



مؤسسة محمد السادس لحماية البيئة  
FONDATION MOHAMMED VI  
POUR LA PROTECTION DE L'ENVIRONNEMENT  
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# REPORT CLEAN BEACHES 2022



#b7arblaplastic

All for the environment

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# PART I

## CONTEXTE





# 1. INTERNATIONAL CONTEXT



**R**egulating major climate balances, primary suppliers of natural resources, leading vectors of trade and essential ties between human communities, our oceans are today under attack from climate change, pollution, most notably plastic, and the systematic overuse of marine resources.

Global momentum has gathered over the past ten years to stem the dramatic degradation of our oceans.

In 2021, the United Nations launched both its Decade of Ocean Science for Sustainable Development and Decade of Ecosystem Restoration, as part of the UN's 2030 Agenda for Sustainable Development. Oceans became part of ongoing work of the United Nations Framework Convention on Climate Change (UNFCCC), at the recent UN Climate Change Conference in Glasgow (COP26). This move raised hopes of containing ocean warming and acidification, which both impede the ocean from fully performing its carbon sink function.

In 2022, this momentum continued with six international meetings.

1. On March 2, in Nairobi, the United Nations Environment Assembly (UNEA-5) unanimously decided to start negotiations on a binding global agreement to end plastic pollution. Currently, eleven million metric tons of plastic are dumped into the ocean each year. This is projected to double by 2030 and triple by 2050. Under the proposed agreement, this pollution can be stopped.
2. The World Trade Organization Ministerial Conference held in Geneva from June 12 to 17 moved closer to banning subsidies for unsustainable fishing after two decades of negotiations. Each year, 20 to 30 billion dollars of public funds are paid in subsidies to industrial fishing fleets, an activity deemed most damaging to ocean ecosystems.
3. The 2022 resumption of the Intergovernmental Conference on Marine Biodiversity in Areas beyond National Jurisdiction (INNJ) provides an opportunity to reach a robust, effective treaty on high seas governance and thereby protect one of Earth's most critical common assets.
4. COP15 of the Convention on Biological Diversity, scheduled in Montreal from December 5 to 17 of this year, promises to produce a new goal of protecting 30 percent of ocean surfaces by 2030. Reaching such a decision at this year's COP would be a game-changer for marine protected areas and hence for the health of the oceans.
5. The Oceans Conference, co-hosted June 27-July 1, 2022 in Lisbon by the governments of Kenya and Portugal, came at a critical time after a two-year hiatus due to Covid-19. To galvanize efforts, the Conference sought to launch innovative scientific solutions for a new chapter in global action on the ocean.
6. UNFCCC COP27, to be held in Sharm el-Sheikh in November, will attempt to translate the final decision of COP26, strengthening the stance on oceans in international climate negotiations, into effective action on climate change mitigation and financing. Action and financing are essential to reverse ocean degradation.



## 2. NATIONAL CONTEXT







Dalia Fahs Anjra Beach

Through the flagship «Clean Beaches» program, which the Foundation has now run for 23 years, it seeks to draw on the substantial beachgoers crowds to raise awareness and provide education on ocean protection, in line with UN Sustainable Development Goal Number 14.

The Foundation is henceforth committed to global action for the ocean through its Seas and Oceans division. The Foundation is an active contributor to the United Nations Decade of Ocean Sciences initiated by UNESCO's Intergovernmental Oceanographic Commission, and for which **Her Royal Highness Princess Lalla Hasnaa**, Chair of the Mohammed VI Foundation for Environmental Protection, provides leadership as Patron.

On the ground, the Foundation conducted its «#b7arbla-plastic» operation for the third consecutive summer, from June 15 to September 15. This year's edition saw a return to normal attendance levels, resulting from significant improvement in the Covid-19 epidemiological situation. Large crowds of national and foreign-resident vacationers flocked to beaches once again. Scorching temperatures across the Kingdom attracted more summer visitors than usual, eager for sea-side freshness.

### 3. FOUNDATION COMMITMENTS IN SUPPORT OF INTERNATIONAL EFFORTS FOR THE PROTECTION OF OCEANS AND SEAS

The Foundation promotes the Decade of Ocean Sciences for Sustainable Development, led by UNESCO's International Oceanographic Commission.

After raising awareness for the Decade in 2021 across the Kingdom with a series of webinars, the Foundation held two flagship events in 2022 in the run-up to the United Nations Lisbon Conference on the Oceans in June, the Blue Talk and the 2<sup>nd</sup> Foundations Dialogue.

#### 1. Blue Talk



Pour préparer la Conférence des Nations unies pour les Océans de Lisbonne, une conférence internationale de mobilisation des parties prenantes marocaines et africaines pour les océans a été organisée le lundi 23 mai, en partenariat avec l'Ambassade du Portugal au Maroc.

Ce Blue Talk, intitulé « Conférence des Nations Unies 2022 sur les Océans : quels rôles pour la science et l'innovation au Maroc et en Afrique ? », s'est divisé en deux panels où les participants ont pu partager, échanger autour du thème et nouer des partenariats.

#### 2. Foundations Dialogue

The Hassan II International Center for Environmental Education in partnership with UNESCO's Intergovernmental Oceanographic Commission organized the Second Dialogue of Foundations from June 1 to 3, 2022 to mobilize the philanthropic community around the Decade of Ocean Sciences for Sustainable Development.

Stakeholders from Africa, Europe, North America, Oceania and South America discussed the role of philanthropic foundations in funding ocean sciences to address the ten challenges of the Decade and contribute to the UN 2030 Agenda for Sustainable Development.

This second Foundations Dialogue meeting also constituted a key building block towards the UN Conference on the Oceans held in Lisbon, Portugal, from June 27 to July 1. Vladimir Ryabinin, IOC-UNESCO Executive Secretary, stated at the event: «Achieving the ambitions of the Decade of the Ocean will require not only a revolution in ocean science, but also a revolution in the way we fund and use ocean knowledge. The philanthropic community already plays a critical role in bringing together various partners, exploring emerging areas, and catalyzing funding for transformative science that will lead to groundbreaking solutions towards attaining Sustainable Development Goals. By bringing together this group of leaders from around the world for the Foundations Dialogue second meeting, we can strengthen the philanthropic community's collective impact to jointly design and produce solutions enabling sustainable ocean management.»



# THE FOUNDATION, A MAJOR PLAYER IN THE DECADE OF OCEAN SCIENCES



UNESCO and its Intergovernmental Oceanographic Commission (IOC) officially launched **the United Nations Decade of Ocean Sciences for Sustainable Development** on February 3, 2021, at the «Brave New Ocean» high-level event attended by **Her Royal Highness Princess Lalla Hasnaa**, Chair of the Mohammed VI Foundation for Environmental Protection and Patron of **the Alliance** for the Decade. The Foundation is **a founding member** of the Alliance that manages and promotes the Decade. The initiative is aimed at advancing knowledge of the ocean, to better preserve it.

A range of exchanges and cross-participations between the Foundation and the IOC occurred between November 2019 and December 2021. These include:

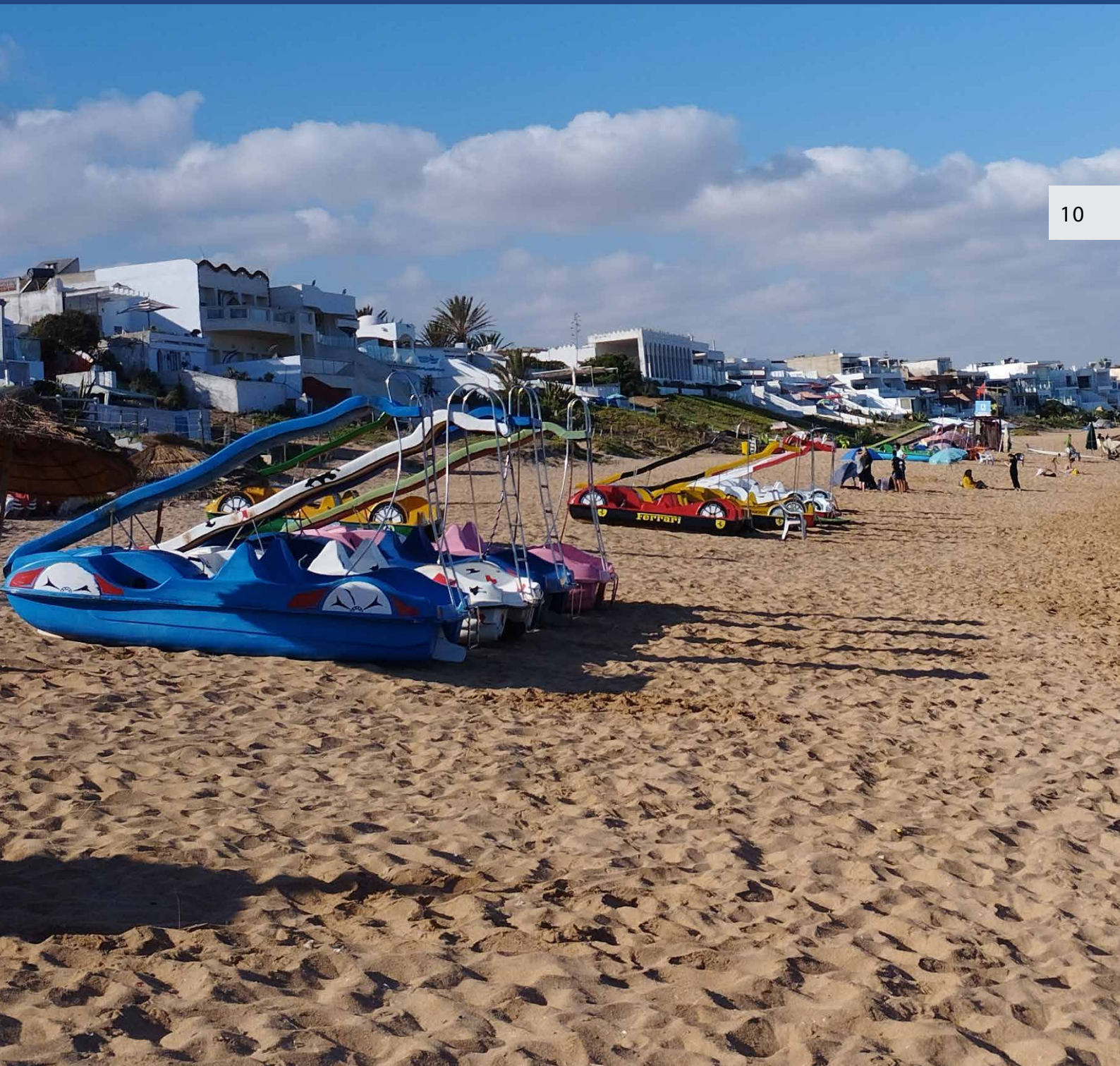
- December 9, 2019 - COP25, Madrid, Foundation contribution to the side event on Ocean and Climate Literacy.
- December 12-13, 2019 - Italian Research Council, European Commission, United Nations Environment Programme, Mediterranean Action Plan (UNEP/ MAP) and International Commission for the Scientific Exploration of the Mediterranean Sea, Venice, Italy - Foundation contribution to the Mediterranean regional workshop.
- January 27-29, 2020 - Africa-Western Indian Ocean Regional Planning Workshop, Nairobi, Kenya, Foundation representative presentation.
- February 3, 2020 - United Nations Decade of Ocean Sciences for Sustainable Development - New York, USA - Foundation contribution to brainstorming meeting.
- February 5, 2020: Decade preparatory meeting New York, USA - Foundation contribution.
- February 27-28, 2020 - Foundation Dialogue on the Decade - Copenhagen, Denmark - Foundation contribution along with two African youth climate hub initiative ambassadors.
- March 2020 - Online meeting - Foundation involvement in the second global planning meeting for the Decade.
- June 8, 2020 - Virtual Summit on Ocean Literacy, organized by the Intergovernmental Oceanographic Commission (IOC) of UNESCO in partnership with Ocean Wise, EuroGOOS and Experiential. Foundation contribution to workshop.
- February 3, 2021 - A Brave New Ocean - Online Conference. Address by HRH Princess Lalla Hasnaa at the high-level event to conclude the preparatory phase and launch the Decade Alliance.
- June 27 to July 1, 2022 - Attendance at the conference on the oceans, co-organized in Lisbon by the governments of Kenya and Portugal.
- May 23, 2022 - «Blue Talk» entitled «United Nations Conference 2022 on the Oceans: what roles for science and innovation in Morocco and Africa?» held by the Foundation in partnership with the Embassy of Portugal in Morocco at the Hassan II International Center for Environmental Training.
- June 1-3, 2022 - Second Dialogue of Foundations to mobilize the philanthropic community for the Decade of the Ocean, organized by the Foundation in partnership with UNESCO's Intergovernmental Oceanographic Commission, at the Hassan II International Center for Environmental Education.



