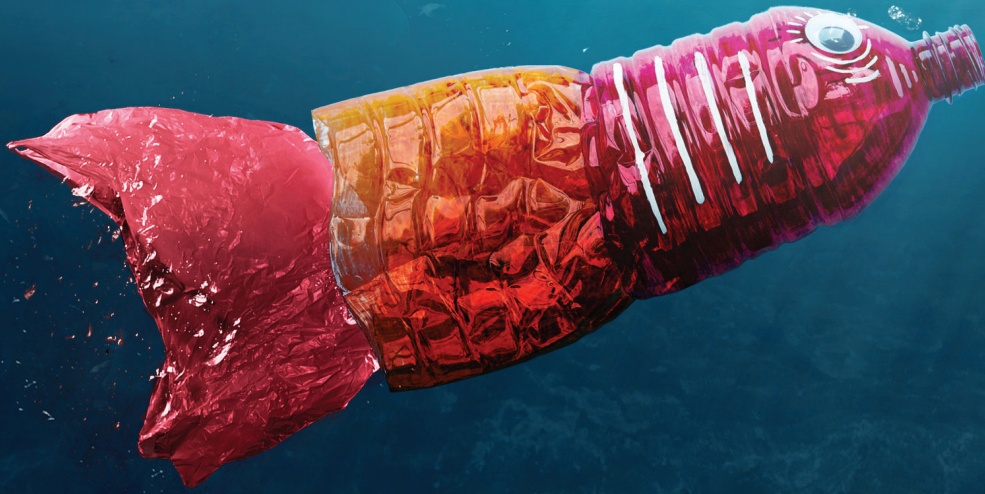




مؤسسة محمد السادس لحماية البيئة  
FONDATION MOHAMMED VI  
POUR LA PROTECTION DE L'ENVIRONNEMENT  
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# CELAN BEACHES REPORT 2019



#b7arblaplastic

All for the environment

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## CLEAN BEACHES 2019

### Under the theme: fighting plastic pollution

### #BHARBLAPLASTIC

## PART ONE: THE CONTEXT OF THE 20TH “CLEAN BEACHES” CAMPAIGN

For its 20th edition, “Clean Beaches” program has widened its scope by integrating, through a campaign to fight against plastic pollution on beaches, the protection of oceans whose role is of paramount importance in facing global warming. The Foundation’s program is thus in line with the overall efforts to protect the coastline.

### THE INTERNATIONAL AND NATIONAL CONTEXT: OCEANS, A GLOBAL CONCERN

The role of the oceans in global climate regulation is vital. Today, we know pretty well that they constitute an even bigger carbon store than forests. In this regard, protecting the oceans has become an urgent matter.

If oceans were already part of the global agenda for climate action at COP21 (Paris) and COP22 (Marrakesh), the United Nations has deemed it urgent to take concrete action. As a result, the UN launched the Decade of Ocean Sciences for Sustainable Development (2021-2030).

This initiative is meant to coordinate the efforts of the scientific community, governments, civil society and United Nations organizations to «conserve and exploit oceans, seas and marine resources for sustainable development». This is at the heart of the Sustainable Development Goal 14, already formulated at COP 21.

With its two maritime facades and 3,500 km of coastline, Morocco could not but express its commitment to oceans. The country immediately joined these global efforts to protect oceans, especially against pollution whose impact worries scientists, government and civil society.

In this respect, Morocco has implemented several national plans and programs to reduce marine waste, mitigate its impact and prevent its proliferation (**PNA**, **PNDM**, National Beach Water Quality Monitoring Program, etc.) as well as international programs (Med Pol, project SWIM-H220, etc.).

### THE FOUNDATION, A PIONEER FOR THE COASTALINE

The Foundation has always aligned with these global and national concerns. Having been involved in the cleanliness of beaches for twenty years, through its Clean Beaches Program, The Foundation has broadened the spectrum of its action to make it a more comprehensive program of coastal protection of the targeted beaches.

Besides this emblematic program, the Mohammed VI Foundation for the Protection of the Environment was a precursor for the protection of the coastline, and initiated a variety of programs: Blue Flag, **Lalla Hasnaa Sustainable Coast Awards**, the organization of an International Conference on Sustainable Coast Management in 2010 in Tangier, Annual National Coastal Days, clearance of Nador lagoon and protection of Oued Dahab lagoon, and other actions in protected areas.

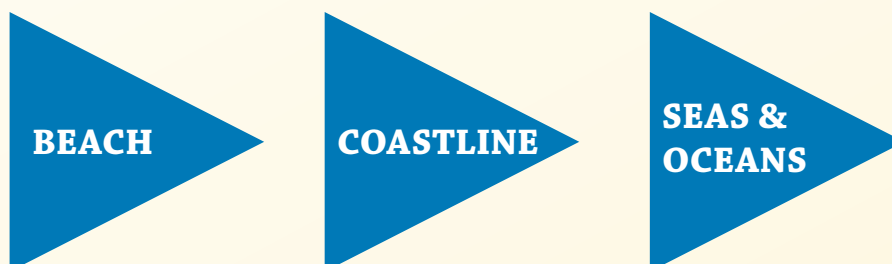
These achievements give the Foundation and its President HRH Princess Lalla Hasnaa, strong recognition and legitimacy. Also, in 2007, **HRH Princess Lalla Hasnaa** was appointed by the United Nations Environment Programme (UNEP) Ambassador of the Coast. Moreover, COP 22 entrusted HRH with the Presidency of the International Ocean Day.

This recognition was a driving force indeed. Thanks to the militancy of its President, the Foundation participates in this global action to protect the oceans that play a key role in climate issues. This mobilization, which focused initially on beaches, has included oceans too. The Foundation has then conceived of a new vision

## CLEAN BEACHES REPORT 2019

through:

- **A «Seas and Oceans» strategy** to combat ocean pollution (waste, emissions);
- **A continuous awareness raising action to contribute to the emergence of accountable and committed citizens** for the future of oceans.



## CLEAN BEACHES, 20 YEARS OF EVOLUTION

The Clean Beaches program is a consistent global action based on the mobilization of more than 200 partners (economic operators, NGOs, local authorities, citizens ...) The efforts these actors federate under the coordination of the Foundation have made considerable progress on more than 100 beaches in Morocco. These efforts contribute a great deal to the emergence of an ecological awareness among administrations, local communities, partners, civil society and, above all, holidaymakers.

