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FONDATION MOHAMMED VI POUR LA PROTECTION DE L'ENVIRONNEMENT  
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# CLEAN BEACHES REPORT 2023



#b7arblaplastic

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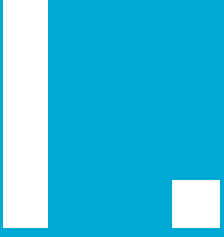
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# THE FOUNDATION'S SEAS AND OCEANS HUB



The Mohammed VI Foundation for the Protection of the Environment, presided over by **Her Royal Highness Princess Lalla Hasnaa**, has long taken to heart the sustainable management of areas of interaction between man and the ocean, and has made it a central concern. Her first action in this direction dates back to 1999, with the launch of the Clean Beaches program, testifying to her early awareness of the need to preserve oceans and coastlines by tackling man-made pollution.

For this initiative, and in recognition of her leading role in preserving coastal zones, **HRH Princess Lalla Hasnaa** was awarded the honorary title of «Ambassador for the Coast» in 2007 by the United Nations-supported Euro-Mediterranean Regional Environment Program. She also had the honor of chairing International Ocean Day at the 2016 COP 22 in Marrakech.

As of 2019, the Foundation’s vision has evolved significantly. It has evolved from a mainly local undertaking, focused on the Moroccan coastline and beaches, to a global initiative aimed at preserving the oceans. The Foundation has already made great strides for the coastline, notably through the Clean Beaches and Blue Flag programs, the Lalla Hasnaa Sustainable Coastline Trophies, and other initiatives such as the clean-up of Marchica, Nador’s lagoon, consolidating its legitimacy.

The Foundation has rallied to play a leading role on the international stage, to boost its impact in preserving oceans and coastlines. Since 2019, the Foundation’s teams have taken part in a large number of international

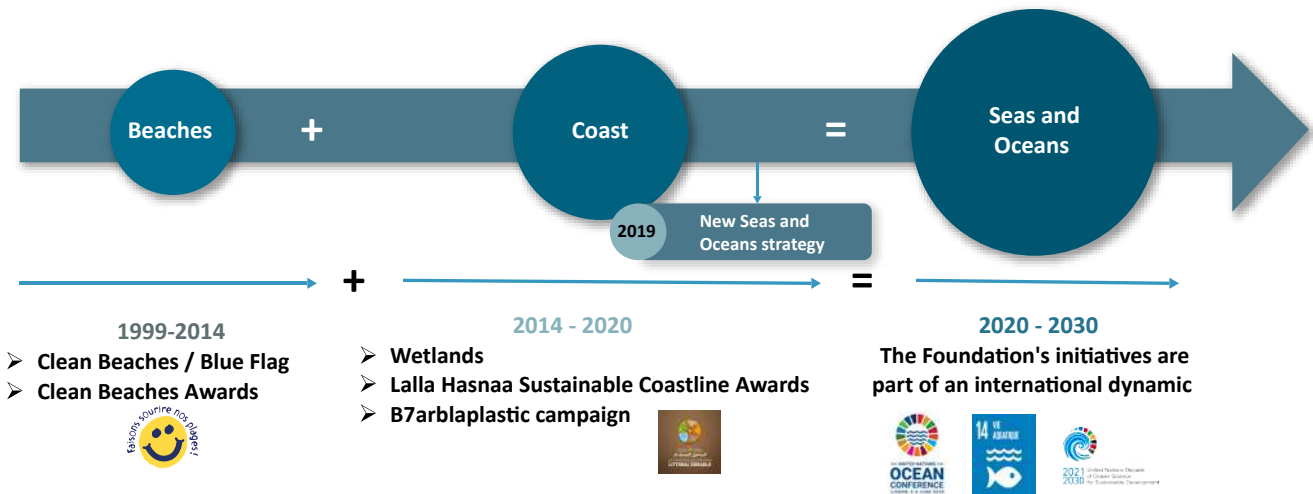
meetings, demonstrating their deep commitment.

In February 2021, **Her Royal Highness Princess Lalla Hasnaa** became Patron of the United Nations Decade of Ocean Sciences for Sustainable Development Alliance, which aims to promote knowledge of the oceans for their preservation. The Foundation is also a founding member of this alliance for the Decade, where it collaborates with various international organizations, the private sector, and civil society.

Collaboration between the IOC-UNESCO, which is responsible for the Decade, and the Foundation goes back much further. It was launched in 2016, with the signing of a framework partnership with UNESCO. Since then, the Foundation has played an active part in numerous international conferences and dialogs, contributing to a dynamic for the protection of the oceans.

The Foundation has played a key role in raising public and young people’s awareness of the importance of preserving the oceans. It organizes a variety of events, including conferences and dialogs. It plans to reinforce its commitment by focusing on reducing marine pollution, and promoting informed and responsible citizenship in environmental matters.

In 2023, the Foundation resolutely launched the fourth edition of its #B7arblaplastic program to combat plastic waste, which ran throughout the 2023 summer season, from June 15 to September 15, 2023.



### A change in the scope of operations of the Coastal Safeguard Program

# THE FOUNDATION'S SEAS AND OCEANS STRATEGY IS PART OF A GLOBAL MOVEMENT

The Foundation's Seas and Oceans Strategy for 2019 is fully in line with these international guidelines. It responds not only to the strategic positions of the United Nations 2020 Oceans Conference (Track 1, 2, 8), but also to some of the societal objectives of the Decade of Ocean Sciences for Sustainable Development 2021-2030, three of which are considered priorities by the Foundation (a clean ocean, a healthy and resilient ocean, and a known ocean).