# PART II

## CLEAN BEACHES 2022

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**T**he 23<sup>rd</sup> season of Clean Beaches covered 106 beaches, 28 of which were awarded the Blue Flag. These beaches received support from the program's multiple partners (wilayas, provinces and prefectures, coastal municipalities, economic partners, the General Directorate of Territorial Communities and agencies in charge of coastal management) to provide visitors with a clean, well-equipped, safe and lively space and experience.

The 106 program beaches are the country's most popular. These beaches received essential support for coastal cleanliness and protection. 68 local municipalities supported by their supervisory authority, the DGCT, agencies in charge of coastal management, 26 economic partners and over 100 local associations worked for nearly three months to raise awareness and educate summer visitors, ensure bathing water and sand quality, equip the beaches, ensure safety and sanitary coverage, and enforce compliance with rules and regulations.

This edition saw a return to normal, following significant improvement in the Covid-19 epidemiological situation. Indeed, beaches saw a great influx of visitors, of both domestic and foreign residents. This along with scorching summer temperatures across the Kingdom, brought great crowds to the beaches, reviving pre-Covid-19 dynamism.

This year's Clean Beaches operation also saw a return of historical partners the National Federation of Moroccan Scouting, and of holiday camps operated by the Ministry of Youth, Culture and Communication (MJCC).

Beach libraries were set up on a number of beaches, in collaboration with partners, to disseminate educational material on sustainable development. Diving associations carried out the man-ocean awareness operation, as in 2021, collecting plastic waste from the sea bed. Children were thus sensitized to plastic waste on beaches under operation #b7arblaplastic. As in the past three summers, children learned of the extent of plastic waste on the beach and on the sea bed.

The influx of large crowds to the coastline is an opportunity for the Foundation to conduct significant outreach and advocacy work to protect the oceans, which play a fundamental role in regulating our climate. The United Nations declared ocean conservation as Sustainable Development Goal #14.

The Foundation, together with local authorities and partners, ran operation #b7arblaplastic for the third consecutive summer, from June 15 to September 15, recognized by the International Foundation for Environmental Education (FEE) as best practice among all 4,425 Blue Flag beaches worldwide in 2020.

Operation #b7arblaplastic fights plastic pollution by targeting young people and uses digital channels to raise awareness. Participants have three main targets:

- 10 ton plastic waste reduction per beach,
- 40,000 environmental awareness actions,
- 2 million young people reached.

All plastic waste collected was reprocessed in industrial units, as part of the circular economy initiative developed since 2021.

Coastal municipalities, economic partners and civil society associations were able to conduct in person environmental education and awareness actions that Covid-19 had prevented in the summers of 2020 and 2021. These Education and Awareness actions are the most effective way of reducing marine pollution, as clean-up actions have limited impact on this blight. The Foundation further stepped up citizen mobilization this summer by launching a virtual communication campaign on social networks. #B7arblaplastic launched its own Facebook and Instagram social network pages. The Foundation created the Ana Boundif App for greater visibility among young Moroccans.

The Foundation also launched the 4<sup>th</sup> edition of the Lalla Hasnaa Sustainable Coastline Awards, as part of the Decade of Ocean Sciences for Sustainable Development. The five award categories (Clean Beaches Program Awards, Sharing and Living Environment Awards, Natural Heritage Protection and Enhancement Awards, Education and Youth Awards, and Social and Environmental Responsibility Awards) are designed to engage all those involved in protecting the coastline and oceans (<https://tropheeslittoral.ma>).

## 1. PARTNER MOBILIZATION

### A. Clean Beaches 2022 Partner Workshop

The Foundation carried out operation #b7arblaplastic for the third consecutive summer, from June 15 to September 15. This anti-plastic waste operation brings new action and awareness objectives every year. The reprocessing of plastic waste was introduced in 2021 to showcase the virtues of a circular economy and was continued and expanded in 2022. Operation #b7arblaplastic also broadened its scope to include climate, of which the ocean is a fundamental regulator, and biodiversity, so abundant in our planet's waters, yet so fragile.

While the Foundation paved the way in launching operation #b7arblaplastic in 2019, it sought to build the 2022 edition together with its partners, including 66 local municipalities and the General Directorate of Local Authorities (their supervisory authority), 27 economic partners providing support and over one hundred local associations, so that all are able to take ownership of the operation.



The Mohammed VI Foundation accordingly brought Clean Beaches partners together on Wednesday, May 18 for a workshop to prepare summer action in protection of coastlines and ocean areas.

Operation #b7arblaplastic is based on three pillars: youth as a priority target, eliminating plastic pollution and leveraging digital channels to raise awareness. Action along these three pillars was broken down into four challenges:

#### CHALLENGE 1

10  
tons

reduction in plastic waste per beach.



#### CHALLENGE 2

40 000  
actions

environmental awareness actions.



#### CHALLENGE 3

Two million  
young people  
reached.



#### CHALLENGE 4

Reprocessing  
all plastic waste  
collected.

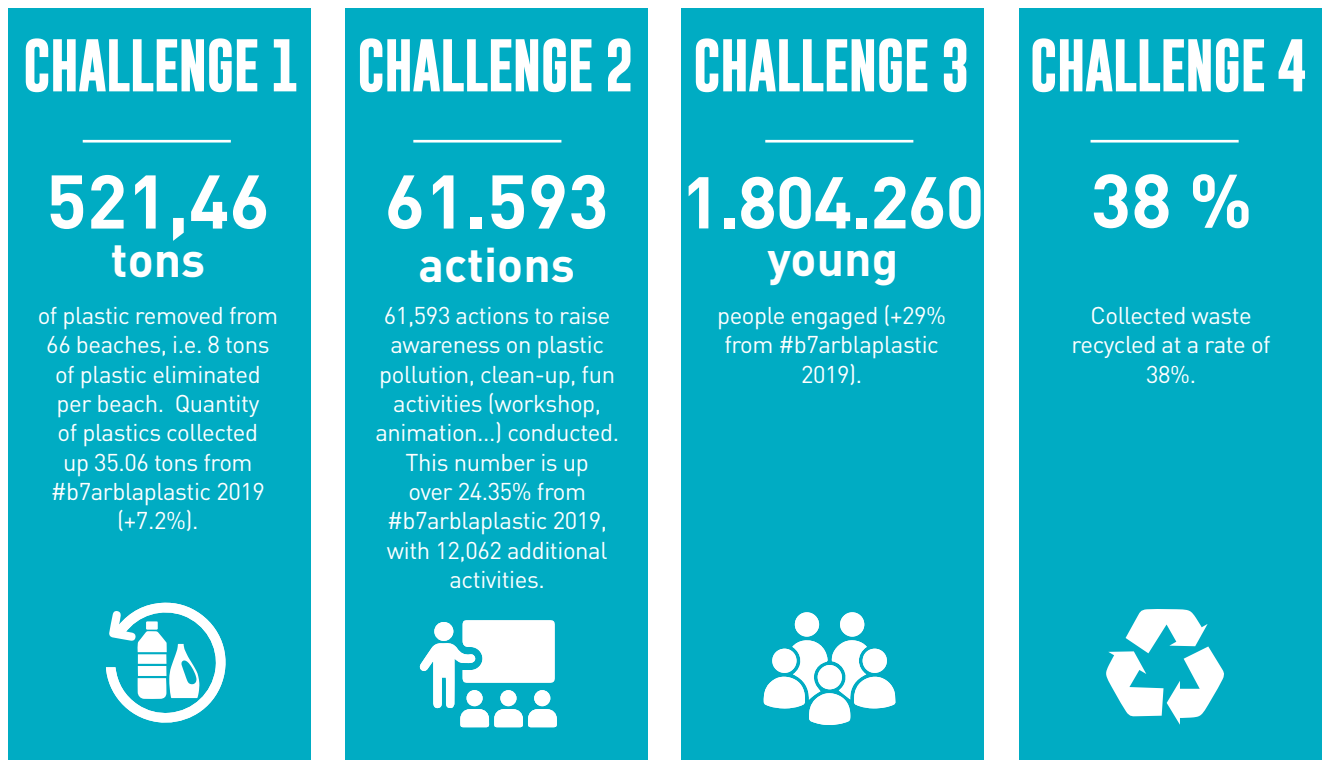


The May 18<sup>th</sup> workshop's objective was to collectively put together this summer's #bharblaplastic program. Participants had previously attended an online preparatory meeting on April 27, during which they learned of project guidelines so as to draw up practical proposals for action on the ground, on three selected areas in 2022: climate change, plastic pollution and biodiversity.

Panel discussions on each of the three themes were moderated by high-level scientists: Mr. Bernard Combes, Education for Sustainable Development and Biodiversity Program Specialist, UNESCO Focal Point for the Earth Charter, Mr. Jean-François Sys, Marine Biodiversity Officer at the IUCN French Committee, Mr. Felipe Victoria, International Plastics Policy Senior Manager at US NGO Ocean Conservancy, and Ms. Zaynab Sadam, WWF South Africa Regional Plastics Policy Coordinator for Africa.



## Reminder of the results of the operation B7arblaplastic 2021



At the close of the meeting, working groups issued recommendations for each of the topics discussed.

### Environmental information, awareness and education

- Include climate change consequences and site vulnerabilities in coastal zone development projects to ensure sustainability of investments made and ecological balance of the area (erosion, flooding, temperature increase...);
- Educate and raise awareness on rising sea levels, maritime plastic pollution and warming oceans that are also increasingly acidic;
- Develop and enhance awareness actions for coastal areas;
- Multiply communication initiatives enabling citizens to adopt responsible behaviors towards the environment, coastlines and oceans;
- Educate children to perceive the relationships between living beings and their environments and between human beings and their environments, especially in coastal areas;

- Pass-on knowledge and concepts that enable future generations to face local environmental challenges to come;
- Give everyone the opportunity to acquire knowledge, skills, attitudes and values to foster action and behavioral change;
- Enable youth to become proactive contributors in preserving and saving the ocean; and
- Encourage intergenerational learning and sharing.