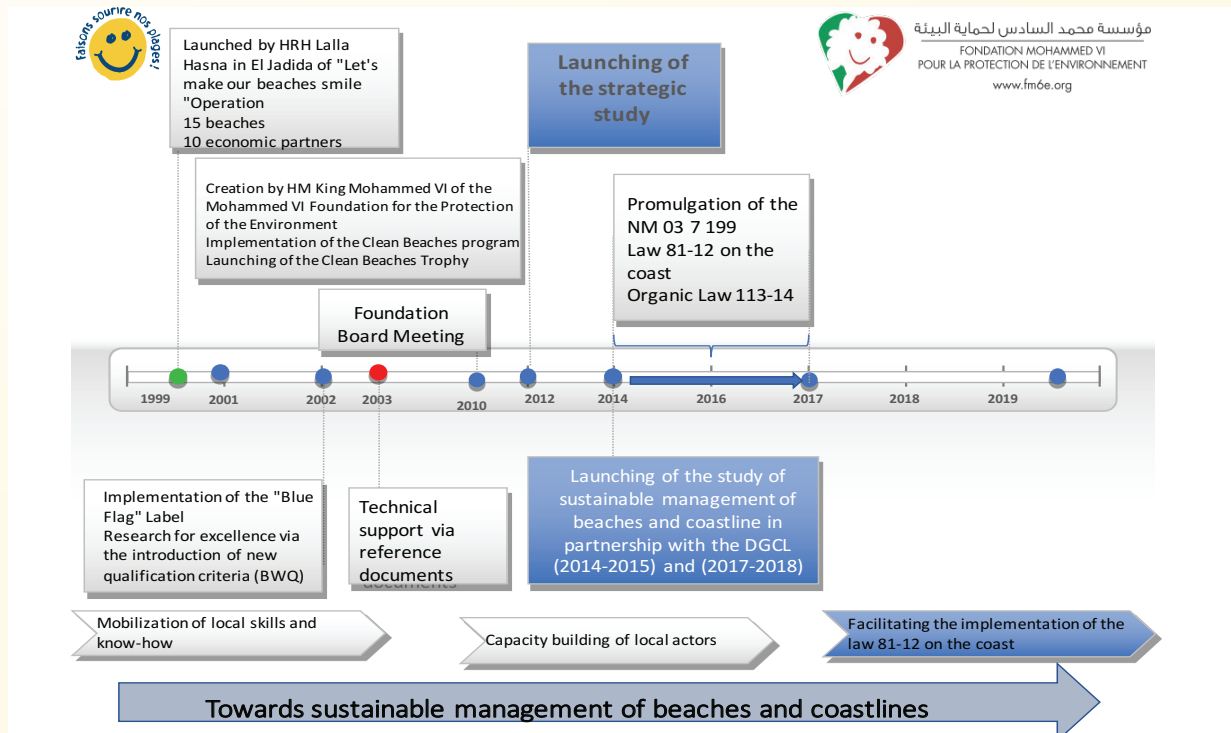
Holidaymakers are more and more numerous. Each and every year, during the three months of the summer holidays, beaches welcome more than 100 million visits. Consequently, the impact on the ecosystem is a real issue.

It is important to urge responsible behaviour to keep these common spaces clean and avoid environmental degradation. In fact, it is the Foundation's determination to focus on the fight against marine pollution and waste on beaches.

When it comes to reducing this pollution, what is at stake is citizen commitment, technology being powerless in facing the vastness of the sea. In 2019, the Foundation reinforced citizen mobilization for its leading program «Clean Beaches» and, thus, marine pollution has become its main area of action.

The Foundation has also given more impetus to its activities by providing an atmosphere of collective and coordinated action. The plastic waste awareness campaign «# b7arblaplastic», which the Foundation and its partners have launched in the summer of 2019, is in harmony with this mobilizing and avant-garde vision.

## CLEAN BEACHES REPORT 2019



## PART TWO: # B7ARBLAPLASTIC” PROGRAM

**For this 20th season, the «Clean Beaches» program aims at raising Moroccans’ awareness to plastic pollution and to reducing its use.**

Every summer, the kingdom’s beaches welcome more than 100 million visits. These beaches have become a favourite holiday destination. As a matter of fact, keeping this shared space clean during the summer season has been the challenge taken, over 20 years, by the Clean Beaches program initiated by the Mohammed VI Foundation for the Protection of the Environment.

### A STRONG AND INNOVATIVE VISION

The 2019 season of the Clean Beaches program took place under the theme of: Fight against plastic pollution in seas and oceans: # b7arblaplastic.

To guarantee the success of this operation, the Foundation, along with its partners, have provided the necessary means for such an ambitious action:

- **A well founded campaign:** Thanks to its scientific, social and economic dimensions, the fruitful theme «oceans and plastic” required a real homogenization of the contents to clearly define the type of actions to undertake as well as the tools to share (Answers to potential questions, key figures, graphic design, charts, etc.). This coordination facilitated the work of the partners and ensured an optimal understanding of the messages by all target audiences.
- **A harmonious campaign:** the multiplicity of audiences, the diversity of the communication channels and of operators and partners required a common agreement on the objectives to give more coherence and visibility to the collective action and to reduce the risk of dispersion.
- **A better coordinated campaign:** conducting a large-scale national campaign required collective efforts in terms of governance, planning, steering and reporting of key indicators. It required feedback and sharing of experiences. Coordination was also based on the need for pertinent arbitration to allocate optimal campaign resources.

### CONCRETE AND AMBITIOUS OBJECTIVES

#### THREE OBSERVATIONS and THREE INDICATORS

The operation «bharblaplastic» is based on three major observations:

- Plastic is a form of pollution to be reduced;
- Digital platforms are a key vector of awareness;
- Young people are the primary target audience.

These observations have been translated into concrete challenges and indicators for all stakeholders:

- 10,000 actions with youth;
- 10 tons less of plastic per beach;
- 1 million young people to mobilize during the summer period.

#### THREE KEY EVENTS

Three key events were planned for the summer 2019. For each event, it was important to organize an action shared by all the partners on the targeted beaches, reinforcing the visibility of the operation:

1. The first key event «Together for 10 tons less of plastic waste per beach» took place during the summer, by organizing clean up actions or actions mobilizing holidaymakers, especially children. These activities have saved the production of ten tons of waste.
2. The second key event was that each partner conducts environmental awareness and education actions and activities to reduce the production of plastic waste, such as spending a day on the beach without a plastic bag.
3. The third and final key event was to participate in the World Clean Up Day. This United Nations World

## CLEAN BEACHES REPORT 2019

Cleanup Day brought together 18 million people in 157 countries and territories for the largest waste collection day in the history of mankind.

Each partner participated in the smooth organization of each event by sharing contents on social networks, using the hashtag # b7arblaplastic.

### A COORDINATION WORKSHOP BEFORE THE LAUNCHING OF THE CAMPAIGN

On May 20, 2019, the Foundation organized a coordination meeting a few weeks before the launching of the 2019 Clean Beaches campaign, in order to:

- Update on the upcoming operation;
- Present recent actions undertaken by the Foundation.
- Agree on a coordinated approach.
- Choose the theme of the operation, to allow optimal coordination. The operation was named: # b7arblaplastic.
- Devise a long term objective.

