Environment Association in Safi
14. Al Moustaqbal for the Environment and Social Development Association in El Houcima;
15. Social Work Development Solidarity Association in Arkamne
16. Al Azaim Al Jadida Association in Ras El Maa
17. Petits Débrouillards Association
18. AESVT of Mohammedia
19. Al Maghreb Al Akssa Association in Tangier
20. Eco-Mehdia Association
21. Humans and the Environment Association in Berkane



### 3 Coordination and monitoring

For improved beach management and in a spirit of cooperation, the Foundation continues its mission of coordinator through:

- Meetings held between November 2013 and May 2014 with local beach committees, project managers responsible for beach monitoring, and business partners with the aim of examining the status of field work and guiding it towards international standards;
- A work meeting held on May 29, 2014 for the project leaders from the Foundation's business partners. In preparation for the launch of the 2014 summer season, the meeting aim was to raise awareness about the resources to be deployed for improvement of the critical points that are necessary for compliance with the criteria required to acquire the Blue Flag including strengthening environmental outreach and education conducted on the beaches.

### 4 Beach monitoring and inspection

#### ★ Beach inspection by local associations

During the fifteenth edition of the Clean Beaches program, beach inspections gradually strengthened with the involvement of a sixth association, the Biati Hayati Association, who joined other local associations, namely SPANA, AESVT - Mohammedia, the Association Achouala for Education and Culture - Essaouira, the Association of Protectors of the Environment-Safi, and Eco Mehdia, who signed a partnership agreement to conduct monitoring and evaluation of 24 beaches of the 80 in the Clean Beaches program, with a frequency of one visit per month between June and September:

- SPANA, 6 beaches: Harhoura, Sable d'or, Temara casino, Sidi Abed, Skhirat and val d'Or.
- Eco Mehdia, 2 beaches: Moulay Bousselham and Mehdia
- AESVT- Mohammedia, 3 beaches: Manesman, Mohammedia and les Sablettes.
- Protectors of the Environment Association-Safi, 5 beaches: Safi city, Souiria lakdima, Lalla Fatna, Beddouza and Sidi Kram Eddif.
- Association Chouala, 5 beaches: Essaouira, Bhibah, Moulay Bouzerktoun, Sidi Kawki, and Tafdna.
- Biati Hayati Association, 3 beaches: Lalla Meryem, Ain Diab, and Ain Diab Extension.



## 5

## Findings and recommendations

## Findings:

## ★ Bathing water quality

- Efforts by business partners and local authorities in cleaning and building basic infrastructure (toilets and showers), combined with sanitation improvements by the public sector have helped to improve the bathing water quality at the Kingdom's beaches: 97.3 % of the monitored stations are in compliance for the 2013-2014 swimming season;
- The display of bathing water quality results is not yet widespread (25% of the beaches do not display the results). According to the department in charge of monitoring the water quality, this failure was due to the difficulty encountered by agents at the public research and testing laboratory (LPEE) in the transmission of information during the month of Ramadan.

## ★ Planning and management

In general, the beaches made great progress in terms of development and management:

- Increased enhancement of beaches with removable equipment that integrate with the environment (Lekhira,

## ★ Unannounced beach visits by the national Clean Beaches committee

- The 80 beaches in the Clean Beaches program were subject to unannounced visits between June and August 2014 by members of national Clean Beaches committee. The attached datasheets have been developed to identify each of the 80 beaches covered in the Clean Beaches program, highlighting the efforts and weaknesses in terms of equipment, hygiene and sanitation. Information is also included on health coverage and safety (emergency equipment for civil protection, health centers, etc.), as well as awareness efforts and leadership, and the collaboration mechanisms between authorities, elected officials and sponsors.





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Oum Labouir, Moussafir, Mehdia, Achakar, Sol, Ba Kassem, Kasar Al Majaz, Mirleft, Aglou, Amsa, Rmilat, and Sabadella Moulay Bouselham);

- The development of the coastal road near new beaches such as Mehdia, Oued Laou, Ksar Al Majaz, and Cape Beddouza, which is part of a global vision of repositioning the coast and gives new life to coastal tourism in the region.