### Partnership and stakeholder mobilization

- Ensure regular environmental monitoring along the coast, particularly with respect to impacts of land-based discharges;
- Balance socio-economic development with the preservation of coastal natural heritage;
- Mobilize political will, ideas, scientific knowledge and innovation, youth and financial resources for ocean protection and preservation;
- Engage in beach cleaning actions throughout the year;

- Strengthen South-South cooperation in the areas of awareness and education for coastline and ocean protection; and
- Promote best practices sharing among African countries to reduce the impact of ocean plastic pollution.

### Research and Innovation

- Strengthen research on climate change impacts on Morocco's coastline and wetlands;
- Promote the circular economy to reduce the impact of plastic pollution on seas and oceans;
- Promote innovation, networking and partnership to combat ocean plastic pollution; and
- Promote green jobs and jobs in renewable energy sectors.

### Training and Capacity Building

- Strengthen, develop and enhance marine protected areas;
- Involve more youth in the safeguarding and protection of oceans (Eco-schools, young reporters for the environment... young researchers);
- Use innovative approaches to awareness, training and learning; and
- Develop knowledge and research on coastal environments and oceans.

## B. Blue Flag 2022 Workshop

In 20 years of existence, the Clean Beaches program launched in 1999 by the Mohammed VI Foundation for Environmental Protection, chaired by **Her Royal Highness Princess Lalla Hasnaa**, has developed into a genuine environmental upgrade program and a driving force for beach attractiveness, as evidenced by the spectacular increase in summer attendance of beaches enrolled in the program.

In the wake of Clean Beaches' success, the Blue Flag label has followed a similar trajectory. First awarded to two beaches in 2005, it was awarded to 27 beaches and one marina in 2021.

Continuous progress in objectives and operational methods, consistent partner commitment, participatory approach and continuous concern to reconcile environ-

mental preservation and socio-economic development all make the Blue Flag label a major instrument for rational and wise coastal development with a sustainable development vision.

The Foundation held two Blue Flag workshops in preparation of the 2022 season.

- **On December 21, 2021, a workshop was held for coastal municipalities** to better involve them in the beach labeling process, in a global context dominated by three major risks: pollution, particularly plastic, climate change for ecosystems and declining biodiversity.



- **On June 7, 2022, a workshop was held in partnership with the National Ports Authority**, to discuss the management of all marina wastes and discharges and Blue Flag implementation as an environmental upgrading process.





## 1. Mobilization of municipalities

The empowerment of beach operators, in this case coastal municipalities, is a core principle of the international Blue Flag ecolabel. Indeed, the ecolabel strives to sensitize and motivate local authorities to consider the environment in economic and tourism development policies.

The Blue Flag label, according to the Foundation for Environmental Education's Gaïa strategy, now focuses on educating and raising awareness on pollution and climate change risks for ecosystems and respect for biodiversity. These three main themes will guide the Blue Flag label in the years to come.

The Foundation strengthened its actions in the fight against marine pollution, especially plastic. Mitigating sea and ocean pollution through responsible behavior is now a primary axis of its Seas and Oceans strategy.

On December 21, 2021, the Foundation organized a workshop for 67 Clean Beaches-partner municipality representatives to:

- Advance awareness on Blue Flag criteria, the Seas and Oceans Strategy and EEF's GAIGA 2030 Strategy;
- Advance awareness on bathing water monitoring and rating processes;
- Discuss outcomes of #b7arblaplastic 2019-2021;
- Provide a space for exchange and experience sharing;
- Support municipalities applying for the Blue Flag label.

Municipal representatives expressed interest in applying for Blue Flag designation for beaches within their territory in 2022 and in initiating environmental information, awareness and education activities during summer 2022 on all three Gaïa strategy themes: plastic pollution, climate change and biodiversity.

## 2. Extending Blue Flag certification to marinas: ANP-Foundation workshop

The International Foundation for Environmental Education (FEE) which manages the Blue Flag label globally, has established a lengthy process for extending the Blue Flag label to marinas.

The Blue Flag, present in 49 countries, is attributed to some 20 beaches in Morocco every year since 2005. But was never before awarded to a marina. This is a recent development for the label in Morocco. Following ten-years of experience in managing the label on beaches, the Foundation in 2014 agreed to extend it to marinas and recreational harbors. In 2017, the first Blue Flag awarded to a marina in Morocco floated over the marina of Saïdia.

The Foundation initiated the process in June 2014, with a request for expressions of interest from marinas, followed in April 2015, by a survey of four of Morocco's marinas (Bouregreg, Saïdia, Marchica and Agadir) by a Foundation-appointed expert to draw up a diagnosis, and define actions to be taken towards Blue Flag accreditation. In April 2016, a fact-finding mission was conducted in Spain by a small group of Moroccan marina managers, in which great attention was paid to the management of hazardous waste (liquid and solid): sorting, storage, disposal and treatment.

To earn the Blue Flag label (awarded for one year), a marina needs to meet 26 criteria under six categories, ranging from harbor water quality to waste treatment, signage and traffic inside the harbor.

Only one marina was able to attain this international environmental quality label in the years 2014 to 2021. The trickiest problem to overcome is that of waste management, a major issue in the environmental labeling process. Marina activity generates large amounts of liquid waste, including oil and diesel fuel, and solid waste, including household waste from recreational boats. In a Blue Flag marina, environmental and marine protection against

all kinds of pollution is a priority. Boaters have access to careening facilities with no discharge into the natural environment, systems for collecting waste water from boats, and areas for collecting special waste. Sorting and proper waste management contributes to Sustainable Development Goals (SDG) 11 «Sustainable Cities and Communities» and 12 «Responsible Consumption and Production», and the fight against plastic pollution also helps preserve «Aquatic Life», in accordance with SDG 14.

The National Ports Authority («ANP») strives to establish ports as an integrated development tool for hinterlands. Recognizing the environmental issues arising from the national environmental charter, ANP embarked on a CSR program in 2016.

This program is designed to ensure that economic, environmental, social and societal issues are taken into account in a balanced way over the long term. It also reflects ANP's desire to go beyond strict compliance with regulatory and contractual obligations and to continuously improve its environmental, social and societal performance and thereby its overall performance. It draws on:

- Ongoing supervision of environmental and social aspects and control of environmental and social impacts of ANP activities.
- Systematic regulatory oversight and regular monitoring of compliance levels.
- Development of programs to monitor and manage ANP's performance on CSR issues.
- Contribution to applied research actions aimed at developing practical solutions.

Accordingly, the Foundation, in support of ANP's environmental upgrading of ports, held an information workshop with ANP on June 7, 2022. The workshop was part of the Voluntary Carbon Offset and Clean Beaches agreements between the Foundation and ANP. It was an opportunity to discuss marina waste and discharge management and implementation of the Blue Flag label as a means of improving environmental standards.

This workshop attended by ANP Directorate of Port Police and Regulation, and representatives of the marinas of Al Hoceima, Marina Smir, Bouregreg and Agadir, focused on the following objectives:

- Sensitize marina managers and users to coastal and ocean protection;
- Share and promote collective intelligence for the sustainable management of marinas;
- Identify preventive actions to minimize nonpoint source pollution and harbor waste;
- Understand various types of port pollution and how to combat them; and
- Promote and publicize the Blue Flag label.



# BLUE FLAG BEACHES 2022



## Blue Flag 2022

The Atlantic coast has 22 labeled-beaches, and the Mediterranean coast has eight such beaches and two marinas. This year, Marina Smir joined Saïdia, a Blue Flag marina for four years that has paved the way for this very demanding labeling; that requires meeting 26 criteria in 6 categories, including harbor water quality, information and above all waste treatment. This last criterion requires the treatment of waste liquids, diesel, household waste from boats, and the building of storage space for dangerous products prior to evacuation to waste treatment providers.

46 beaches applied for the label, now widely recognized by summer visitors. Only 28 of these beaches met the stringent criteria.



Marina Smir/M'Diq-Fnideq

The label is awarded to municipalities. Municipalities are in charge of all aspects of beach management: maintenance, cleanliness, equipment, safety, training, awar-

ness and accessibility. In this substantial effort, they receive support from the Foundation's Clean Beaches program and from the General Directorate of Local Authorities and other relevant government agencies. Territorial managers are trained in beach management and provided with management and environmental awareness tools enabling them to welcome summer visitors in optimal conditions. The Foundation reviews Blue Flag applications and conducts random checks throughout the summer to ensure compliance with all label criteria for the season. Finally, municipalities receive support from the Directorate General of Territorial Collectivities and economic partners enlisted by the Foundation as part of the Clean Beaches program, providing managerial expertise and financial support.

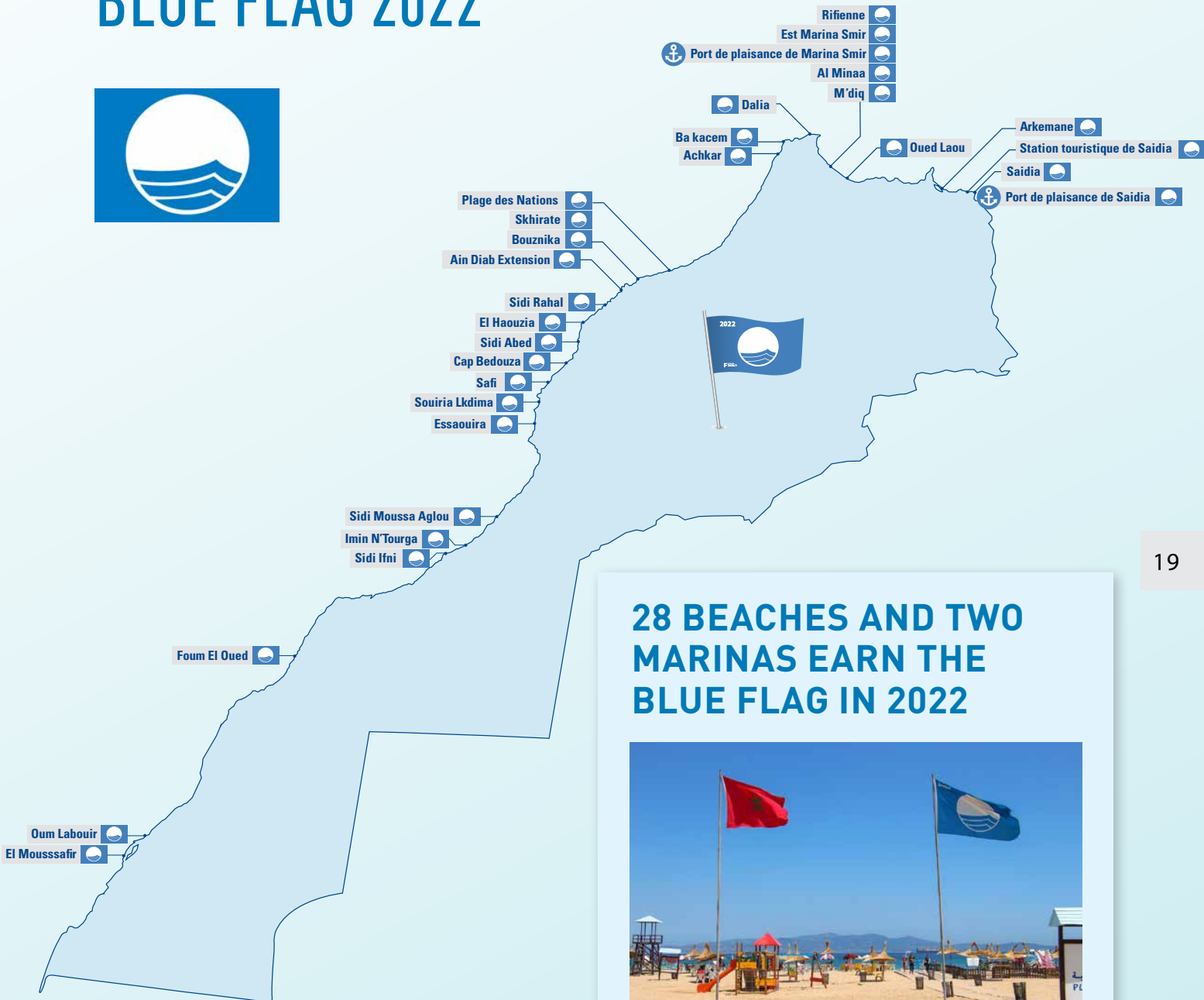
## BLUE FLAG CELEBRATES ITS 35<sup>TH</sup> ANNIVERSARY