### LAUNCHING THE OPERATION # B7ARBLAPLASTIC:



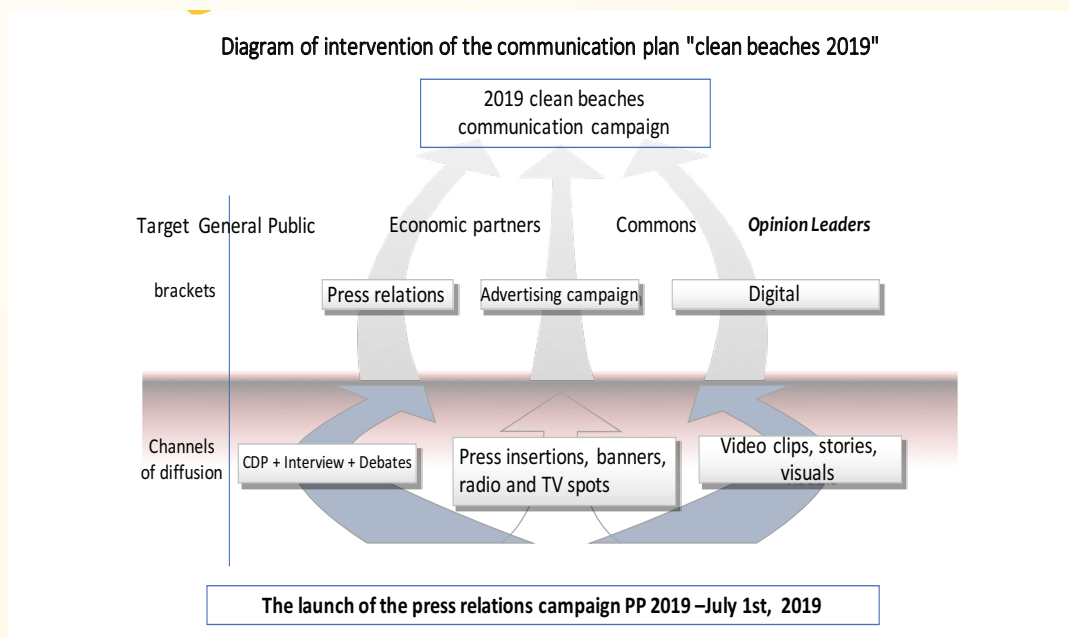
Operation # b7arblaplastic was launched on June 10 on all the beaches targeted by the Clean Beaches program.

**A pertinent communication plan** accompanied this project and continued throughout the campaign.

- Four visuals (in Arabic and French) were designed for the beaches and published at the initiative of the economic partners during the summer of 2019.
- A TV commercial (spot) has been broadcast on national channels.
- Awareness messages have been broadcast on the radio. To reach public opinion, dialectal Arabic has been used.
- Communication materials adapted to digital platforms have been developed.
- Economic partners and influencers have been mobilized to publish these materials on their social media pages.



## CLEAN BEACHES REPORT 2019



## MONITORING THE OPERATION

The monitoring was carried out at two levels:

- Operational monitoring: the implementation of actions as well as the deployment of posters by the partners was regularly monitored. A daily contact was established with each partner to evaluate each event.
- Digital monitoring: a digital watch of the posters' deployment, as well as activities (photos and videos) on social media by the participants and communities was carried out all summer. A reminder was issued every two weeks to encourage partners to be more active on digital channels and to share the content of their activities with the hashtag # b7arblaplastic.

The Eco-Schools, Young Reporters for the Environment and Green Key communities, permanent programs of the Foundation, have joined the action on social networks.

## OPERATION # B7ARBLAPLASTIC IN FIGURES

### ACTION ON THE GROUND:

#### DIGITAL:

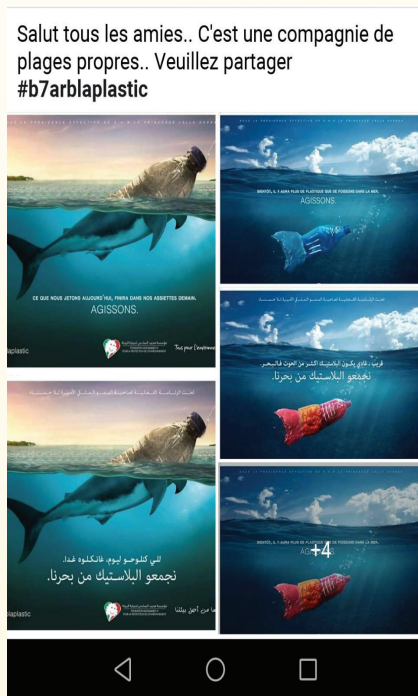
A key hashtag # b7arblaplastic accompanied the operation. More than 400 publications on social media reached approximately 600,000 people.

The impact of this operation has been amplified through the Foundation's various programs, which have successfully launched a call for action in this campaign, including:

- Young Reporters for the Environment (YRE): 30 videos were made by the YRE on the ground.
- Eco-Schools: 8 coordinators, 5 jury members, 5 provincial coordinators and 4 schools shared posters on their social media.
- Green Key: 5 hotels displayed the posters on their sites and on their digital platforms. Several awareness-raising actions were carried out for staff and clients.



## CLEAN BEACHES REPORT 2019



### OPERATIONAL

97% of the partners initiated actions on the ground to answer the three main challenges and indicators. They displayed the posters on their beaches

Thus, the results of the three challenges were as follows:

- 486.4 tons of plastics reduced on 70 beaches, i.e. 8 tons of plastics were avoided per beach;
- 49,531 actions were carried out jointly for the benefit of holidaymakers; awareness-raising actions on plastic pollution, cleaning actions and fun activities (workshops,
- 1,400,000 people were mobilized, namely the youth.



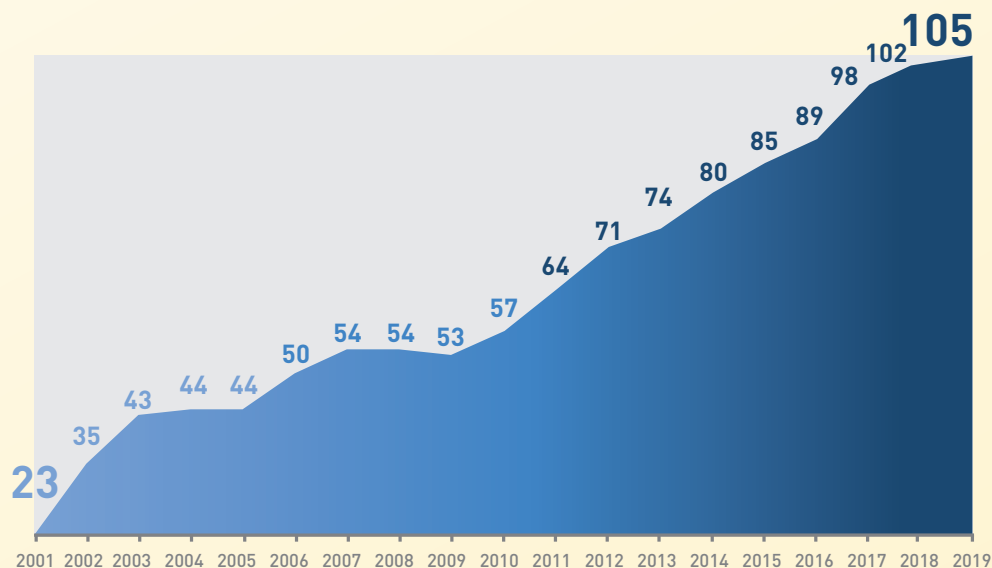
## PART THREE: 2019 CLEAN BEACH IN FIGURES