By crossing these different orientations and the ten challenges of the United Nations Decade of Ocean Sciences, the Foundation has sought to take concrete action with the support of all its partners on three main themes:

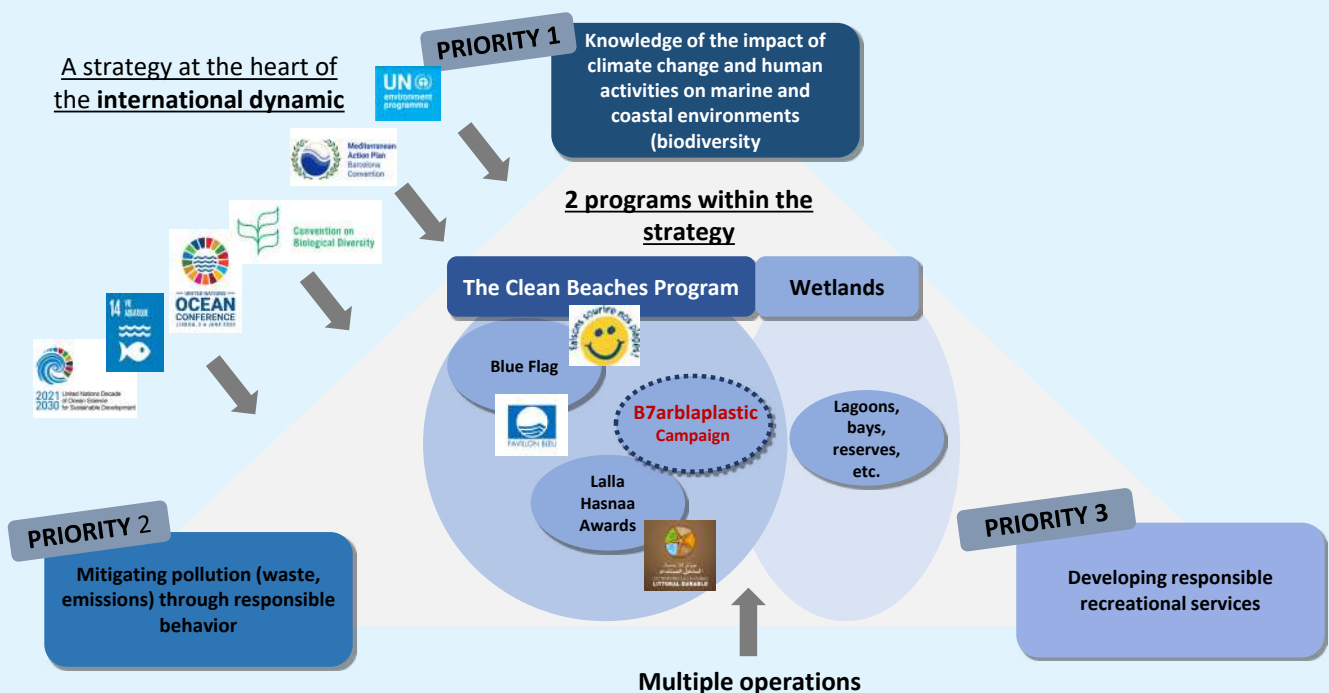
- Understanding the links between climate change and the oceans;
- The fight against marine pollution;
- Protecting marine and coastal ecosystems (marine biodiversity).

These themes play a part in implementing the UN's ODD14, and also respond to (see diagram):

- The objectives of the 2050 vision of the Convention on Biological Diversity:
- Objective A: Preserving and restoring ecosystems for biodiversity 2050.

- Objective B: Sustainable use of biodiversity and ecosystem services 2050.
- The Mediterranean Strategy for Sustainable Development (MSSD) 2016-2025:
- Objective 1: Ensuring the sustainable development of marine and coastal areas.
- Objective 2: Promoting resource management, food production and food security through sustainable forms of rural development,
- Objective 5: Transition to a green and blue economy,
- Objective 6: Improving governance for sustainable development;
- UNEP's effort to implement a legally binding tool to combat waste: accelerate reuse, accelerate recycling, reorient and diversify the market for sustainable and safe plastic alternatives, treat existing pollution, adopt effective communication strategies for social and behavioral change to put an end to plastic pollution.

The Foundation intends to pursue this development while reinforcing its alignment with international priorities for safeguarding and protecting the oceans.



## THE FOUNDATION HAS STEPPED UP ITS INTERNATIONAL AND NATIONAL EVENTS

September 23, 2019: Participation in the Climate Action Summit organized by the Secretary-General of the United Nations in 2019, to promote the Foundation’s environmental awareness and education initiatives.
December 9, 2019 - COP25, Madrid: The Foundation’s contribution to the side event on <b>Ocean and Climate Literacy</b>
December 12 to 13, 2019: Italian Research Council, European Commission, United Nations Environment Program, Mediterranean Action Plan (UNEP/MAP) and International Commission for the Scientific Exploration of the Mediterranean Sea, Venice, Italy. The Foundation’s contribution to the Mediterranean regional workshop.
January 27-29, 2020: Africa-West Indian Ocean regional planning workshop, Nairobi, Kenya. Presentation by a Foundation representative.
February 3, 2020 - <b>United Nations Decade of Ocean Science for Sustainable Development</b> - New York, USA. Participation of the Foundation in the brainstorming meeting.
February 5, 2020: Decade preparatory meeting - New York, USA. The Foundation’s involvement.
February 27-28, 2020 - Foundations’ Dialog on the Decade - Copenhagen, Denmark. Speech by the Foundation and two ambassadors from the African Youth Climate Hub initiative.
February 2020, Copenhagen Participation in the Foundations Dialog for the Decade of the Oceans, with the aim of becoming a key player in mobilizing capacity building and innovative science to protect the oceans.
March 2020 - online meeting - The Foundation participates in the second global planning meeting for the Decade.
June 8, 2020 - Virtual summit on ocean literacy, organized by UNESCO’s Intergovernmental Oceanographic Commission (IOC) in partnership with Ocean Wise, EuroGOOS and Experiential Intervention of the Fondation in a workshop.
February 3, 2021. UNESCO and its Intergovernmental Oceanographic Commission (IOC) officially launch the United Nations Decade of Ocean Sciences for Sustainable Development at a high-level event, “A Brave New Ocean”, attended by <b>Her Royal Highness Princess Lalla Hasnaa</b> , President of the Mohammed VI Foundation for the Protection of the Environment.
May 23, 2022, Rabat. In partnership with the Portuguese Embassy in Morocco, the Foundation is organizing a “Blue Talk” titled “United Nations Conference on the Oceans 2022: what role for science and innovation in Morocco”.