**T**he Blue Flag label, created by the Foundation for Environmental Education in 1987, celebrated its 35<sup>th</sup> anniversary in 2022. The world's foremost beach ecolabel is today hoisted on 4,194 beaches and 732 marinas across 48 countries in Europe, Africa, America, the Caribbean and the Pacific. This success stems from an exacting selection process. The label is awarded according to four sets of criteria: bathing water quality, information, environmental awareness and education, hygiene and safety, and facilities development and management.

The Blue Flag ecolabel was introduced to Morocco by the Mohammed VI Foundation for Environmental Protection in 2002 as part of its Clean Beaches program. The Foundation's long-term support of coastal communities has enabled it to continually develop and enhance its program to provide environmental education, ensure marine environment and human health protection, and improve beach accessibility and safety.



# BLUE FLAG 2022



## 28 BEACHES AND TWO MARINAS EARN THE BLUE FLAG IN 2022



28 beaches and two marinas received the international Blue Flag label this summer, awarded by the Mohammed VI Foundation for Environmental Protection and the International Foundation for Environmental Education (FEE).

This is substantial progress over the summer of 2021 (26 beaches and one marina), and the summer of 2020, impacted by Covid-19 health restrictions. Two new beaches earned the label: East Marina Smir and Al Minaa. With 28 beaches, Morocco ranks first in the Arab world and second in Africa.

# OPERATION #B7ARBLAPLASTIC 2022

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BIENTÔT, IL Y AURA PLUS DE PLASTIQUE QUE DE POISSONS DANS LA MER.  
AGISSONS.



## Operation B7arblaplastic 2022 results

Operation #bharblaplastic was conducted for the third consecutive year. This outreach initiative is recognized by the EEF and is part of the United Nations Decade of Ocean Sciences for Sustainable Development.

The 2022 edition expanded on the concept implemented in 2019, focusing on more ambitious, better synchronized, better equipped and better coordinated action. The Foundation thereby structured its role as facilitator, to generate a ripple effect and rally partners, in the service of the general interest.

Operation #b7arblaplastic 2022 relied on three pillars:

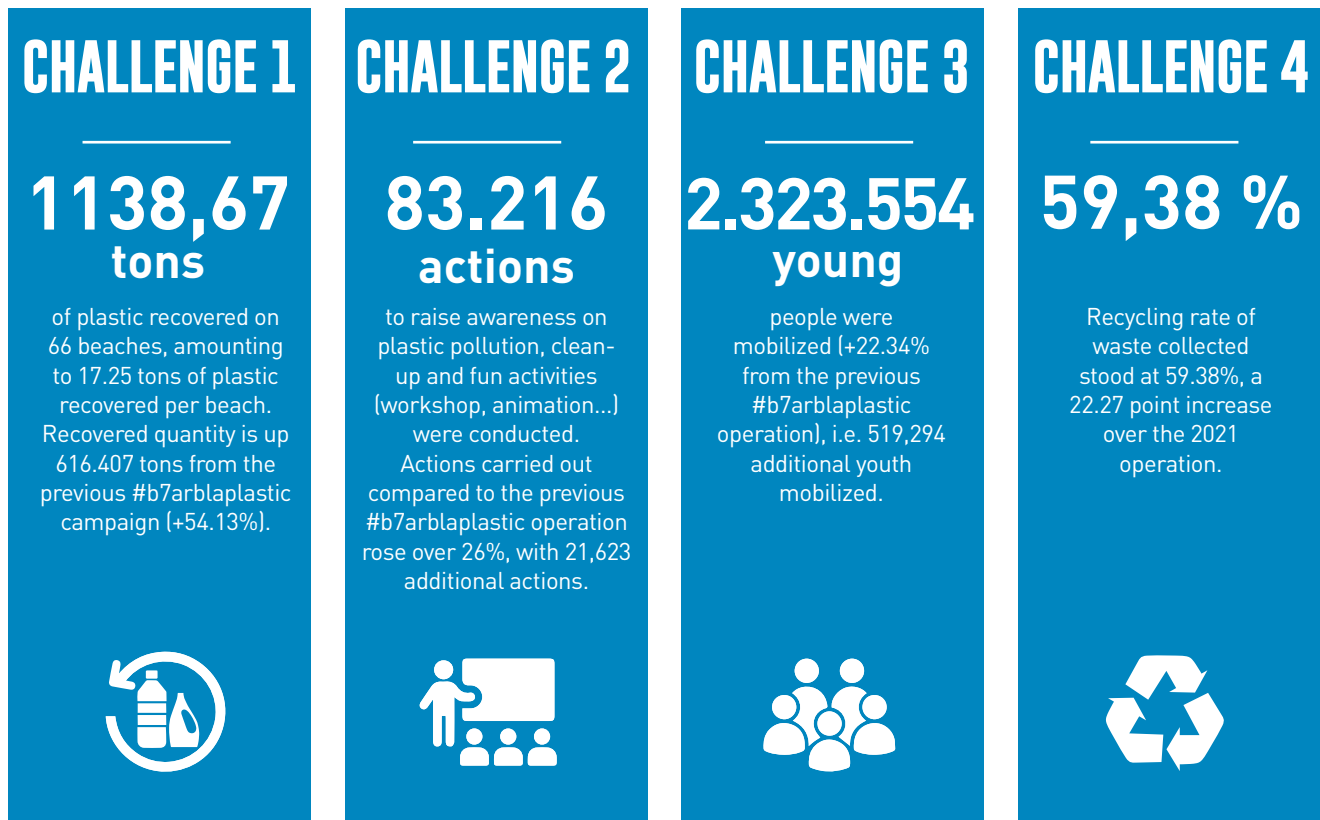
- **One target:** young people
- **One objective:** eliminate plastic pollution
- **One vector:** digital
- The pillars were translated into specific challenges

and indicators, and all stakeholders rallied to attain these:

- 1. Challenge 1:** 10-ton reduction in plastic waste per beach,
- 2. Challenge 2:** 40,000 environmental awareness actions,
- 3. Challenge 3:** raise awareness among 2 million young people,
- 4. Challenge 4:** recycle all plastic collected.

## Actions implemented: Review of the four challenges

One hundred percent of partners took part in actions on the ground to address the four challenges, achieving positive results, and improving performance over previous editions.



## Operation b7arblaplastic 2022 on social networks and the web

For the 2022 edition of #b7arblaplastic, the Mohammed VI Foundation for Environmental Protection sought to bolster digital presence by supporting the operation on its digital channels, including social networks and the Ana Boundif mobile App.

The digital campaign reached its objectives, making Operation #b7arblaplastic a cutting-edge digital operation, whereby the Foundation actively engaged its community.

### Instagram

The Foundation shared daily updates on the operation at different beaches, as well as those of partners on Instagram.

The digital campaign on social media quickly got noticed. Results are as follows:

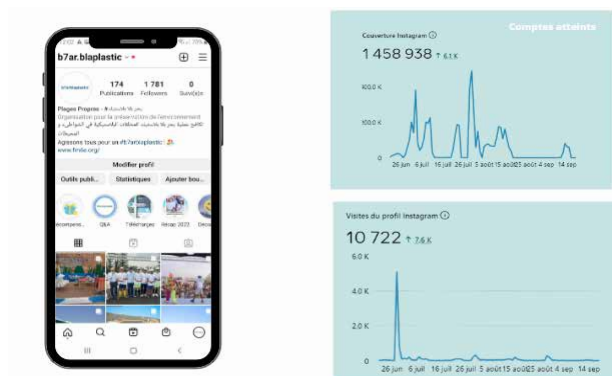
**Community:** followers went from 324 to 1,781 from mid-June to mid-September, up 449.61%.

**Coverage:** campaign reach (accounts reached excluding followers) was also significant. Publication reach (all media combined) hit 1,458,938 accounts, up 61,000.

**Visits:** Campaign reach (all publication media combined) accordingly generated 10,722 visits to the b7arblaplastic Instagram account, up 76,000 visits compared to the February to May 2022 period.

The Foundation used a variety of media in publications to reach a mainly young target, with a mixed strategy including:

- Reels
- Posts
- Stories
- Mentions and tags



**Figure 1 :** b7arblaplastic Instagram account results as of end of September 2022

### Facebook

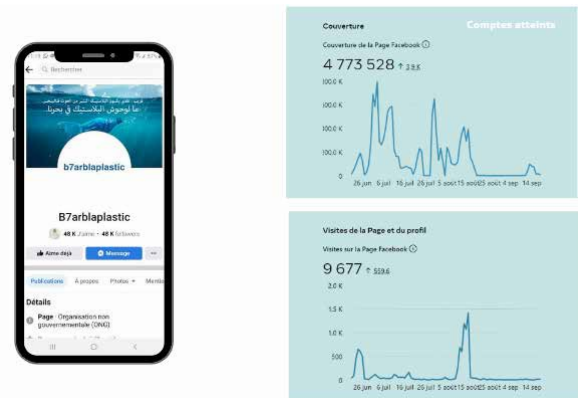
As for Instagram, Facebook served as an active digital relay in support of b7arblaplastic 2022.

**Community:** previously backed by a community (48,230 likes on the page), the account showed 48,440 likes at the end of the campaign, up 2.96%. The gap in results between the two networks (Facebook and Instagram) reflects the general regression of Facebook over the past few years in favor of Instagram.

**Reach:** the interconnection of both social networks led to an increase in Facebook numbers. On top of posts and stories published according to Facebook specifics, Reels shared on Instagram were recommended, and therefore posted to Facebook.

As such, the page reached 4,773,528 accounts, up 3,900 from the February-May 2022 period.