### A. 100 BEACHES CAP PASSED!

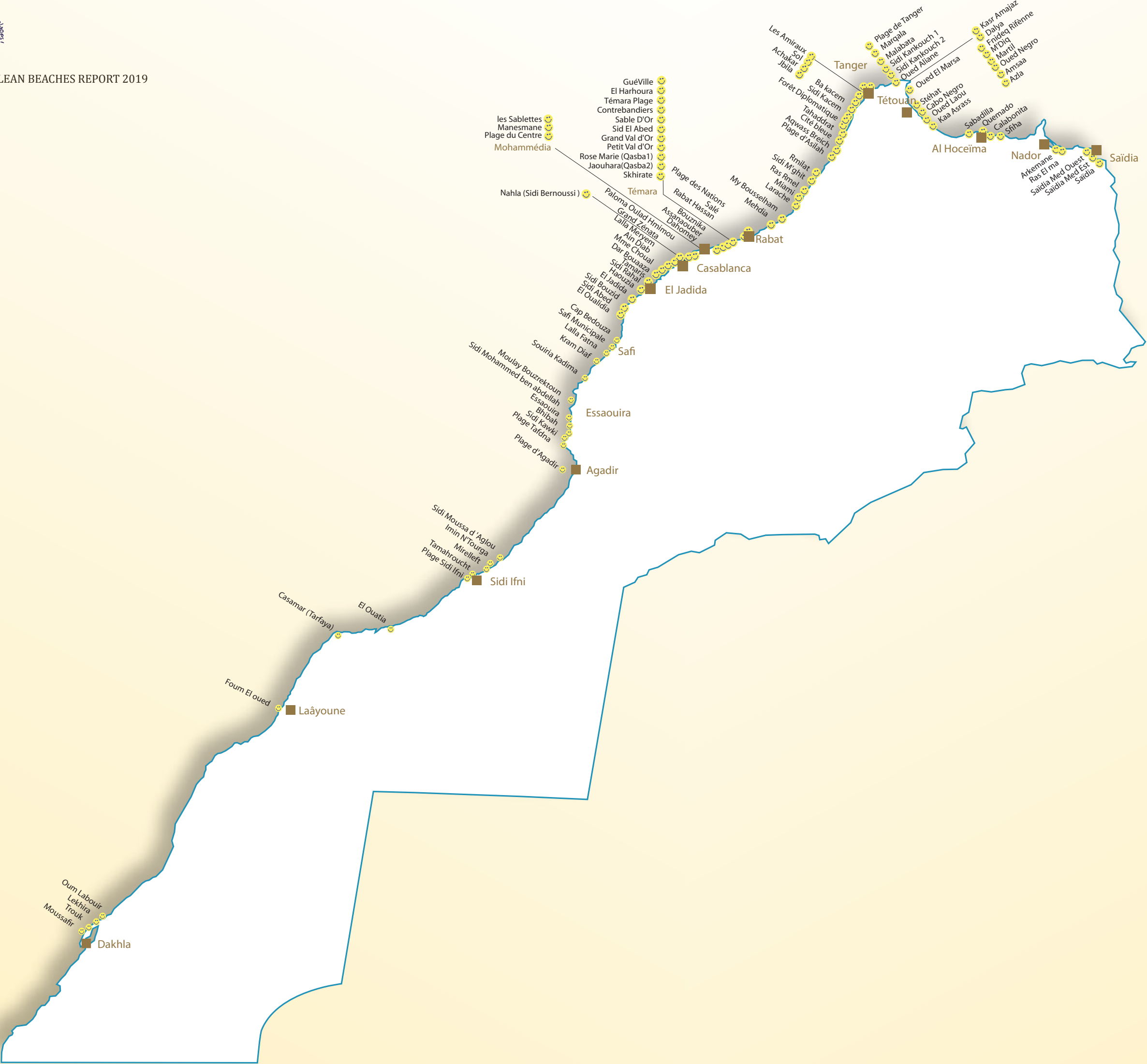
Progress has been ongoing and permanent. After 20 years, the Clean Beaches program passes the 100 beaches cap. 27 public and private companies have supported 63 municipalities. The number of beaches in the program has increased rapidly, from 12 in 1999 to 104 beaches in 2019, from North to South, from Saïdia to Dakhla, with a number of visits exceeding 100 millions.

Number of beaches	104/169
Targeted municipalities	63
Targeted wilayas & prefectures	21
Economic partners	27
Beaches supported by economic partners	70
Beaches supported by DGCL	32
Labeled beaches	21
Number of involved NGOs	250
Estimated number of visits/summer (2014 data)	100 millions

In 2019, two new sites joined the program as part of its development: Talayoussef (Al Houceima Province), Sidi Taybi (Sidi Ifni Province) and Al Minaa Beach, sponsored by Amendis Tetouan.



*Evolution of the number of beaches on «Clean beaches» program*



## CLEAN BEACHES REPORT 2019

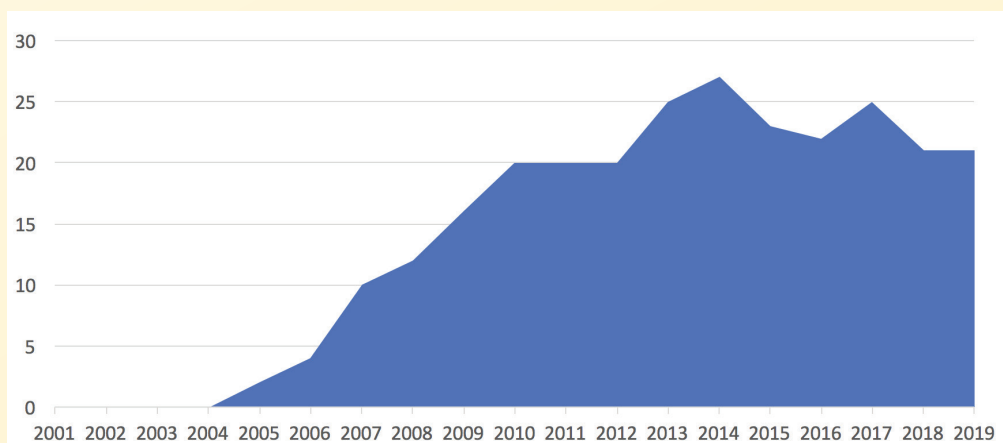
### B. BLUE FLAG

In the summer of 2019, 21 Blue FLAGS were displayed on 21 beaches of the Kingdom.

Out of 42 candidate beaches, the Foundation has awarded the International Blue Flag Label to 21 for the summer of 2018. Holidaymakers are increasingly enjoying this label, which guarantees a better environment.