However,

- Beach cleanliness varies from one site to another, despite the great efforts in cleaning made by business partners who contracted specialized companies, as well as efforts by the municipalities that have integrated beach cleaning in the terms of reference requirements for beach concessionaires (e.g. Ain Diab and El Jadida). These efforts are often diminished by beachgoer behavior (especially with the high number of beach visitors in August);
- Establishment of better structured concessions for rental of beach parasols, tables and chairs on the Agadir and Martil beaches;
- Most beaches do not have designated parking spaces for people with special needs;
- Management problem of the toilets and parking areas by unqualified personnel hired by the municipality without a document that establishes the obligations of the Manager;
- Persistence of anarchy in the leasing of parasols on the

beaches, which takes up a large part of the beach and creates discomfort for beachgoers;

- Increased use by beachgoers of tents and parasols covered with sheets, which alters the landscape and gives the appearance of campsites on some beaches;
- Increased presence of beach vendors;
- Beachgoer failure to comply with zoning and sports activities;
- Presence of animals on the beach and circulation of quads on some beaches despite formal prohibition by the local authority;
- Problem with concessions on some beaches: cafes and restaurants do not meet any set of specifications and occupy a large part of the beach;
- Delay in receipt of certain facilities, which remain closed;
- Lack of water connection for some bathroom facilities, which remain closed.

### ★ Safety and health coverage for summer visitors:

- Great efforts have been made by the local authorities for the sound management of water activities on the beaches (e.g. ban on several beaches: Mehdia, Bouznika, designation of dedicated beaches in the north);
- Observable lifeguard professionalization and improved rescue equipment;
- Over 50% of beaches (43 beaches) have a first aid center



that is equipped and operational. A total of 7 centers remained closed due to lack of medical personnel;

- Failure by those engaging in water sports to respect the designated 300 meter boundary;

## Recommendations:

### ★ Bathing Water Quality

- **Information for summer visitors on the quality of bathing water:**

For information on bathing water quality to be accessible to a wider audience, and at swimming places, the national committee decided that the:

- Public research and testing laboratory (LPEE) will be commissioned by the Ministry in charge of the Environment and the Directorate of Ports and Public Maritime Domain to file the bathing water quality results for display at the Wilayas and Prefectures;
- Bathing water quality results will be updated online every 15 days by the Directorate of Ports and Public Maritime Domain on the Ministry of Equipment and Transportation website;
- Bathing water quality results will also be posted on the Foundation website.

### ★ Planning and Management

- Further strengthen outreach among summer visitors to encourage social awareness about the challenge of clean beaches;
- Apply the memorandum on the temporary occupation of the coastal area;
- Provide cleaning for both isolated and popular beaches;
- Avoid disparities in cleaning, equipment and management between the labeled section and the rest of the beach;
- Have municipalities review the possibility to schedule beach cleaning throughout the year;
- Have municipalities develop specifications concerning the concessions in coastline area, in accordance with the quality, cleanliness and hygiene standards and integrate the Blue Flag label standards;
- Apply municipal by-laws related to non-compliance with zoning, and water sports activities by beach visitors;
- Review the integration of certain non-sponsored beaches into the Clean Beaches program;





### ★ Security of summer visitors:

- Maintain and strengthen cooperation between ANAPEC and the Department of Civil Protection in training seasonal lifeguards;
- Strengthen monitoring and surveillance related to boating activity, and ensure compliance with the signage;
- Prohibit jet ski leasing and practice on public beaches, and relocate this activity to beaches that are dedicated and equipped for this activity;
- Consider reducing the 300 m boundary indicated by the signage;
- Post the municipal and gubernatorial bylaws on the beaches.

### ★ Environmental Awareness and Education:

- Further strengthen awareness efforts towards summer visitors to awaken the social conscience about the importance of clean beaches;
- Develop awareness messages by appealing to emotion in order to attract attention and encourage more responsibility by everyone to respect the beach and its surroundings;
- Support the installation of signage equipment on beaches with awareness signs for summer visitors and users of water equipment;





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