**Visits:** the page generated 9,677 new visits, up 559.



**Figure 2 :** b7arblaplastic's Facebook page results as of end of September 2022

At campaign end, social media results were as follows:



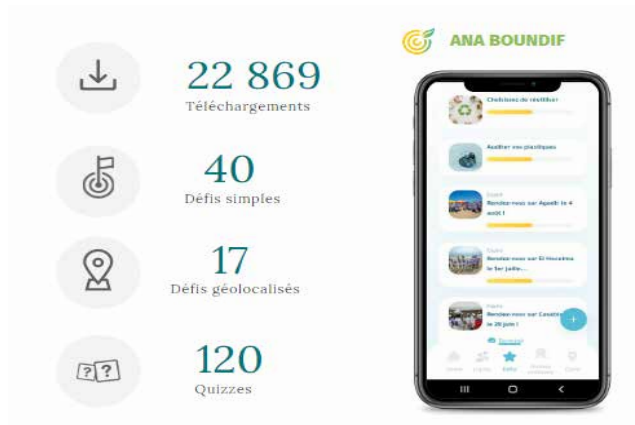


## Ana Boundif App

Alongside social networks, the 2022 edition of the b7arblaplastic was backed by Anaboundif, a new mobile Application to mobilize citizens in support of clean beaches.

The App quickly reached 22,869 downloads (between July 28 and September 15, 2022). It hit over 10,000 downloads on Google's Play Store in its first month\.

The App was updated monthly for \content (challenges, geolocated challenges, quizzes, etc.).



Anaboundif was updated with new features based on initial feedback. These include:

- A Best Practices section where partners regularly share awareness and education experiences.
- Points exchange: Users can exchange accumulated points for gift packages delivered straight to them.
- Badges: Building on a youthful, connected community, the App offered progress badges to reward user engagement. Badges are then shared on social networks to encourage others to score higher, and create an environmental challenge vibe.
- Influencers also played a part in this successful launch. Eleven influencers were enlisted to promote the App to their communities, all of which were very responsive.

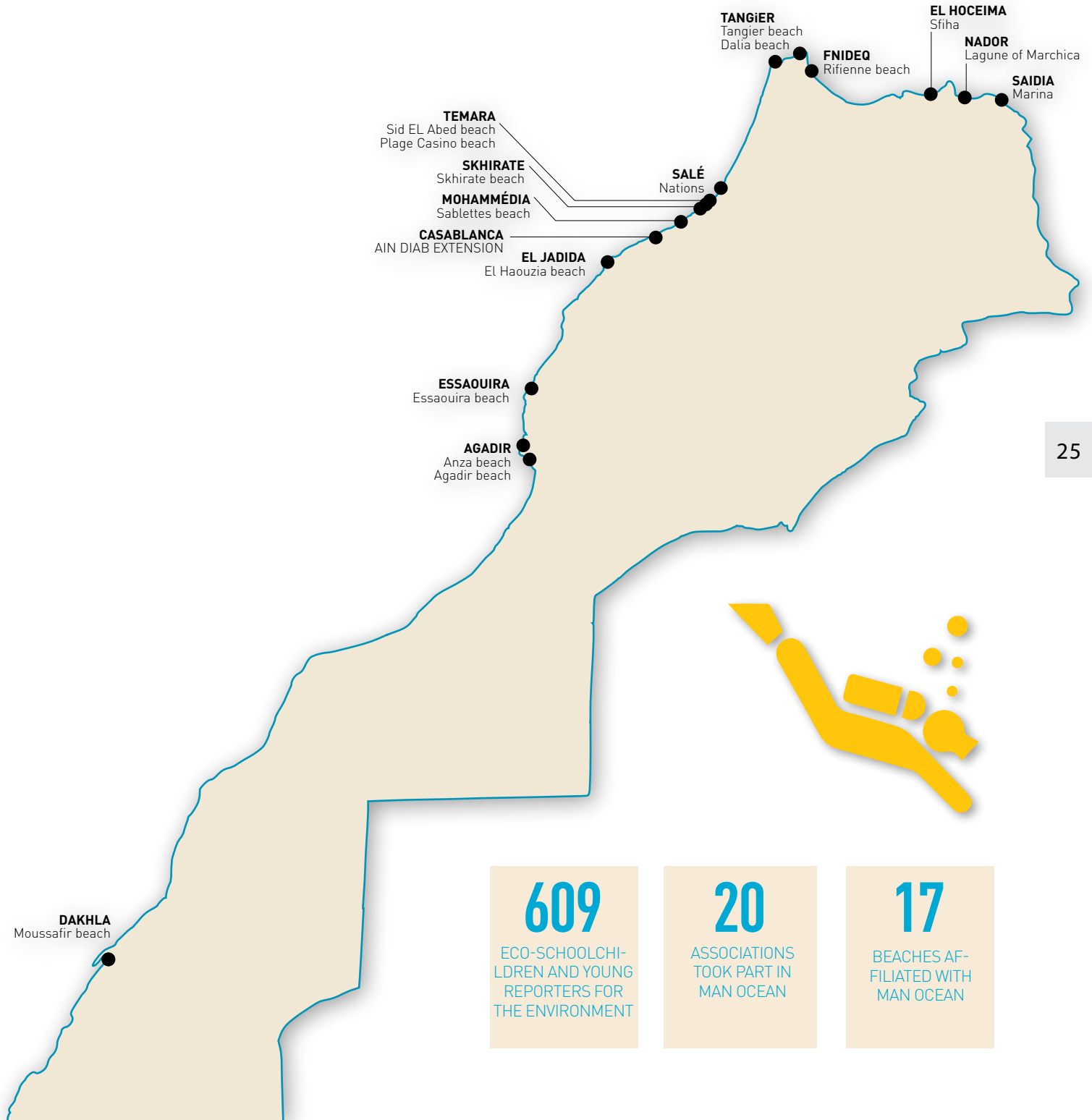
Attentive to data confidentiality, the Foundation registered the App with the National Commission for Personal Data Protection (CNDP) and drew up a set of rules for the contest with a notary outlining the process and use of user data collected.

# MAN OCEAN ACTION





# MAN OCEAN ACTION



609

ECO-SCHOOLCHILDREN AND YOUNG REPORTERS FOR THE ENVIRONMENT

20

ASSOCIATIONS TOOK PART IN MAN OCEAN

17

BEACHES AFFILIATED WITH MAN OCEAN

## OPERATION MAN OCEAN: FROM JUNE TO JULY, 17 BEACHES EDUCATED

Date	City	Beach	Animation	Partner	Eco Partner	Influencer	Target Audience
16 June	Salé	Des Nations	Marjane	Al Marjane			20 school children 20 Young Reporters for the Environment 6 supervisors 6 university students
16 June	Fnideq	Rifiyine	Abtal Fnideq	Abtal Fnideq		Anass Attou	25 school children 20 Young Reporters for the Environment 3 supervisors 8 university students
17 June	Tangier	Tanger ville	Abtal Fnideq	Association Sahel			23 school children 20 Young Reporters for the Environment 5 supervisors 5 university students
21 June	Agadir	Agadir	Marjane	Harmonico	Municipality	2 swimming champions (Ayoub Chadly)	25 school children 22 Young Reporters for the Environment 20 supervisors
23 June	Temara	Sid El Abed	Petits débrouillards	Sid el Abed Residents' Association			25 school children 20 Young Reporters for the Environment 7 supervisors 8 university students
27 juin	Dakhla	Al Moussafir	Marjane		ONEE Electricity Division		23 écoliers 10 Jeunes Reporters pour l'Environnement 4 encadrants
27 June	Saidia	Marina	Petits débrouillards	Petits Débrouillards Homme et Environnement Alumni of madagh moulaya for development and environment Friends of the environment Oriental Solidarity and Cooperation Space	Agence de l'Oriental Saidia Development Company HOLMARCOM		20 school children 6 Young Reporters for the Environment 10 supervisors 5 university students
28 June	Casablanca	Ain Diab Extension	Zero Zbel Association			Mustapha Swinga Rania Skalli Salim Ben-moussa	18 school children 20 Young Reporters for the Environment 7 supervisors 10 university students 2 Influencers



29 June	Nador	Marchica	Abtal Fnideq	Diving Association & environmental preservation			15 school children 10 Young Reporters for the Environment 5 supervisors
29 June	Skhirat	Skhirat	Petits débrouillards				10 school children 8 Young Reporters for the Environment 4 supervisors 5 university students
1 July	Essaouira	Essaouira	Petits débrouillards	AESVT			18 school children 15 Young Reporters for the Environment 7 supervisors 5 university students
1 July	El Hoceima	Sfiha	Assoc AGIR	AGIR			25 school children 18 Young Reporters for the Environment 6 supervisors
4 August	Agadir	Anza Beach	Assoc Anza Surf	Blue Wave Association Surf Rider Association Sea Lovers Association			28 school children 20 Young Reporters for the Environment 6 supervisors 16 young people participating in the summer camp 2 influencers
21 July	Tangier	Dalia Beach	Abtal Fnideq		Tanger Med	Hassan Baraka	25 school children 20 Young Reporters for the Environment 3 supervisors 1 Influencer
18 July	Fnideq	Rifiyine			United Nations		15 school children 12 Young Reporters for the Environment 5 supervisors 6 university students
1 August	El Jadida	El Haouzia	Les petits débrouillard	Annaswrass	BCP		20 children attending summer camp 10 supervisors
29 July	Temara	Casino	Zero Waste		BMCE		25 school children 20 Young Reporters for the Environment 3 supervisors
TOTAL				20 Associations	9 Eco partners		806 people reached

# CLEAN BEACHES 2022 PROGRAM RESULTS



Institutional partner support grows stronger and better every year. The Foundation and its partners, with support from ministerial departments and administrations charged with coastal management, were able to implement development, management, awareness-raising and education activities for sustainable development, as they

do every year, on beaches supervised for bathing water and sand quality, where visitor safety on water and beach is ensured and where sanitary facilities are available.

Clean Beaches program results that follow are the fruit of our partners' commitment.

## A. BATHING WATER AND SAND QUALITY MONITORING

### A1. Bathing Water Quality

The National Laboratory for Pollution Studies and Monitoring (LNEPS) of the Department of Sustainable Development (DDD) conducts the Clean Beaches annual bathing water and sand quality monitoring program. The 20th edition of this program took place in 2022.

Bathing Water Quality from 186 beaches was monitored this year, according to (Moroccan Standard) NM 03 7 199. Out of 430 stations sampled :

- 379 sites complied with bathing regulations, i.e. 88.14%.
- 51 sites failed to comply with bathing regulations, i.e. 11.86%.

The 51 noncompliant bathing stations are located on 23 beaches.

#### Region of Tangier- Tetuan - Al Hoceima: 10 beaches

##### **Province of Al Hoceima :**

- Sabadella
- Rmod
- Torres

##### **Province of Tangier - Asilah**

- Les amiraux
- Tanger Municipale
- Markala
- Jbila III
- Sidi Kacem
- Asilah Port

##### **Province of Larache :**

- Petite plage

#### Region of Rabat Salé Kénitra: 5 beaches

##### **Prefecture of Salé :**

- Salé

##### **Prefecture of Rabat :**

- Rabat

##### **Prefecture of Skhirate Témara :**

- Témara
- Sidi El Abed
- Ain Atiq

#### Region of Greater Casablanca : 6 beaches

##### **Province de Benslimane :**

- Essanawbar (David)

##### **Prefecture of Casablanca :**

- Grand Zénata
- Nahla Ain Sbaa
- Chahdia
- Oud Merzeg

##### **Prefecture of El Jadida :**

- Lalla Aicha Bahria

#### Region of Souss Massa: 1 beach

##### **Prefecture of Agadir-Ida Outanane:**

- Aghroud I

#### Region of Dakhla Oued Dahab: 1 beach

##### **Province of Oued Ed Dahab :**

- Likhra Beach



## A2. Elaboration of bathing profiles

Bathing water vulnerability profiles are an essential tool in identifying sources of pollution that impact bathing water quality and bathers' health. These set out measures to be implemented in the event of identified pollution risks.