The Saïdia marina has also displayed the Blue Flag. This is the second time this port has won the label, after major efforts made for its development.

### 21 beaches and a marina have been labeled Blue Flag for summer 2019



Evolution of the number of blue Flag beaches



### C. LALLA HASNAA SUSTAINABLE COAST AWARDS

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In 2018, the Foundation launched the third edition of the «Lalla Hasnaa Sustainable Coast Awards». These awards are meant to recognize, promote and reward the best initiatives for the preservation, protection and enhancement of coasts.

They address initiatives to protect the Moroccan coast led by a wide variety of stakeholders. They reward five categories:

- «Clean Beaches» Program award;
- «Sharing and lifestyle» award;
- «Protection and enhancement of the natural legacy» award;
- «Education and Youth» award;
- «Social and environmental responsibility of organizations» award

### D. THE SUSTAINABLE COAST EVENTS

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Local authorities play a decisive role in the management and development of the Moroccan coast. For so doing, they need human resources during the summer season. The Foundation, in collaboration with the Directorate General of Local Authorities of the Ministry of Interior, has therefore launched the first edition of the **«sustainable coast meeting»**.

This meeting aims to inform and train. The capacity building of local authority staff enables them to better take into account the coastal issues and to carry out innovative projects and actions in a professional manner.

It has also allowed the emergence of projects and initiatives in favour of the coastline likely to compete in the «Lalla Hasnaa Sustainable Coast Awards».

55 managers and executives responsible for beach and coastal management in local communities benefited from this initiative. The interactive workshops of this meeting contributed a great deal to raise the awareness of participants to the challenges of the sustainable development of the littoral, to present innovative initiatives and to learn through concrete cases how to implement actions in favour of sustainable coasts.

This meeting also allowed for more than 12 workshops for universities and civil society, helping the participants to become aware of the challenges of sustainable development of coasts and to stimulate the launching of projects for the Lalla Hasnaa Sustainable Coast Awards.

## CLEAN BEACHES REPORT 2019

### E. PERMANENT MEANS FOR CLEAN BEACHES

#### HANDBOOK FOR SUSTAINABLE MANAGEMENT OF BEACHES

Two years of efforts were needed to produce a particularly comprehensive Handbook for sustainable management of beaches. It was presented to the elected officials and agents of municipalities, wilayas and prefectures in 2017, and was widely used in 2019. The stakeholders now have a complete guide to help them, on a daily basis, in the preparation and management of the summer season.

With more than 700 pages, the handbook addresses all the problems that municipalities may encounter, from planning, dashboards, sanitation, cleaning, signage, to the method of counting summer visitors!

The manual breaks down the development and beach management during the summer period into four parts:

1. Planning and preparation of the summer season;
2. Supervision of the behaviour of all beach users;
3. Writing requirements for supplies, services and works related to beach management;
4. Monitoring and assessment of the summer season.

It also includes a chapter on institutional and legal frameworks for beaches, with a guide of actions to cope with dangerous or harmful behaviours.

In partnership with DGCL, the Foundation has, since its creation, trained 125 technical managers of wilayas, prefectures and coastal municipalities to use this handbook.

#### CAPITALIZING ON BEST PRACTICES

The 3rd edition of the collection of good practices in awareness and education for sustainable development was developed by the Foundation and presented in 2019. The purpose of this collection is to offer a synthesis of the «best practices» of education for sustainable development.

This tool is intended for Moroccan institutional and local stakeholders (municipalities, NGOs, economic partners) wishing to improve education and awareness actions around the environmental protection of beaches and coastline. It proposes a transfer of national and international knowledge, systematically adapted to the local context, and suggests ideas for education, communication and environmental awareness activities.

It includes more than 60 activities conducted on beaches and coasts in Morocco and abroad. 45% of these activities are in harmony with best local practices.



## GOVERNANCE INSTRUMENTS AND ORGANIZATIONAL FRAMEWORK

### REVISION OF THE JOINT CIRCULAR OF THE MINISTRY OF INTERIOR and MINISTRY OF EQUIPMENT RELATING TO THE MANAGEMENT OF SWIMMING BEACHES:

The 2018 revision by the General Directorate of Local Government, in collaboration with the Ministry of Equipment, Transport and Logistics, of Circular No. 84 of June 8, 1998, signed by the State Minister of Interior and the Ministry of Equipment, and whose main goal was to make the municipalities the main stakeholder of beach management, this revision became really effective in 2019.

The following documents were developed in 2018 and renewed in 2019:

- A circular, which stipulates the responsibility of Walis and Governors of Prefectures and Provinces in granting temporary and controlled permits;
- An agreement between the Ministry of Equipment, Transport, Logistics and Water and the municipalities to make the latter responsible for swimming beaches;
- as part of a temporary occupation of the public maritime domain;
- A contract for beach management which delimits the technical provisions relating to the layout, equipment and management of beaches regardless of their management mode (direct management by the municipalities or subcontracting to a specialized operator);
- A subcontracting agreement for beach management when there is a specialized professional.

### REVISION OF THE «CLEAN BEACHES» PARTNERSHIP AGREEMENT

Taking into account past experiences, the «Clean Beaches» partnership agreement has been revised by the Foundation and the Local Government Directorate. The new document in 2018 allows for:

- Clarifying and strengthening the role of municipalities in the management and monitoring of beaches in accordance with their prerogatives;
- Further clarifying the role of the economic partner;
- Strengthening the monitoring by local authorities of the execution of the actions planned as part of the Clean Beaches operation;
- Further involving local committees in the monitoring and controlling of «Blue Flag» beaches;
- Establishing a unit, emanating from the local committee, responsible for ensuring compliance with the contract requirements for the Clean Beach operation, and the concrete execution of the planned actions;
- Setting up a monthly report on beaches to be communicated to the Foundation;
- Clarifying the obligations of DGCL, based on the results of the evaluation, to invite the local committee to take the necessary steps to correct and remedy any deficiencies.

### A MONITORING AND REPORTING SYSTEM FOR USE BY INSTITUTIONAL STAKEHOLDERS:

A new monitoring and reporting system was introduced in 2019 according to the following schedule:

- At the end of the 1st quarter: finalization of action plans for the next summer campaign, depending on each department;
- Regular reinforcement of each department during the campaign period, based on field information;
- Monthly reporting every 30th of May to August;
- Final report on September 30th.

## F. EVALUATION OF THE 2019 CLEAN BEACHES CAMPAIGN

Thanks to the support of the different ministerial departments, which is becoming stronger and more institutionalized each year, the Foundation and its partners managed, in 2019, to carry out actions to monitor the quality of swimming waters, promote safety, sanitary coverage, development, management, awareness raising and environmental education.