<p>June 1-3, 2022, Rabat. The IOC-UNESCO and the Foundation organized the second meeting of the Foundations Dialog, with the participation of the heads of more than 20 philanthropic foundations from around the world and international experts.</p>
<p>June 27 to July 1, 2022, Lisbon Portugal. The Foundation took part in the second United Nations Ocean Conference.</p>
<p>November 7 to 8, 2022, COP27 in Sharm-Esh-Sheikh, Egypt. The Seas and Ocean hub takes part in events:</p> <ul style="list-style-type: none"> <li>• «Towards a new plastic economy on Mediterranean beaches», at the Mediterranean Pavilion.</li> <li>• «Multi-partner mobilization against plastic waste to preserve ocean marine biodiversity», at the Oceans Pavilion. It also took part in two parallel events.</li> <li>• Oceans Decade roadmap for Africa: «Ocean sciences for climate action in Africa».</li> <li>• «Financing oceanography for climate action in Africa as part of the Decade of the Ocean» at the Morocco Pavilion.</li> </ul>
<p>June 5, 2023, Rabat (Hassan II International Environmental Training Center), the Foundation organized an international conference on "Solutions for Plastic Pollution" on World Environment Day.</p>
<p>June 8, 2023, Rabat (Hassan II International Environmental Training Center), the Foundation organized a major awareness-raising conference to present and explain the ocean to young people from different points of view.</p> <ul style="list-style-type: none"> <li>• The first track, «Tell me about the ocean through accounts and stories», was led by young people.</li> <li>• Another, «Tell me about the Ocean through numbers and science», presented by scientific experts, used local examples to sketch out the vast body of knowledge on the subject.</li> <li>• A third, «Tell me about the ocean or what you're doing,» highlighted those who are taking action in the field to protect the seas and oceans.</li> </ul>
<p>From June 14 to 16, 2023, in Monte-Carlo, third Foundations Dialog. Participation of the Foundation and its President, <b>Her Royal Highness Princess Lalla Hasnaa</b></p>





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# THE CLEAN BEACHES PROGRAM



## LONG-TERM INITIATIVE

**T**hanks to the program and the sustained commitment of the Foundation’s partners, including the administrations responsible for coastal management, the Moroccan Local Authorities Department, communes and local authorities, businesses, local federations and associations, beaches have seen significant improvements over the years.

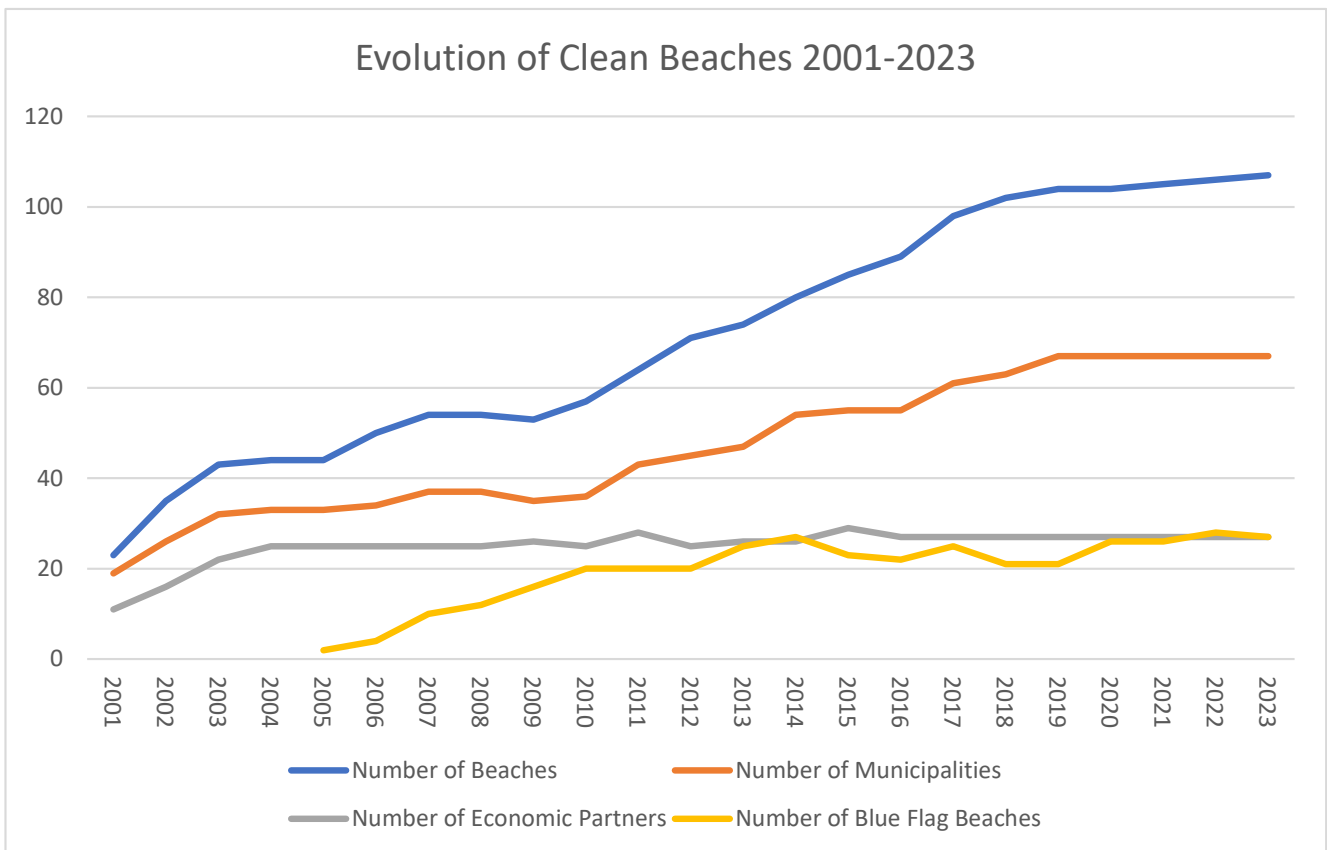
This progress can be seen in a number of areas, including cleanliness, beach water quality, sanitary coverage and safety. What’s more, this program has transformed these sites into spaces for promoting and developing a culture of environmental protection.

Over the years, some thirty sites - beaches and marinas - have achieved international recognition thanks to the Blue Flag, an environmental quality label. This has

not only strengthened the Foundation’s environmental education activities, but also brought them into line with international standards for environmental protection and sustainable development.

The Clean Beaches program has brought:

1. A national reputation, thanks in particular to our efforts in terms of cleanliness, facilities, public awareness and environmental education,
2. Increasing territorial coverage.
3. International recognition thanks to the Blue Flag for more and more beaches.
4. Ongoing support from ministerial departments.