Development of bathing profiles began in 2013. This was enhanced by adoption of Moroccan Standard NM 03.7.199 in 2014. A total 168 bathing water vulnerability profiles were carried out in 2021, i.e. up 7 from 2020, and 31 of these were updated in 2022 in accordance with standard requirements.

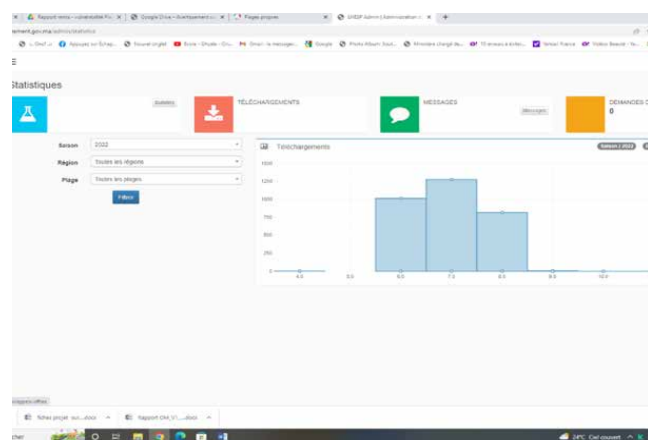
## A3. Information to the public



BWQ results displayed every 15 days

In accordance with Article 35 of Law 81-12 on the coast and Moroccan Standard NM 7.03.199 on the management of bathing water quality, the Department of Sustainable Development informs the public of bathing water via the following channels:

- the National Laboratory for Pollution Studies and Monitoring website: <https://labo.environnement.gov.ma>
- BWQ bulletins available for download by local authorities every two weeks during summer
- The «Iplages» App (Android and iPhone version) downloadable by all.



Analysis bulletin download rates - June to August 2022

## B. SAND QUALITY

The National Laboratory for Pollution Studies and Monitoring (LNEPS) of the Department of Sustainable Development (DDD) also monitors sand quality. Implementation is run jointly with the Public Laboratory of Tests and Studies. Since 2021, the DDD includes the typology of marine waste on the beach to standard sand quality monitoring for chemicals and fungi that could contaminate summer visitors.

### B.1. Typologie des Déchets des plages

The monitoring of sand quality covered 60 beaches across 9 coastal regions, including 23 beaches on the Mediterranean coast and 37 beaches on the Atlantic coast.

On the Mediterranean coast, the beach of Calabonita (Al Hoceima province) showed the highest number of marine waste collected: 4,358 elements per 100 meters. The beach of Sidi Driss (Province of Driouch), with 76 items per 100 meters collected, was the cleanest beach on this score.

On the Atlantic coast, the highest level of waste was observed at the beach of Ras R'Mel (Province of Larache) with 8,978 items per 100 meters and the lowest at Sidi Abed beach (Province of El Jadida) with 284 items per 100 meters.

Plastic/polystyrene is the prevailing waste category at a rate of 88%, the dominant subcategories of which are :

Nationally, these categories rank first in the Top 10 of waste collected, with 55%..

#### 1. Mycological quality

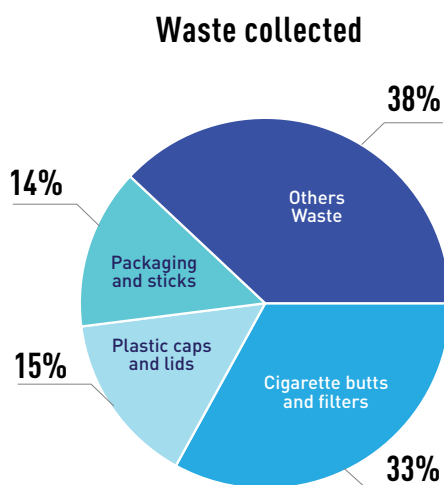
The monitoring campaign detected the presence of dermatophytes on the beaches of PK 25, Saïdia, Bouznika and El Ouatia and fungi on 39% of sites monitored. These dermatophytes and fungi are non-pathogenic, except for people suffering from allergies.

#### 2. Outlook

The DDD scheduled ten Bathing Water Quality monitoring campaigns for 2022-2023 in accordance with NM 03.7 199, running from May to September.

The LNEPS allocated a budget of MAD 5 million for the 2022-2023 work plan, for :

1. Monitoring bathing water quality at 193 beaches along Morocco's coastline, i.e. 7 more than in the previous campaign.
2. Monitoring sand quality on 60 beaches (marine waste and dermatophytes)
3. Elaborating bathing profiles for 5 beaches as follows :
  - Anza (AGADIR)
  - Marchica (Nador)
  - Tala Youssef (Al Hoceima)
  - Sfiha (Al Hoceima)
  - Tafedna (Essaouira)
4. Updating and hosting the LNEPS website, specifically the partner space that enables the bi-weekly download of BWQ bulletins by local authorities during the summer season
5. Updating the «Iplages» smartphone App (Android and iPhone versions) for communicating BWQ bulletins to the public.



## C. SAFETY

Ever since the Mohammed VI Foundation for Environmental Protection first launched Clean Beaches in 1999, the General Directorate of Civil Protection has actively contributed to the success of this global and comprehensive vision for the sustainable development of national coastlines.

Civil Protection residents are committed to enhancing the safety of bathers on beaches from May 1 to September 30. The Civil Protection Department hires seasonal lifeguards (NSS) - and these are trained by professional Civil Protection lifeguards. The Department also deploys resources and equipment for rescue and recovery.

At the same time, the General Directorate of Civil Protection, as a member of the Clean Beaches Program Committee, actively contributes to discussions on beach management and unannounced visits to beaches. It is involved in improving beach safety management in exceptional conditions, including those related to Covid-19.

With the General Directorate of Territorial Communities, the Civil Protection Department works to improve seasonal lifeguard (NSS) working conditions. In 2022, the General Directorate of Territorial Communities subscribed to an insurance policy for seasonal lifeguards.

### C.1. Enhancing Bather Safety

The Civil Protection Department recruited 3,208 seasonal lifeguards in 2022, supervised by 201 professional lifeguards. The DGPC deployed substantial rescue and recovery resources and equipment on the ground (see table below).



#### Human resources



32

### C.2. WATER SAFETY

The Department of Ports and Maritime Public Domain of the Ministry of Public Works and Water supports the Clean Beaches program by deploying buoys on beaches open to bathing.

124 beaches were buoyed in 2022, i.e. up 3 from 2021 (distribution by province in table hereunder).



# WATER SAFETY IN NUMBERS

## HUMAN RESOURCES

201

PROFESSIONAL  
LIFEGUARDS

3 208

SEASONAL  
LIFEGUARDS



## RESCUE MATERIALS AND EQUIPMENT

128

CIVIL  
PROTECTION  
STATIONS

1 219

TUBE  
LIFEBUOYS

256

LIFE JACKETS



1 051

SETS OF  
FINS



121

BOARDS



53

INFLATABLE  
BOATS  
(ZODIAC)

288

MIRADORS



49

SETS OF  
BINOCULARS



74

PARASOLS



52

PERSONAL  
WATERCRAFT  
(JET-SKI)



11

MEGAPHONES



15

AMBULANCES



13

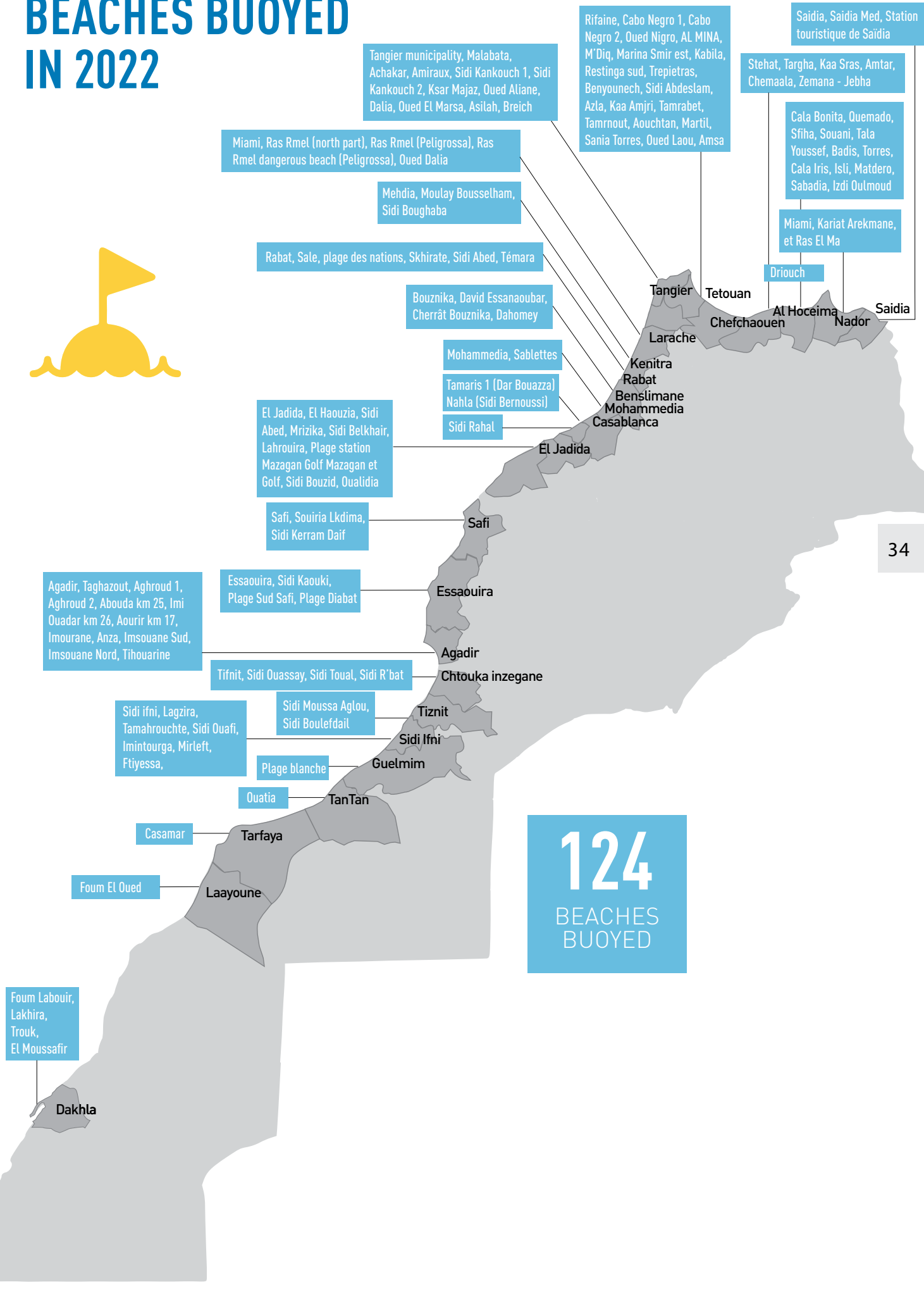
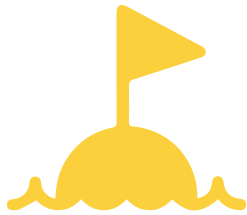
QUADS



### Other equipment

DIVING VEHICLE, ROPES,  
STRETCHERS, DIVING EQUIPMENT  
AND OXYGEN TANKS

# BEACHES BUOYED IN 2022



## D. HEALTH COVERAGE

The Ministry of Health and Social Protection (MSPS) ensures beach health coverage and hygiene through the following actions :

### D.1. At central level

- Development and dispatch of a ministerial circular to MSPS delegations to review and structure action on beach health coverage.
- Attendance of Clean Beaches and Blue Flag Committee meetings held at Foundation headquarters and at the Hassan II International Center for Environmental Training.
- Contribution to unannounced beach supervision and evaluation missions throughout the Summer.