## CLEAN BEACHES REPORT 2019

### A- QUALITY OF SWIMMING WATER

#### 1. MONITORING THE QUALITY OF SWIMMING WATER (QEB)

- The monitoring of swimming water quality covered 170 beaches according to the Moroccan standard NM 03 7 200 and 03 7 199, i.e. five more beaches compared to 2018;
- In 2019, 438 stations (98.43%) were declared to be compliant to the microbiological standards set by the above requirements: NM.03.7.200;
- The swimming waters of seven stations (1.57%) do not comply with these requirements: Jbila III (Tangier-Assilah Prefecture), Ain Atiq (Skhirate-Temara Prefecture) and Oued Merzeg (Province of Nouacer).

#### 2. MONITORING THE SAND QUALITY

Sand mycological analysis campaigns have been carried out on 53 beaches (Table 2), i.e. eight more beaches than in 2018. This action will gradually be generalized to all beaches.

PROVINCE OR WILAYA	BEACH
Province of Berkane	Saïdia, Saidia Med
Province of Nador	Kariat Arekmane, Ras El Ma, Miami Nador
Province of Driouch	Sidi Amer O Moussa, Sidi Driss, Souani Driouch
Province of Al Hoeima	Isli, Cala Bonita, Boussakour
Province of Chefchaouen	Stehat, Kaa Asress
Wilaya of Tétouan	Oued Laou
Prefecture of M'diq	M'Diq, Martil, Rifienne, Cabo Negro
Prefecture of Fahs Anjra	Dalya, Oued Aliane, Oued Lmarsa
Prefecture of Tangier-Assilah	Tanger municipale, Forêt Diplomatique, Brieche
Province of Kenitra	My Bousseham, Mehdi
Prefecture of Rabat	Rabat
Prefecture of Salé	Salé
Province of Benslimane	Sablette
Prefecture of Skhirate-Temara	Sable d'Or
Prefecture of Mohammedia	Mohammedia centre, Ouled Hmimoun
Wilaya of Greater Casablanca	Ain Diab
Prefecture of Bernnoussi	Nahla
Province of Nouaceur	Oued merzeg
Province of Berrechid	Sidi Rahal
Province of El Jadida	Haouzia, El Jadida, Sidi Bouzid, Sidi abed
Province of Sidi Bennour	Oualidia
Province of Safi	Safi, Souiria lakdima
Province d'Essaouira	Essaouira
Wilaya of Agadir	Agadir, Taghazout, Aghroud I
Province of Sidi Ifni	Sidi Ifni, Imin tourga
Province of Tan Tan	El Ouatia
Province of Laâyoune	Foum El Oued
Province of Boujdour	Boujdour
Province of Oued Eddahab	Camping Moussafir
<b>Total</b>	<b>53</b>

*list of beaches targeted by sand quality monitoring in 2019*



## CLEAN BEACHES REPORT 2019

### 3. SWIMMING WATER CATEGORIES

116 swimming categories have been designed up to 2018, and 7 have been updated: Skhirat, Bouznika, Martil, Lalla Meryem, Municipal Assilah, Ksar Sghir and Agadir

In 2019, the profiling of M'diq, Mehdiya, Nahla, Ain Diab and Oued Merzeg will be updated and twelve new profiles will be developed for the beaches of Oued Elmarsa, Quemado, Restinga, Kaa Asrass, Taghazoute, Immou-souane, Tamahrochet, Boujdour, Likhira, Sidi Driss, Bhibah and Amsa.

All in all, by the end of 2019, 128 swimming areas will be identified.

### 4. OVERVIEW OF THE QUALITY OF SWIMMING WATERS

In the summer of 2019, the Secretary of State for Sustainable Development launched a mobile application called "Plages" to raise awareness. Available on Android and iOS, this application has been created to communicate some essential information about beaches, including the quality of swimming water.

To help the beaches reach the objective of displaying the results of swimming water quality every two weeks, the Secretariat of State for Sustainable Development has devoted a website to this end (<https://labo.environnement.gov.ma>). On this link, beach managers can download bulletins of test results.

## B- SAFETY

### 1. SAFETY OF SWIMMERS

In 2019, the Foundation and its partners undertook numerous actions to increase the safety of swimmers and organize water activities on the beaches.

#### 1-1. STRENGTHENING THE SAFETY OF SWIMMERS:

##### a) Human Resources and Equipment:

In 2019, 3315 seasonal **rescue swimmers** were recruited by the Directorate General of Civil Protection and supervised by 212 professional lifeguards.

Designations	Number
Professional life-guards of civil protection in beaches	212
Seasonal rescue swimmers in beaches	3315
Lifelines	1821
Life jackets	546
Palms	1440
Boards	169
Megaphones	22
Towers	314
Binoculars	75
Parasols	47
Jet-ski	57
Zodiac	65
Quad	6

*Human resources and rescue equipment Provided by the Civil Protection in 2019*

## CLEAN BEACHES REPORT 2019

### b) Professionalization of seasonal lifeguards:

During the 2019 summer, ANAPEC ensured, as part of its partnership with the Foundation, the training of 3716 seasonal lifeguards and 165 professional trainers of the General Directorate of Civil Protection (DGPC) in nine regions of the Kingdom. This training involved in particular the following skills:

- Group dynamic;
- Respect of the hierarchy;
- Professional acts and golden rules of the mission of seasonal lifeguards;
- Stress management.

### 1-2- PROMOTING BEACH SAFETY:

- Beach marking:

Fifteen additional beaches were marked in 2019, for a total of 110 marked beaches. The Ports and Maritime Public Domain Department accompanied the marking system by setting up awareness panels.

Region	DPETLE	Beaches to mark	Nb of beaches
Tangier Tétouan Al Hoceima	Tangier	Tangier municipality - Malabata - Achekar - Amiraux - sidi kankouch - Ksar majaz - oued aliane - dalia- Oued Elmarsa	9
		Asilah	1
	Tétouan	Riffyien - Cabo Negro 1 - Cabo Negro 2 - Mdiq - S. marina smir - Restinga sud - Trespiedras- Benyounech- sidi Abdeslam, Azla - Kaa Amjri- Tamrabet - Aouchtan	14
		Martil - sania torress- oued laou,	3
	Larache	Ras Rmel - Miami 1 et 2	3
	AL Hoceima	cala bonita - Quemado - Sfiha -Souani - Tala youssef, Badis, Torres , Cala Iris , Isli, matdero, sabadia, izdi olmoud	12
Oriental	Chefchaouen	Stehat - targha - kaa sras - amtar- chemaala	5
	Berkane	Saadia - Saadia plateforme - marina	3
	Nador	Souani	1
		Miami, Kariat Arekmane, Ras el ma, Bni Chiker	4
Rabat Salé Kénitra	Rabat	Rabat	1
		Salé, Plage des nations	2
		skhirate - sidi abed - Temarra	3
	Kénitra	Mehdia- Moulay bousselham- Sidi TAIBI	3