## THE 2023 SEASON: FURTHER PROGRESS

The 2023 Clean Beaches season includes the following highlights:

- Of the 193 beaches monitored for beach water quality in 67 coastal communities, 108 have taken part in the «Clean Beaches» program.
- Two new beaches have renewed their partnership and sponsorship agreements: Sidi Bouzid and Ard Al Bhar.
- 68 beaches were supported by 26 public and private companies, in collaboration with local authorities.
- 39 beaches in the program have joined without economic partners, as part of their development.
- By 2023, 27 beaches had been awarded the «Blue Flag» label, as well as three marinas.
- A total of 193 beaches in the kingdom are monitored for beach water quality in accordance with current standards.
- 61 beaches are monitored for hygienic sand quality.
- 88.05% of beaches comply with beach water standards set in 1997.
- By the end of 2022, 173 beach profiles had been drawn up, an essential tool for identifying sources of pollution.

- 115 Beach Use and Management Plans (PUGP) have been drawn up and 20 are underway.
- 128 beaches have been marked out.
- 3234 seasonal lifeguards are also taken into account.
- Participation of 560 scouts and guides

The structuring actions, carried out in 2023 as part of the Clean Beaches program, include:

1. Organization of information and training workshops, and capacity-building for local players and economic partners in beach management: Blue Flag Workshop and Partners Workshop.
2. The redesign of the Clean Beaches website.
3. Updating the Clean Beaches platform.
4. Expanding the collection of best practices for sustainable development awareness-raising and education activities on beaches.
5. Updating the Clean Beaches signage charter.

## OPERATION #7ARBLAPLASTIC, THE FLAGSHIP INITIATIVE OF CLEAN BEACHES

### PLASTIC POLLUTION, A MAJOR PROBLEM

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Plastic pollution is a major problem for the oceans. Every year, between 4.8 and 12.7 million tonnes of plastic end up in the oceans. According to estimates by the British Ellen MacArthur Foundation, the oceans could contain more plastic than fish by 2050. Single-use plastics such as cutlery, bottles, straws, cotton buds and cigarette filters are responsible for this pollution.

Plastic pollution has become so widespread that 157 countries are currently working to enact an international treaty by 2024 that will be, exceptionally, legally binding.

Plastic pollution is also a major problem in Morocco. According to a 2019 WWF report, 600,000 tonnes of plastic waste are dumped into Moroccan waters every year. Only 10% of plastic waste is recycled in Morocco, resulting in an estimated economic loss of 23 million euros due to the effects of plastic pollution

### AN OPERATION TO COMBAT THIS SCOURGE

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To combat this pollution, the Foundation has launched the #b7arblaplastic operation as part of its Clean Beaches program in 2019.

This operation has twice been rewarded by the Foundation for Environmental Education as the best awareness-raising practice on Blue Flag Beaches in 2021 and 2022. It has been included in the United Nations Decade of Ocean Sciences for Sustainable Development in 2022

### 2023: A 4TH EDITION ON THE UP

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The #b7arblaplastic operation has been revised upwards to 2023. The previous year's four challenges have been expanded: to reduce plastic waste by at least 10 tonnes for each beach, to run at least 40,000 environmental awareness campaigns, to raise awareness among around two million young people, and to recycle all the plastic waste collected.









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# PREPARING THE 24TH SEASON



To bring together and actively engage stakeholders in the «Clean Beaches» and «Blue Flag» programs, the Foundation organized two major events to raise awareness, inform and build skills.

- On December 22, **the Pavillon Bleu Technical Workshop** was held, proving extremely useful for local authorities and partners seeking to obtain

the prestigious label, which conveys an image of sustainability, safety and quality for seaside sites.

- On May 20, **the Partners' Workshop**, with all economic partners and coastal municipalities. The purpose of the workshop was to define the roadmap for the «B7arblaplastic» operation

## BLUE FLAG TECHNICAL WORKSHOP

Since its introduction in Morocco in 2005, the Blue Flag label has had a positive impact on beach water quality, care, safety, hygiene, accessibility and environmental awareness. By 2022, 28 Moroccan beaches have obtained it.

The label is now committed to raising awareness of the risks associated with climate change, plastic pollution and the preservation of biodiversity. However, given the large number of tourists visiting beaches and the involvement of various government departments (Health, Interior, Public Works, Sustainable Development), coordination between these departments is essential to ensure sustainable beach development and meet the four categories of criteria,

This was the aim of the December 22, 2022 workshop, held in conjunction with the call for bids for the 2023 edition.

### Recommendations

The recommendations resulting from the Blue Flag workshop, which follow the four families of criteria, were as follows :

#### Beach Water Quality

- Implementation of management measures and actions provided for in beach water vulnerability profiles, including :

- Eliminate sources of dry-weather runoff at stormwater outlets near beaches;
- A ban on littering along coastlines and riverbanks near beaches;
- Preventing the risk of pollution of beach waters in the event of flooding;
- Increased inspection and cleaning of septic tanks on beaches not connected to the sewerage system;
- A ban on swimming in areas where beach water quality has been declared non-compliant.
- Raise awareness among beach users of the health risks associated with fungus and mycosis, and encourage them to follow safety advice.
- Set up appropriate management systems to detect any pollution or source of pollution at beach sites (rapid analysis, self-monitoring of wastewater systems, in particular storm overflows, wastewater network overflows, rainwater outfalls, pumping stations, etc.).
- Comply with the management measures and actions prescribed in the beach water profiles drawn up.
- Hold a consultation meeting between the Department of the Environment (LNESE), the Department of Public Works (DPDPM) and the DGCT/DRPL, to update and readjust the procedure for displaying QEB analysis results on beaches, introduced in 2007.



## Planning, equipment and management

- “ Reinforce basic facilities, toilets, showers and maintenance at non-sponsored beaches, in particular by providing financial support to the communes concerned as part of the DGCT’s beach site upgrading program. An action plan for development and management must be prepared by these municipalities. This action plan is to be drawn up in consultation with the DGCT and the Foundation.
- “ Pay particular attention to the quality of fixtures and fittings and to the aesthetic aspects of beach furniture.
- “ Establish a public/private partnership for the day-to-day management of facilities and services.
- “ Promote beach investment by coastal communities.
- “ Draw up precise specifications in line with «Blue Flag» criteria for beach concessionaires (quality of facilities and their daily maintenance, quality of services offered, etc.).
- “ More infrastructure for the disabled
- “ Accelerate the contractualization process between the Ministry of Equipment and Water and the Commune to benefit from financial support from the DGCT via the «Upgrading seaside sites» program.
- “ Comply with the provisions of the joint circular on beach management by local authorities, in particular the preparation of Beach Use and Management Plans (PUGP), and ensure their implementation.
- “ Strengthen the skills of recently appointed beach managers and raise awareness among elected officials of the provisions of the joint circular on beach management by municipalities;
- “ Involve scientists in the beach cleaning process (ecologists, ornithologists, sociologists, etc.) to ensure better protection of the beach’s natural environment.
- “ Establish environmental inventories of beaches prior to any management plan design.
- “ Develop local cleaning solutions.
- “ Involve local craftsmen in the development of street furniture.
- “ Provide appropriate, creative signage for good housekeeping practices and street furniture.
- “ Consider creating a «Handiplage» label for 100% accessible beaches..