### D.2. At prefectural and provincial level

Ministry of Health Delegations were called upon to :

Prior to the start of the summer season, in consultation with other stakeholders (civil protection, Moroccan Red Crescent and BMH), draw up a health coverage action plan for beaches enrolled in the Clean Beaches 2022 program ;

- In collaboration with stakeholders, manage the first aid unit at each beach. The chief of the first aid unit, a doctor or a nurse, is responsible for providing emergency first aid and for referring difficult cases to the nearest hospital;
- Inspect and regularly control catering establishments and food outlets, in collaboration with Municipal Hygiene Offices and local services of the ONSSA;
- Provide sanitary control of drinking water at beach water points;
- Take part in awareness sessions for the population on health education issues (beach hygiene, health and environment, etc.);
- Draw up a global report on these activities at the end of the summer season.

### D.3. Achievements 2022 (Provisional assessment)

The review **(72% of reports received)** of means and resources deployed by the Ministry of Health and accomplishments of planned activities for 2022 is summarized in the table below :

- Before the start of the 2022 summer season, provincial MSPS officials were made aware of the importance of beach health coverage under the clean beaches program and of actions to be implemented in accordance with the Ministry of Health's circular. This sensitization was carried out by means of missions to Regional Health Directorates and meetings held by videoconference.
- This assessment is provisional: 72% of reports received directly or indirectly through telephone contact with regional and provincial officials.



Number of first aid centers	Health personnel in charge of beach health coverage (doctors, nurses, technicians, etc.)	First aid cases taken:	Drinking water analysis samples taken	Inspections, control of sanitary equipment and disinfection of premises instances	Inspection of food establishments	Education and awareness
65	386	Consultations: 6504 Care: 6396 Referrals to hospital: 202	834	879	392	Number of sessions: 3163 Number of beneficiaries: 15,745



## E. BEACH MANAGEMENT

The Department of Ports and Maritime Public Domain of the Ministry of Public Works and Water supports the Clean Beaches program in improving beach development and management through :

- Issuing permits for the occupation of the public maritime domain for seasonal activities related to beaches;
- Implementing the joint circular of May 17, 2018 between the Minister of Equipment, Transport, Logistics and Water and the Ministry of the Interior on the management of beaches by municipalities, notably with respect to agreements for provision of beaches to municipalities and authorizations for occupancy of the public maritime domain.
- Drafting beach use and management plans.

### E.1. Provision of beaches to municipalities

As of June 20, 2022, the provision of beaches to municipalities stood as follows:

The provision of beaches to municipalities (38.56% of agreements signed) met constraints arising from the financial and technical difficulty for some municipalities in drawing up technical files required for Temporary Occupancy Permits for the Public Maritime Domain issuance (beach location plans, detailed maps identifying the area to be taken into account for fee calculation, etc.), and in drawing up Beach Use and Management Plans (PUGP- 46.19% of beaches have a PUGP).

Some municipalities believe the provision of little frequented beaches is not financially profitable and request exoneration from Temporary Occupancy Permits for the Public Maritime Domain (ATODPM) fees.

At the last meeting of the National Beaches Commission held on June 20, 2022, those present :

**A.** Adopted recommendations of the special commission established at the 3<sup>rd</sup> meeting of the National Beaches Commission on the joint circular, namely

- Standardizing the list of beaches open to bathing (229 beaches);
- Proposed amendments of the joint circular as follows :
  - Establishing a PUGP;
  - Managing AOTDPM granted prior to contracting and which are still in force.

**B.** Maintenance and continuity of special committee work to draw up the list of municipalities without a PUGP and determine fee arrears;

**C.** The DGCT will cover the costs of preparing PUGPs and fees to be paid to the Ministry of Public Works and Water for communes with financial difficulties;

**D.** Strengthening the role of the Provincial Beaches Commission in monitoring compliance with provisions of the joint circular, including strict adherence to PUGP provisions (20% and 80%).

Prefectures/ Provinces	Municipalities	Beaches	Clean Beaches	CPP		Convention			PUGP			Beach manager	
				Yes	No	Yes	No	In prog- ress	Yes	No	In prog- ress	Yes	No
35	98	223	106	30	5	86	50	87	103	99	21	147	76
Percentage %				85,72	14,28	38,56	22,42	39,02	46,19	44,39	9,42	65,91	34,09



# BEACH MONITORING AND ASSESSMENT



## E.2. Developing Beach Use and Management Plans (PUGPs)

103 Beach Use and Management Plans were available in 2022 with another 21 in progress.

Unannounced visits to beaches by the National Clean Beaches 2022 Committee produced national and regional assessments. This assessment highlights progress made as well as shortcomings to be addressed.

The Technical Assessment Sheets attached to this report provide an overview of the beaches open to the public.

They highlight the efforts made, shortcomings observed in terms of equipment, management, hygiene and safety, as well as in terms of setting up environmental and development awareness and education actions.

The beach assessment procedure is based on Blue Flag's four categories of qualification criteria :

1. Bathing Water Quality;
2. Design, Equipment and Management;
3. Safety and sanitary coverage;
4. Awareness and Environmental Education.

## A. FINDINGS

The Clean Beaches 2022 assessment identified the following items :

### A.1. Bathing Water Quality (BWQ)

Despite a procedure for disseminating Bathing Water Quality results established by the National Clean Beaches Committee, results are still not displayed at all beaches.

### A.2. Development and Management

A major effort was undertaken by partners on heavily frequented beaches, particularly in terms of cleanliness, equipment and maintenance.



The assessment of equipment and management at the 106 Clean Beaches puts the beaches into three categories.

### • BLUE FLAG BEACHES

No major problems reported on Blue Flag beaches. All criteria were met throughout the summer.

The control of the Blue Flag beaches was also enhanced this year with the creation of local commissions in charge of monitoring and daily control of these beaches throughout the Summer at wilayas and prefectures.

All 28 Blue Flag beaches and two marinas met all Blue Flag criteria and all have properly maintained toilets and showers.

#### a. SPONSORED BEACHES

This group of 66 beaches with an economic partner that supports them.

a. **100% of these beaches have well-maintained toilets** (508 toilets) except for six beaches (Rose Marie, Sable d'or, Sablettes, El Jadida, Lalla Fatna, Karam Eddif).

b. **77% of these beaches have showers** (497 showers). It should be noted that due to the drought, several municipalities closed their showers this year to save water.

c. **100% of beaches were cleaned** (beach and back-shore) by economic partners and municipalities. **All sponsored beaches were satisfactorily cleaned**, except for seven beaches (Diplomatic Forest, Sidi Kacem, My Bousselham, Jouhara, Paloma orled Hmimoun, El Jadida and Lalla Fatna) where cleaning needs to be stepped up on weekends.



## b. NON-SPONSORED BEACHES

These beaches do not have an economic partner and operate on their own during the summer season.

- a. 68% of non-sponsored beaches have toilets, i.e. 27 beaches.
- b. 52% of toilets are poorly maintained.
- c. 50% of beaches have showers (20 beaches). 30% of showers are poorly maintained.
- d. 100% of beaches are cleaned by municipal staff.
- e. 70% of beaches have unsatisfactory cleaning.
- f. Only 20% of non-sponsored beaches have first aid centers, i.e. 8 beaches.

## A.3. Safety

- All beaches open to bathing are covered by the General Directorate of Civil Protection
- There has been a clear improvement in the management of water sports activities on beaches.
- Rescue operations have helped rescue some 32,945 people, while 22 people were reported missing, primarily on unsupervised beaches. Specifically, the region of Tangier-Tetouan-Al Hoceima leads in the number of drowning cases with 14 102 cases, followed by the region of Casablanca-Settat with 10 608, the region of Rabat-Salé-Kénitra with 6 086, the Oriental region with 795, Laâyoune-Sakia El Hamra with 483, and Souss-Massa with 407, Guelmim-Oued Noun with 361, Marrakech-Safi with 160, and Dakhla-Oued Eddahab with 59. Also and as at the start of each summer season, awareness campaigns targeting vacationers and bathers are launched. The goal is to prevent them from bathing in unsupervised and prohibited beaches, respect designated swimming areas, avoid swimming alone, respect beach flag signage and lifeguard instructions.

## A.4. Health coverage

A great effort on health coverage was made by the Ministry of Health delegations and the Moroccan Red Crescent supported by economic partners.

## • BLUE FLAG BEACHES

All 28 Blue Flag beaches have first aid centers equipped and managed by medical or paramedical staff.

## • SPONSORED BEACHES

This group of 66 beaches has an economic partner supporting them.

- 72% of sponsored beaches (47 beaches) have first aid centers equipped and managed by medical or paramedical personnel.

## • NON-SPONSORED BEACHES

These 40 beaches do not have an economic partner and run the summer season on their own resources. **Only 20% of non-sponsored beaches** have first aid centers, i.e. 8 beaches.

## A.5. Awareness and Education on the Environment and Sustainable Development

Since the launch of Clean Beaches, the Foundation has supported its partners by providing them with educational and awareness-raising tools and materials. In 2022, the Foundation chose to step up its beach environmental awareness and education activities.

This consolidation consisted of three components :

- Communication aimed at the general public (posters and institutional spot for sea and ocean preservation),
- Awareness and development education activities for young people on the beaches in partnership with diving associations,
- Use of the Foundation's interactive ESD and awareness-raising tools (Facebook and Instagram page and AnaBoundif App).

Environmental awareness and education are essential in supporting partner efforts on the beaches. Supported this year by over thirty associations, they educated summer visitors, especially young people, all summer long. Economic partners and local associations widely responded to the Foundation's call to fight marine pollution, particularly plastic, as a priority. A total 83,216 operations were carried out on the ground, raising awareness and mobilizing 2,323,554 young people.