## CLEAN BEACHES REPORT 2019

Region	DPETLE	Beaches to mark	Nb of beaches
Settat Casablanca	Casablanca	Tamaress 1 (Dar Bouazza)	1
	Mohammadia	Mohammedia - sablette	2
	Benslimane	Bouznika - David sanaoubar- Cherrat bouznika-Da-houmy	4
	El Jadida	Eljadida - haouzia - moulay abdellah - sidi abed - Mrizka - Sidi Belkhair - Lahrouira - Mazzagan	8
		Oualidia	1
	Settat	sidi rahal	1
Marrakech Safi	Essaouira	Essaouira - Sidi kaoki	2
	Safi	Safi - Souiria lkdima	2
Souss Massa	Agadir Ida-Out-anane	Agadir - Taghazout - Aghrod1 - Aghrod 2 - Abouda km 25 - Imi Ouaddar - Aourir -Imourane -Anza -	9
	Chtouka inzegane	Tifnit - Sidi ouassay -sidi Toual Sidi R'bat	4
	Tiznit	Aglou	1
Guelmim - Oued Noun	Sidi Ifni	Sidi ifni, Lagzira, Tamahrouchte, Sidi Ouafi - Imin Tourgha - Ftiyessa	3
laayoune sakia elhamra	Laâyoune	Foum el oued	1
Dakhla oued eddahab	Dakhla	Foum labouir	0

*Beaches equipped with marked equipment in 2019*

### C- SANITARY COVERAGE:

The sanitary coverage of the beaches is a long-term action of the Ministry of Health, partner of the «Clean Beaches» program led by the Mohammed VI Foundation for the Protection of the Environment. Every year, the local delegations of the Ministry carry out actions to improve sanitary and hygienic conditions on beaches.

To better manage the progress of this sanitary coverage, the Ministry of Health delegations are asked each year by ministerial circular, to:

- Ensure the management of medical branches on beaches, in collaboration with the civil protection services and the Moroccan Red Crescent. These medical branches are intended to provide first aid and take urgent cases to the nearest hospitals,
- Ensure the regular inspection of food service and outlets, in collaboration with the municipal health offices and ONSSA services;
- Ensure the sanitary control of drinking water at the water points set up on beaches;
- Organize awareness-raising sessions for the population on health education topics (respect for beach hygiene, protection against diseases, etc.);

The achievements of the Ministry of Health under the «2019 Clean Beaches» program were as follows:

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Year		2019 (bilan provisoire)*
Number of first aid branches managed by the Ministry of Health		72
Medical staff handling the sanitary coverage of beaches (doctors, nurses, technicians...)		
Number of first aid actions:	Consultations	384
	Soins	10 854
	Cas référés à l'hôpital	581
Number of samples for drinking water analyses		963
Control of sanitary equipment		752
Education & awarness-raising	Nombre séances	2 854
	Nombre de bénéficiaires	24 575

\* Temporary report summarizing 76% of reports received to date

### D- PLANNING AND MANAGEMENT

#### - BEACH USE AND MANAGEMENT PLANS (PUGP)

The Ports and Public Domain Department is strengthening year by year the implementation of beach use and management plans. At present, 70 beaches have their plans.

Entity in charge of the study	Number of beaches	targeted beaches	Year	Progress	Observations
DPDPM	6	Bouznika, Mohammedia, Ain Diab, Sidi Rahal, Dar Bouazza and Mehdi	2010/2012	Study completed	Approved by the local authority
DPETLE of Essaouira	3	Essaouira, Sidi Kaouk and My Bouzreqtoun	2010/2012	Study completed	Approved by the local authority
DPETLE of Tiznit	8	Sidi Ifni, Mirleft and Sidi Moussa Aglou	2010/2012	Study completed	Approved by the local authority
		5 beaches : Sidi Boulf-dail, Tamahrouch, Ftaissa, Sidi Lotfi and Lagzera	2015/2016	Study completed	
DPETLE of Berkane	1	Saidia	2011/2012	Study completed	Approved by the local authority
DPETLE de Larache	2	Miami and Ras Rmel	2010/2012	Study completed	Approved by the local authority
DPETLE of Tetouan	5	M'diq, Rifiene, Martil, Restingua and Sania Toress	2013/2014	Study completed	Approved by the local authority
DPETLE of Nador	1	Ras El Maa	2013/2014	Study completed	Approved by the local authority
	1	Souani	2017	Mission 2 pending approval	



## CLEAN BEACHES REPORT 2019

Entity in charge of the study	Number of beaches	Concerned beaches	Yea	In Progress	Observations
DRETLE of Dakhl	2	Moussafir and Likheira	2014	Study completed	Approved by the local authority
DPETLE of El Jadida	4	El Jadida, Sidi Bouzid, Houzia and Oualidia	2014	Study completed	Approved by the local authority
DPETLE of Al Hoceima	8	Quemado, Calabonita, Isli, Sfiha, Talayoussef, Sabadia, Izdi Oulmoud and Souani	2015	Study completed	Approved by the local authority
DRETLE of Laâyoune	1	Foum El Oued	2017	Study completed	
DRETLE Tangier	5	Sidi M'Ghit, R'Milat, Assilah, Breich and Achekar	2017	Pending approval of mission 1	
DRETLE Agadir	9	Agadir, Abouda km 25 and Aourir	2016	Mission 2 underway	
		Anza, Taghazout Aftas, Imi Ouadar (Km26), Aghroud1 Imessouane Nord and Imessouane Sud	2016	Mission 2 underway	
DPETLE Chefchaouen	2	Kaa Asras and Stehat	2017	Study completed	Approved by the local authority
DPETLE Rabat	5	Skhirat, Temarra,	2017	Mission 2 pending approval	
DPETLE Kenitra	2	Mehdia and My Bousleham	Program planned in 2017	AO under preparation	

### E – AWARENESS-RAISING AND EDUCATION ON ENVIRONMENT and SUSTAINABLE DEVELOPMENT

Awareness raising and education on environment and sustainable development are at the heart of the action of the Foundation and its partners. Relying on more than **250 local associations and the Moroccan National Scout Federation**, the Foundation and its partners have managed to raise the awareness of summer holiday-makers.

Economic partners and local associations have largely responded to the Foundation's call for the fight against marine pollution, and, in particular, plastic pollution, its battleground for 2019.

The Moroccan National Scout Federation, which accompanied the Foundation for the 17th consecutive year, developed its action in two phases: **July 13- 25 and July 26- August 7**.

**520 scouts and guides, 60 scout leaders**, sponsored by **six economic partners, on eight beaches**: Saidia Municipale (Holmarcom Group), Ain Diab Extension (Marsa Morocco), Asilah (ONCF), El Haouzia (BCP Foundation), Ksar Majaz (ONCF), Agadir (RAM), El Oualidia (National Office of Water and Electricity - Electricity Branch) and Aglou.

Scouts conducted outreach operations such as:

- The organization of events in Oualidia, Agadir and Aglou for the Throne Day;
- The organization of awareness-raising campaigns for summer holidaymakers on all the targeted beaches;
- The signing of commitments by approximately 12,240 summer holidaymakers to respect the cleanliness of beaches

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- The organization of awareness-raising and environmental education workshops and games for young summer holidaymakers;
- The organization of interactive and competitive awareness-raising activities in summer camps;
- The organization of wall drawing contests on the theme of beach cleanliness.