## Health and safety

- “ Ensure and generalize the zoning and marking of different activities in the water or on the beach (swimming, water sports, games, etc.).
- “ Ensure the utmost integration and coordination with all stakeholders in the beach monitoring preparation process.
- “ Take into account the imperatives of bather safety during the development phase of swimming areas.
- “ Reinforce signage to demarcate swimming areas.
- “ Equip beaches with beach status flags.
- “ Improving accessibility for emergency vehicles.
- “ Equip beaches with shelters for rescue craft and depots for rescue equipment and resources.
- “ Provide more beaches with PC stations.
- “ Intensify hygiene inspections.
- “ Get the Red Crescent more involved on the beaches.
- “ Improve collaboration between the communes, the Moroccan Red Crescent
  - the Civil Protection and the Delegations of the Ministry of Health and Social Protection to ensure integrated intervention for better health coverage of beaches.
- “ Sensitize local officials from the Ministry of Health and Social Protection to provide technical assistance to others involved in beach health coverage, mainly in the management of first-aid centers and first aid.
- “ Revitalize provincial beach health and safety subcommittees.
- “ Better equip first-aid centers.

## Information and awareness-raising

- “ Involve local associations, federations and experts to a greater extent, stepping up their contribution to public information and awareness campaigns.
- “ Reorient communication and animation towards educational activities.
- “ Standardize posting procedures and improve information for summer visitors.
- “ Capitalize on and exchange experiences between beaches.

- “ Involve all stakeholders in a more active communication campaign on the site.
- “ Finalize the animation and awareness-raising program, in agreement with the partners, by June 15, so that all related arrangements are in place on time.
- “ Encourage all environmental education activities on beaches, with an emphasis on coastal ecosystems.
- “ Seek to change behavior, not just attitudes.
- “ Consult the «Guide to good practice» [<https://fm6e.org/wp-content/uploads/2022/12/FM6-PP-Guide-animation-2022.pdf>].
- “ Produce guides and manuals to help improve knowledge and conservation of sensitive natural sites adjacent to beaches.
- “ Multiply training and awareness-raising workshops by sector and region for the various local players and managers.

## PARTNER WORKSHOP

The collaboration of all partners is essential to achieving the objectives of Clean Beaches, and in particular its flagship awareness-raising operation #b7arblaplastic.

To build this ambitious project, the Foundation organized a **Partners’ Workshop** on May 18, 2023, where economic partners and coastal communities came together to co-construct the roadmap.

The theme of this year’s #b7arblaplastic operation was «Giving plastics a second life», because it’s important to raise awareness of the need to reuse and recycle plastics to reduce their impact on the environment. Once again this year, the «Éco-écoles», «Jeunes Reporters pour l’Environnement» and AGUYEN programs were involved in the operation.

### Strategic objectives

The strategic objectives of this preparatory workshop were to :

- “ Share an updated vision of the international momentum towards implementation of SDG 14
- “ Federate and consolidate the network of players,
- “ Highlight the synergy created by the Foundation between the various stakeholders;
- “ Highlight innovative and replicable projects and initiatives launched as part of previous #b7arblaplastic operations.

### Operational objectives

The operational objectives were :

- “ Strengthen the concrete and effective mobilization of all the Foundation’s partners and stakeholders by identifying their contributions (technical and scientific) and the ways in which they can be involved;
- “ Gather as much feedback as possible and identify obstacles and areas for improvement in implementing and rolling out the actions undertaken in 2022 as part of the B7arblaplastic operation;
- “ Identify together the best practices to be replicated with a view to the 2023 campaign (to ensure continuity of the benefits of the actions undertaken during the #B7arblaplastic operation: circular economy, pollution mitigation, recovery, recycling, etc.).
- “ Further strengthen recycling and recovery actions for plastic waste collected on beaches, following the example of its second campaign.

### Three working themes

As part of the partners’ workshop organized annually by the Clean Beaches program, an exchange session was organized with partners in two working groups that addressed three main themes :

### Working Group 1: Digital communication tools

The aim of this workshop was to present elements of digital communication linked to the #b7arblaplastic 2023 campaign, in order to improve the coordination of digital actions and publications. The main topics covered were :

- .. Presentation of 2022 results (RS and app Ana Boundif).
- .. Presentation of the challenges identified during the 3rd edition of the campaign.

During the presentation, the following points of vigilance were highlighted :

- .. Lack of information on Instagram account #b7arblaplastic.
- .. Lack of information on the Foundation's digital focal point.
- .. Updating partners' social network accounts for each edition.
- .. Continuous change of the partner focal point, which prevents continuity of contact with the digital manager.
- .. Dynamics of the organization (digitally engaged or not).

The working group came up with a number of recommendations :

- .. Share more real (compilation of short videos).
- .. Sharing beach clean-up content.
- .. Publication of before-and-after photos of the beach (cleaning/equipment, etc.).
- .. Strengthen communication in Arabic with citizens on social networks.
- .. Publication of best of animations.
- .. Increasing the sharing of awareness content
- .. Switch to LinkedIn and Twitter.

### Working Group 2: Actions and best practices in sustainable development education

The aim of the workshop was to share the various actions and best practices carried out by the partners in the Clean Beaches program. It was also an opportunity to communicate about the efforts made by the Foundation through its sustainable development education programs to raise awareness among schoolchildren and young people of the importance of preserving the environment, with a particular focus on the ocean.