## 1. Implementing sustainable development awareness and education activities:

In 2022, specific efforts in terms of environmental awareness and education were made by partners to sustain actions carried out in the field. As a place of leisure and rest par excellence, the beach is also conducive to awareness and education for sustainable development. All partners held awareness-raising events on the most popular beaches (**76% of sponsored beaches, i.e. 50 out of 66 sponsored beaches**). **Thirty-six sponsored beaches hosted environmental awareness and education villages** with the support of **local associations (over 100 local associations took part in the awareness-raising and animation activities on the beaches)** or specialized agencies. Only four of the non-sponsored beaches organized awareness and environmental education activities (Oued Aliane of the Commune of Ksar Sghir, Salé of the Commune of Salé, Agadir of the Commune of Agadir and Targha of the Commune of Tziguane).



Champions of Fnideq Divers Association

Awareness activities are eclectic and provide young summer vacationers with a wide range of workshops:

- **Education and Awareness Workshop:** Supervisors use educational tools to raise awareness and educate children on environmental protection (sorting, recycling, renewable energy, climate change, etc.). Foundation partners were invited to focus on climate change in this awareness-raising workshop.



- **Artistic and scientific recycling workshops:** The life cycles of waste are explained to children who learn how to recycle objects and give them a second life, specifically in the arts.



- **Beach radio, multimedia, and beach library:** by broadcasting awareness messages on beach radio, the operator is able to connect with the population, discussing the most prevalent types of waste on the beach and their lifespan. Beach libraries were set up on the beaches of Dalia, Sidi Kankouch, Témara, Casino, Essaouira, Cap Beddouza, along with ONEE Electricity Division's mobile library, which stopped at the beaches of Mehdiya, Moulay Bouselham, Ain Diab, El Oualidia, Aglou, Oum Labour, Moussafir and Trouk.



Library at the Témara Casino beach



«Giant tap» artwork on the beach at Safi

## 2. National Federation of Moroccan Scouting's contribution to Clean Beaches

The National Federation of Moroccan Scouting (FNSM) took an active part in Operation Clean Beaches for the 20th time. Following a two-year absence due to Covid 19, the FNSM led awareness-raising, environmental education and animation activities on seven program beaches (Saïdia, Tangier, Agadir, Ain Diab Extension, El Haouzia, El Qualidia and Aglou). FNSM's contribution to Clean Beaches 2022 was sponsored by six program partners: Holmarcom Group, Marsa Maroc, Royal Air Maroc, ONEE Electricity Division, Fondation Banque Populaire and ONCF.



Mobile library on the Trouk/Dakhla beach



Library on the Dalia/Fahs-Anjra beach

- **Sports events and playgrounds:** Events around nature, the sea, environmental and coastal protection are held for summer visitors (Shows, plays, board games and educational, supervised soccer and volleyball tournaments on specially designed fields, beach radio, karaoke, dance and singing competitions, quizzes, micro-mobile, etc.)
- **Visits to vulnerable natural areas:** Visits to natural sites, forests, and SBEIs were arranged for young people...



- **7,200** scouts and guides took part in the campaign.
- **15,500** summer visitors signed a pledge to respect the beach and its environment.
- **84,000** summer visitors, including **6,000** children, were made aware of the environment.





Beach of Mehdia



Saidia Municipal Beach

### • PARTICIPATION DE LA FNSM À L'OPÉRATION B7ARBLAPLASTIC

In 2022, the FNSM also supported the Foundation's B7arblaplastic 2022 campaign by conducting various environmental awareness and education activities at seven Moroccan beaches. This edition focused on sensitizing young people to plastic waste, on beaches, in holiday centers and in the city. This edition was held from August 2 to 27 in two phases.

The following events were organized:

- Awareness actions and workshops at summer centers as part of the Vacation for All program
- Cleanliness march to raise awareness on plastic waste
- Marathon of the sands
- Signature of pledges by summer guests to keep the beach clean
- Workshops and waste recycling activities targeting young people



Saidia Municipal Beach

## Regional assessment of 2022 Program beaches

A regional evaluation was carried out in 2022 based on various field visits and operational monitoring on the ground throughout the summer, to better identify and address areas for improvement.

### ORIENTAL REGION

- Number of beaches in the program: 5
- Number of sponsored beaches: 4 (80%)
- Number of non-sponsored beaches: 1 (20%)

All beaches of the Oriental region are properly managed in terms of development, equipment, services, security and entertainment.

Beaches in cities with high tourist potential have greater influxes of summer visitors and therefore experience some difficulty during peak periods (parking, use of sanitary facilities and services).

Only one beach, non-sponsored, requires services including a first aid center and more frequent cleaning.

### TANGIER- TETUAN- AL HOCEIMA REGION

#### **AL HOCEIMA Area**

- Number of beaches in the program: 5
- Number of sponsored beaches: 0 (0%)
- Number of non-sponsored beaches: 5 (100%)

Beaches in Al-Hoceima can accommodate a large influx of summer visitors.

However, beaches in the region are not sponsored, and as such, are managed solely by municipalities, and consequently often lack services usually provided at other beaches (first aid centers, displays, entertainment).

Existing services should also be enhanced, considering the considerable influx of summer visitors to the region which holds significant potential for seaside tourism.

#### **TETUAN M'DIQ-FNIDEQ Area**

- Number of beaches in the program: 8
- Number of sponsored beaches: 6 (75 %)
- Number of non-sponsored beaches: 2 (25 %)

All beaches saw improved infrastructure, services and management. No apparent anomaly was observed at sponsored beaches, including those labeled.

Some deficiencies were observed at non-sponsored beaches in the absence of certain services and upkeep.

The region, recognized for its strong attractiveness during the summer period, requires greater mobilization of resources to meet the influx of summer visitors.

#### **CHEFCHAOUEN LARACHE Area**

- Number of beaches in the program: 4
- Number of sponsored beaches: none, (0 %)
- Number of non-sponsored beaches: 4 (100 %)

Beaches in the Chefchaouen area fall under the municipalities bordering Tetuan and experience significant inflows of summer visitors, but lack infrastructure, reception services and daily maintenance.

Beaches in the Larache area lack infrastructure and services.

#### **TANGIER - ASILAH - FAHS ANJRA Area**

- Number of beaches in the program: 22
- Number of sponsored beaches: 13 (59 %)
- Number of non-sponsored beaches: 9 (41 %)

Sponsored and labeled beaches in this region meet Blue Flag criteria.

Non-labeled sponsored beaches meet requirements in terms of development, safety and cleaning.

Beaches in this area of high tourist potential sometimes attract more visitors than they can accommodate. Some services (e.g., parking, restrooms) already present at these sites should be enhanced.

Non-sponsored beaches in the region lack services generally provided at other beaches (first aid centers, toilets, signage, entertainment, etc.). Deficiencies in maintenance of some existing services (toilets, showers), and in the cleaning of the beach, were observed, especially during peak periods.

## **RABAT-SALÉ-KÉNITRA REGION**

### **RABAT-SALÉ-KÉNITRA Area**

- Number of beaches in the program: 6
- Number of sponsored beaches: 3 or 50%.
- Number of non-sponsored beaches: 3 or 50%.

Sponsored beaches in the Rabat-Salé-Kénitra area provide all the necessary equipment, services, security and entertainment.

Some shortcomings were observed on some beaches, mainly for lack of sewage and electricity connections, owing to works in progress.

Non-sponsored beaches lack vital services and suffer from low municipality involvement in management and upkeep.

### **SKHIRATE- TEMARA Area**

- Number of beaches in the program: 11
- Number of sponsored beaches: 11 (100%)
- Number of non-sponsored beaches: 0 or 0%.

All eleven beaches of the Skhirate- Temara area are sponsored. These beaches improved in terms of management and services provided.

However, some beaches have lost their sanitary facilities, primarily for lack of maintenance, connection to sewage systems or septic tanks.

Some of these beaches also lack a first aid center, due to a lack of human resources or financial means.

## **CASABLANCA-SETTAT REGION**

- Number of beaches in the program: 20
- Number of sponsored beaches: 14 (70%)
- Number of non-sponsored beaches: 6 (30%)

Management of the 14 sponsored beaches in the region improved significantly, as a result of improved infrastructure and services.

However, a number of beaches in highly accessible geographical areas, which attract a large number of summer visitors, require better maintenance of sanitary facilities.

Non-sponsored beaches suffer from deficiencies in maintenance of sanitary facilities, where available. A significant lack of first aid centers was also observed.

Furthermore, it is essential to increase the frequency of sand cleaning in view of recent observations.

## **MARRAKECH-SAFI REGION**

- Number of beaches in the program: 10
- Number of sponsored beaches: 6 or 60%.
- Number of non-sponsored beaches: 4 (40%)

The six sponsored beaches of the Marrakech-Safi region are equipped with all required infrastructures and services. Some of these beaches require additional staff to maintain sanitary facilities in view of the influx of summer visitors.

Non-sponsored beaches have virtually none of the facilities and services normally provided at beach level. Cleaning of these beaches is also insufficient.

## **SOUS-MASSA-DRAA REGION**

- Number of beaches in the program: 3
- Number of sponsored beaches: 2 (66%)
- Number of non-sponsored beaches: 1 or 34%.

Both sponsored and non-sponsored beaches in the region of Souss-Massa-Drâa are equipped with infrastructure and services required to welcome a large flow of summer visitors. Regular maintenance and integrated management of services are also in place.

## **GUELMIM-OUED NOUN REGION**

- Number of beaches in the program: 6
- Number of sponsored beaches: 2 (33%)
- Number of non-sponsored beaches: 4 (67%)

The two sponsored beaches in the Guelmim-Oued Noun region offer satisfactory infrastructure and services, as well as regular maintenance.

However, the non-sponsored beaches show a lack or total absence of essential services (sanitary facilities, first aid center). Municipalities in question generally only provide cleaning services, which should also be stepped up.

## **LAÂYOUNE-SAKIA EL HAMRA REGION**

- Number of beaches in the program: 1
- Number of sponsored beaches: 1 or 100%.
- Number of non-sponsored beaches: 0 or 0%.

The beach is very well managed and provides all required infrastructure and services. This is one of the best beaches in terms of integrated management and continuous improvement.



### **DAKHLA-OUED ED DAHAB REGION**

- Number of beaches in the program: 4
- Number of sponsored beaches: 4 (100%)
- Number of non-sponsored beaches: 0 or 0%.

The beaches of the program in the Dakhla-Oued Ed Dahab region are very clean and provide all required infrastructure and services. They are very well managed.

A new beach was sponsored this year, providing basic facilities and management to attract more visitors, despite its geographical location.

## **B. GENERAL RECOMMENDATIONS**

### **B.1. Bathing Water Quality (BWQ)**

The national committee instructed relevant departments (Department of Environment (LNE), Department of Equipment (DPDPM) and DGCL/DEA), to convene a consultation to update and readjust the procedure for displaying BWQ test results on beaches, initiated in 2007.

### **B.2. Planning and Management**

Activate the elaboration of «Beach Use and Management Plans»;

Enhance basic equipment, toilets, showers and maintenance at non-sponsored beaches, notably through financial support to relevant municipalities as part of DGCT's beach site upgrading program. A development and management action plan should be prepared by these municipalities. This action plan should be developed in consultation with DGCT and the Foundation.

### **B.3. Security and health coverage**

Enhance the implementation of local health care centers on non-sponsored beaches.

### **B.4. Environmental Education**

Extend environmental education and awareness activities to as many non-sponsored beaches as possible.

Support the participation of local associations and federations in environmental education and awareness activities on non-sponsored beaches.