### F- COORDINATION AND FOLLOW-UP:

Between February and May, the Foundation organized coordination and consultation meetings with local beach committees and project managers. These meetings were meant to review and orient action plans to meet international standards.

On May 20, 2019, the Foundation also organized a coordination meeting for Operation # b7arblaplastic, a few weeks before the launching of the 2019 Clean Beaches campaign, with its economic partners.

### G- BEACH CONTROL AND EVALUATION SYSTEM

The beach evaluation procedure is carried out on the basis of the four sets of qualification criteria of the Blue Flag label:

1. Swimming water Quality;
2. Planning, Equipment and Management;
3. Security and Health Coverage;
4. Awareness and Environmental Education.

Following unannounced visits of the National Committee to the beaches included in the «2019 Clean Beaches» program, an evaluation was carried out. It highlighted the progress made and the gaps to be filled.

The technical forms assess the situation of each of the 104 beaches covered by the «clean beaches» program and highlight the efforts undertaken, the shortcomings noted in terms of equipment, management, hygiene and safety, as well as in the implementation of awareness-raising and environmental education and development actions. There is also information on backshore, rescue equipment, first aid, health centers, etc.

## G. CONCLUSIONS AND RECOMMENDATIONS:

The members of the «Clean Beaches» and «Blue Flag» national committee made unannounced visits to the beaches between July 15 and **September 15, 2019**.

The evaluation of this visit campaign yielded observations, analyzed and discussed during the work sessions. These observations are as follows:

### A- Swimming Water Quality:

The publishing of swimming water quality results is done and updated on **90% of beaches**;

The technical managers in charge of posting the Swimming Water Quality bulletins, identified at the level of wilayas, provinces or prefectures and municipalities, downloaded the bulletins between June and September. **Some 1,700 analytical bulletins were developed for field display.**

The number of downloads has been more homogeneous throughout the summer period.

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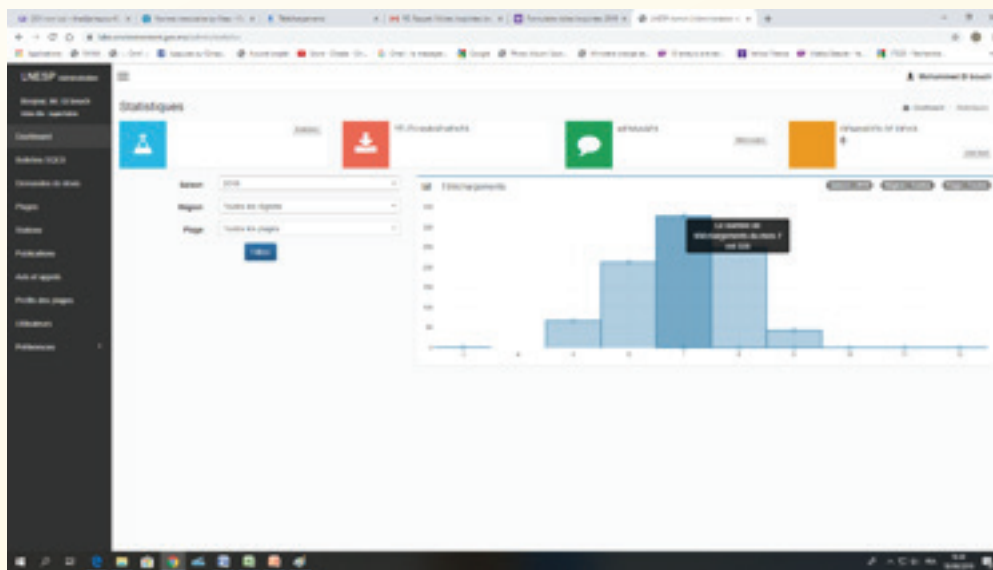


Fig: Downloads of swimming water quality analysis bulletins between June and September at the national level

### B- Development and Management:

The beaches experienced a qualitative leap in terms of development and management;

Several beaches (Mehdia, Foug El Oued, Merquala, Ba Kacem, Asilah, Dahlia, Essaouira, Sidi Abed, Ras Maa, Ksar AlMajaz) have devoted spaces for people with special needs. Support for people with reduced mobility on these beaches was provided by local associations to enable them to take full advantage of the services and leisure available.

The following observations have also been made:

- Significant improvement of beach cleanliness;
- Improvement of parking management (developed space, displayed price). The majority of car parks do not yet have spots reserved for people with special needs;
- Sanitary block management has improved significantly on most beaches;
- Concession activities on beaches (cafés and restaurants) are better organized;
- The activity of renting parasols on beaches, which means occupying a large part of the beach and disturbing summer holidaymakers, has seen a remarkable decline this season. Local authorities have launched an action to supervise the beaches,
- 75% beaches have showers and 31% have showers for people with special needs;
- 82% of the beaches have bathrooms and 50% have bathrooms reserved for people with special needs (some sanitary blocks have remained closed due to lack of drinking water supply, or a delay in receiving new blocks) ;
- 68% of beaches have an accessibility point with duckboard.
- 96% of beaches have parkings;
- 70% of beaches have first aid centers (the remaining 30% of beaches are located near clinics);
- 76% of beaches have civil protection buildings;
- Several beaches are fully equipped with removable and ecological equipment (Saidia West, Saidia Municipale, Dalya, Sidi Kankouch 1 and 2, Oued Aliane, Al Mina, Mequala, Ba Kacem, Achakar, My Bousseham, Aglou, Mousafir, Oum Labouir, Mieleft, Sidi Mghit, Rmilat, Ksar AlMajaz,

### C- Safety of Holidaymakers:

A great effort has been made by local authorities towards a rational management of water activities on beaches. Unfortunately, the markup has not been respected by jet-ski and board users on some beaches like Bouznika, Sablettes, Mdiq, Al Mina, Sfiha, Talayoussef, Oued El Marssa and Oued Laou;

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The lifeguards' job has been professionalised and their rescue equipment upgraded. However, an effort is to be made in terms of buildings for civil protection and access for life-saving appliances;

The «Clean Beaches» national committee paid tribute to the agents of law enforcing agencies (Police, Auxiliary Forces, Royal Gendarmerie) for their great work on beaches.

### **D- Awareness-raising and Education to Environment and Sustainable Development:**

This edition was marked by an increased mobilization of economic partners of local NGOs. They have carried out numerous direct and indirect awareness-raising actions for the benefit of summer holidaymakers, particularly in relation to plastic pollution. For instance, we can mention:

- Awareness-raising actions to safeguard the coastline through educational and leisure activities.
- Entertainment and leisure activities for children in difficult circumstances.
- Environmental education in centers.

In a nutshell, it was crystal clear, through the visits, that important mechanisms, workshops and platforms of education, awareness raising and animation were set up by the various partners of the clean beaches program. More than 250 local associations have carried out sustainable development awareness-raising and education activities on clean beaches.