During this session, various actions and initiatives were shared by the partners, the main ones being :

- .. Organization of educational activities in a variety of formats (games, quizzes, competitions, drawings, theater, etc.);
- .. Organization of awareness-raising workshops on marine pollution, preservation of marine resources...;
- .. Organization of planting workshops to offset GHG emissions;
- .. Organization of plastic waste recycling workshops;
- .. TV commercials, documentaries and beach radios to raise awareness on a large scale;
- .. Production of awareness-raising booklets for summer visitors;
- .. Creation of a fun game on the theme;
- .. Installation of sorting garbage cans on the beaches and regular maintenance;
- .. Installation of models and works of art made from waste to raise awareness of recycling;
- .. Setting up and strengthening partnerships.





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# IV.

## THE 24TH SEASON OF CLEAN BEACHES



# INVOLVEMENT OF INSTITUTIONAL PARTNERS IN THE «CLEAN BEACHES» 2023 OPERATION

Each year, the support we receive from our institutional partners becomes stronger and more solidly organized. Thanks to close collaboration with the ministries and administrations responsible for coastal management, the Foundation and its partners are able to continue their annual efforts to develop, manage, raise awareness and educate about

sustainable development in coastal areas. These actions are undertaken on beaches that are rigorously monitored for beach water and sand quality. What's more, the safety of summer visitors both on the water and on the sand is ensured, by making sure that the necessary sanitary services are available

## A . BEACH WATER AND SAND QUALITY MONITORING

### A1 . Beach Water Quality

As in previous years, the Moroccan National Laboratory for Pollution Studies and Monitoring (LNESP - Laboratoire National des Études et de Surveillance de la Pollution) of the Moroccan Sustainable Department (DDD - Département du Développement Durable) contributed to the Clean Beaches program with its annual program of monitoring beach water and sand quality.

For the 2022-2023 Beach Water Quality monitoring campaign, **193 beaches** were monitored, **7** more than the previous campaign. The results are as follows:

- Out of 495 sampling stations, 361 **are swimming compliant**, representing **88.05%**
- Out of 495 sampling stations, **49 (11.95%) do not comply with swimming regulations**

The 49 non-conforming swimming areas are spread over 27 beaches in six regions, as follows :

#### Tangier-Tetouan-Al Hoceïma region: 10 beaches

##### Province of Al Hoceïma :

- Calabonita
- Sabadella
- Quemado
- Torres

##### Province of Tangier - Asilah:

- Admirals
- Tangier Municipal
- Markala
- Jbila III
- Sidi Kacem
- Asilah Port

##### Province of Larache :

- Small beach
- Miami

**Rabat Salé Kenitra region: 5 beaches**

**Prefecture of Salé :**

- Salé

**Prefecture of Skhirate Témara :**

- Sidi El Abed
- Ain Atiq

**Greater Casablanca region: 6 beaches**

**Province of Benslimane :**

- Essanawbar (David)

**Province of Mohammédia :**

- Manesman

**Prefecture of Casablanca :**

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

**Marrakech-Safi region**

- Bhibah

**Souss-Massa region ; 1 beach**

**Prefecture of Agadir Ida Outanane :**

- Aghroud I
- Aftasse
- Agadir

**Dakhla-Oued Eddahab region : 1 beach**

**Province of oued Eddahab :**

- Likhera Beach

It should be noted that the beaches of Rabat and Témara have no non-compliant stations.

For the 2023-2024 campaign, the total number of beaches monitored for beach water quality will reach 196. Three new beaches will be added: Sidi Abdeslam (Tétouan province), Taghzout (Al Hoceïma province) and El Qandil (Dakhla province).

**A2 . Drawing up beach water profiles**

Beach water vulnerability profiles are a crucial tool for identifying potential sources of pollution affecting water quality and bathers' health. They are therefore used to define measures to protect and eliminate these sources

of pollution in the event of a proven risk. At national level, the development of these profiles began in 2013 and was reinforced by the adoption of Moroccan Standard NM 03.7.199 in 2014.

Up to 2022, 173 beach water vulnerability profiles have been drawn up, 31 of which have been updated in line with the requirements of the standard.

For the 2023-2024 edition, the Ministry of Energy Transition and Sustainable Development has created beach water profiles for five new beaches: Tanger Municipale, Rabat, Cala Iris (Al Hoceïma), Belyounech (Fnideq), and Saidia Municipale.

**A3 . Public information**

With regard to public information, the Sustainable Development Department acts in compliance with article 35 of law 81-12 on the coast and Moroccan standard NM 7.03.199 on beach water quality management. It communicates about beach waters through various channels, including :

- The website of the Laboratoire National des Études et de Surveillance de la Pollution (<https://labo.environnement.gov.ma>). In 2023, this site was updated to include a Partners area for downloading the bi-weekly beach water quality bulletins issued by communes and prefectures during the summer season. A letter was sent out in March 2023 to designate the focal points responsible for uploading the bulletins to the regions.
- Updating of the iplages smartphone application (available on Android and iPhone) to communicate information on beach water quality to the public.

**B . SAND QUALITY**

For the year 2022, monitoring of the hygienic quality of sand, including marine waste on beaches, covered **61 beaches** in the Kingdom's 9 coastal regions, one more than in 2021. 23 beaches are located on the Mediterranean coast and 38 on the Atlantic coast.

**Typology of beach waste**

In the Mediterranean area, 3705 pieces of marine litter per 100 linear meters, including 83% cigarette butts and filters, were collected on the beach at Cabo Negro (Mdiq-Fnideq Prefecture). This is the maximum value, while the minimum value is 55 elements per 100 meters, for Sidi Amer Oumoussa beach (Driouch province).

In the Atlantic zone, for every 100 linear meters, 4,915 pieces of marine litter, including 70% corks, plastic lids, cigarette butts and filters, were collected on Rabat beach



(Rabat Prefecture). The minimum value is 120 elements per 100 metres on Moussafir beach (Dakhla Province).

The breakdown of waste below shows that plastic is the predominant category, **with a rate of 92%**, of which the dominant sub-categories are:

- Cigarette butts and filters: 36 %
- Plastic caps and lids (including bottle cap rings) represent: 21 %
- Packaging and sticks: 15 %

Nationally, these categories top the Top 10 of waste collected, accounting for **66%**.

### Mycological quality

The monitoring campaign detected the presence of dermatophytes of the Trichophyton Rubum type and fungi (Chrysosporium keratinophylum, Alternaria Sp and Penicillium Sp) at 51% of the stations monitored during the two campaigns. They are not pathogenic, except for people with allergic problems.

## C . SAFETY

The contribution of the Directorate General of Civil Protection to the Clean Beaches program mainly concerns the safety of bathers and summer visitors throughout the swimming season, which runs from May 1 to September 30, 2023. To achieve this, it has implemented a number of measures, including the recruitment of seasonal lifeguards (NSS) and their supervision by professional lifeguards from the Civil Protection department. It also ensures the deployment of rescue and relief resources and equipment, guaranteeing the protection and assistance of people in danger on our beaches.

In addition, in collaboration with the Moroccan Local Authorities Department, we have taken steps to improve working conditions for seasonal lifeguards (NSS). An important step in this direction was taken in 2022, when the Moroccan Local Authorities Department took out an insurance policy for these seasonal lifeguards. This measure is designed to ensure their safety and support them in their crucial mission of protecting human lives on our beaches.

### C1 . Increased safety for bathers

Every year, the Moroccan Civil Protection Department increases the safety of summer visitors. In 2023, it

recruited 3,234 seasonal lifeguards, 26 more than in 2022. These lifeguards were supervised by 220 professional lifeguards, 19 more than in 2022.

#### • Human resources

Number of supervisors deployed	220
Number of seasonal lifeguards deployed	3234

#### • Equipment deployed to ensure bathers' safety for the 2023 swimming season

Description	Total equipment deployed
Inflatable boats	50
Watercraft	52
Quads	9
Ambulances	15
Round buoys	486
Buoys Tubes	604
Boards	153
Fins	935
Life jackets	262
Binoculars	58
Megaphones	11
Umbrellas	444
Oxygen cylinders	12
Stretchers	7
Diving vehicle	1



## C2 . Boating safety

The Ministry of Public Works and Water's Ports and Public Maritime Domain Department is supporting the Clean Beaches program by installing marker systems on beaches open for swimming. 128 beaches were marked in 2023, 4 more than in 2022.

## D . HEALTH COVERAGE

Hygiene management and health coverage on beaches are sustainable initiatives implemented by the Moroccan Ministry of Health and Social Protection (MSPS) as part of its Clean Beaches program. This year, MSPS delegations have been tasked with undertaking specific actions to reinforce their commitment to health coverage and hygiene on the beaches.

MSPS operations in 2023 focused on several areas :

### 1. At the central level

- Issuance of a ministerial circular in May 2023 to MSPS Directorates and Delegations, reminding and framing their responsibilities in terms of beach health coverage and encouraging them to intensify them.
- Close monitoring of the implementation of the actions recommended in this circular.
- Supervision and evaluation of beaches during the 2023 summer season.

### 2. At regional and provincial level

The MSPS Regional Directorates and Delegations were called upon to :

- Collaborate with other players such as the Civil Protection, the Moroccan Red Crescent and the Municipal Hygiene Office (BMH) to define provincial action plans for health coverage of beaches in 2023.
- Manage a medical antenna at beach level, where a designated doctor or nurse would be in charge of providing emergency first aid and referring serious cases to the nearest hospital.
- Carry out regular inspections and controls of catering establishments and food outlets, in collaboration with the BMH and ONSSA.

- Ensure sanitary control of drinking water at water points installed on beaches.
- Participate in public awareness sessions on environmental health and hygiene prevention on beaches.

### Achievements 2023 (Provisional balance sheet)

The balance sheet of the resources and efforts deployed by the MSPS and the achievements of the programmed activities is as follows :

- Number of first aid centers managed by MSPS: 82
- Health personnel involved in beach health coverage (doctors, nurses, technicians, etc.): 326
- Number of first aid interventions: Consultations (10,547), Care (7,862), Referrals to hospital (172)
- Number of drinking water samples analyzed: 952
- Control of sanitary equipment and cleaning of premises: 693
- Control of food establishments: 918
- Education and awareness: Number of sessions: 2361 and number of beneficiaries: 18,542

## E . BEACH MANAGEMENT

The Directorate of Ports and Public Maritime Domain of the Ministry of Public Works and Water is supporting the Clean Beaches program to improve the development and management of Moroccan coastal beaches by setting up :

- Issuance of authorizations to occupy the public maritime domain for seasonal beach activities;
- Continued implementation of the joint circular between the METLE and Ministry of the Interior concerning the management of beaches to communes dated 17/5/2018, particularly with regard to agreements for the provision of beaches to communes and the related Autorisations d'Occupation temporaire du Domaine public maritime.
- Drawing up beach use and management plans (PUGP)

103 PUGPs are available and 21 are in progress.

**GENERAL STATUS OF PUGP 2023**

Prefecture/Province	Municipality	Beach	Length km	PUGP
Al Hoceïma	Ajdir	Sfiha	1.074	Yes
		Islï	0.3	Yes
	Al Hoceïma	Calabonita	0.14	Yes
		Matadero	0.06	Yes
		Quemado	0.25	Yes
		Sabadia	0.5	Yes
		Timachdin	0.3	Yes
		Tala Youssef	1	Yes
	Izemmouren	Lmoud	0.12	Yes
		Azdi	0.13	Yes
		Torres	0.3	In progress
	Beni Boufrah	Cala Iris	0.4	In progress
		Rouadi Snada	Badès	0.25
	Beni Jmil	Messtassa	0.6	In progress
	Aït Youssef Ou Ali	Souani	4.2	Yes
		Taya	2.16	Yes
Chefchaouen	Amtar	Amtar Center	1.2	In progress
		Taghassa	2.5	No
		Rouzes	1.8	No
	Bni Smih	Zemmana	0.4	No
	Tizgan	Kaa Assras	4.1	Yes
		Targha	1.4	No
		Zaouïa	1	No
		Azenti	0.5	No
		Marchatta	4	No
	Stehat	Stehat	4.5	In progress



GENERAL STATUS OF PUGP 2023				
Prefecture/Province	Municipality	Beach	Length km	PUGP
Tetouan	Oued Laou	Oued Laou	5	Yes
	Zaouiate Sidi Kacem	Amssa	1.3	In progress
		Kaa Amezri	0.4	In progress
		Tamrabet	1	In progress
		Tamernout	0.9	In progress
		Aouechtam	1.5	In progress
	Azla	Azla Center	1.85	In progress
M'Diq-Fnideq	Martil	Martil Ville	1	Yes
		Nouvelle Corniche	3	Yes
		Diza	0.6	Yes
		Cabo Negro Petit Merou	2	Yes
		Cabo Negro Oued Malah	1.2	Yes
	M'Diq	M'Diq city	1.3	Yes
		Kabila	1	Yes
		Ksar Rimal	0.8	Yes
		Sania Torres	0.5	Yes
		Marina Puerto	3	Yes
		East Marina Samir	0.8	Yes
		Marina Beach	0.3	Yes
		Restinga	0.8	Yes
	Fnideq	Al Amine	1	Yes
		Trespiedras	1.2	Yes
		Rifiyenne	2	Yes
	Bel Younech	Belyounech	1.5	Yes
	Fahs-Anjra	Taghramt	Oued El Marsa	0.8
Ksar Majaz		Center ksar Majaz	0.7	Yes
		Dalia	1	Yes
Ksar Sghir		Sidi Kankouch 1	3	Yes
		Sidi Kankouch 2	0.48	Yes
		Oued Aliane	0.4	Yes
		Oued Aliane	1.3	Yes

GENERAL STATUS OF PUGP 2023				
Prefecture/Province	Municipality	Beach	Length km	PUGP
Tangier-Assilah	Tangier	Les Amiraux (Playa Blanca)	0.4	Yes
		Lemrissat	0.2	Yes
		Malabata El Ghandouri	3	Yes
		Tangier Municipal	6.7	Yes
		Merkala	0.3	Yes
		Achakar (Sol Bakacem and Arouss el bahr)	3	Yes
		Jbila	1.4	Yes
	Gueznaya	Sidi Kacem	3.4	Yes
		Diplomatic forest	4.98	Yes
		Haouara	9.8	Yes
	Briech	Site Bleu	2.1	Yes
		Aquass	2.85	Yes
	Assilah	Assilah	6.7	Yes
		Assilah port	0.25	Yes
	Sahel Chamali	Rmilate	4.5	Yes
Sidi Mghait		2.7	Yes	
Larache	Larache	Ras Rmel	1.8	In progress
	Khemis Sahel	Sidi Abderrahim	0.8	No
Berkane	Saïdia	Saïdia	14	In progress
Nador	El Berkaniyine	Sidi El Bachir	0.6	No
	Kariat Arekmane	Arekmane Beach	1	Yes
		Firma	1	No
		Taurirt	3	No
		Central beach	3	No
	Ras El Ma	Ras El Ma	7	Yes

GENERAL STATUS OF PUGP 2023				
Prefecture/Province	Municipality	Beach	Length km	PUGP
Nador	Beni Ensar	Boukana-Miami	8.5	Yes
	Beni Chiker	Tcharrana	0.246	Yes
		Tibouda	0.13	Yes
		Tizi N'wano	0.25	Yes
		Tamzyida N'souyah	0.1	Yes
		Paloma	0.2	Yes
		Tara Tazqatch	0.3	Yes
	Iaazzanene	Sidi Lahcen	0.832	No
		Sidi Messaoud	0.494	No
Driouch	Tazaghine	Sidi Amer Moussa Tizra	3.5	No
		Chfilte	1.5	No
		Sidi Hssaine Ras Afraw	1.5	No
	Boudinar	Sidi Driss	5	No
	Bni Marghnine	Sidi Driss	2	No
	Oulad Amghar	Aftis N'Daoud	0.5	No
	Amejjaou	Chemlala	0.95	No
		Ifri Ifounassan	0.3	No
		Sidi Boussaid	0.4	No
		Abdouna	0.31	No
		Ranssou	0.75	No
Taharchaouat	0.42	No		
Trougout	Souani	5	Yes	
Kenitra	My Bousselham	My Bousselham	2.5	Yes
	Mehdia	Mehdia	4	Yes
	Sidi Taybi	Sidi Boughaba	1	In progress
Salé	Bouknadel	The Nations	1.2	Yes
	Salé	Salé	1.5	In progress
Rabat	Rabat-Hassan	Rabat	1	No

GENERAL STATUS OF PUGP 2023				
Prefecture/Province	Municipality	Beach	Length km	PUGP
Skhirate-Témara	Harhoura	Témara beach	0.31	In progress
		Smuggler	0.49	In progress
		Golden sand	0.39	In progress
Skhirate-Témara	Harhoura	Sidi Abed	0.23	In progress
		Val d'or (Plage Al Amirate)	0.37	In progress
		Oued Yekkem (beach closed to swimming)	0.26	In progress
	Skhirate	Skhirate	0.8	In progress
		Rose Marie and Jouhara	1.6	In progress
Benslimane	Bouznika	Bouznika	3	No
		Dahomey	2	No
	Cherrat	Cherrat	3	No
	El Mansouria	David	1	No
		Tilal Sablettes	0.6	No
		Tilal creek	0.2	No
		Swinia	1	No
		Essanaoubar	2	No
Mohammedia	Mohammedia	Sands	1	No
		Mannesman	2.5	No
		Mohammédia center	3.4	No
	Aïn Harrouda	Ouled Hamimou	2	Yes
		Paloma	2	Yes
		Grand Zénata	3	Yes
		Petit Zénata	1.2	Yes
Arrt. Sidi El Bernoussi	Sidi El Bernoussi	Grand Zénata	2.96	Yes
Ain Sebaâ Hay El Mohammadi	Ain Sebaâ	Chahdia	0.726	Yes
		Nahla	0.794	Yes
		Saada	0.28	Yes
Casablanca	Casa-Anfa	Ain Diab	3.5	Yes
		Lalla Meryem	1.5	Yes
		Ain Diab extension	1.8	Yes

Nouaceur	Dar Bouazza	Oued Merzeg	2.443	In progress
		Dar Kouch	1.086	In progress
		Jack Beach	1.218	In progress
		Tamaris 1	1.598	In progress
		Tamaris 2	1.603	In progress
Berrechid	Sidi Rahal Chatai	Sidi Sari	0.89	No
		Houaoura 2	0.7	No
		Houaoura 1	1.13	No
		The navy	0.78	No
		Hayt Halouf	0.7	No
		Lamrissa	0.2	No
		Moulay Taybi	0.23	No
		Hofra	0.8	No
		Al Kodya	0.27	No
		Al Hayt Sghir	0.45	No
El Jadida	Haouzia	Beach center	1.5	No
		Hajrate Baibour	1	No
		Urban forest zhihf	1.5	No
		Tilal azemmour	1.5	No
		Golf Royal	1	No
		Ard Labhar	1.5	No
	El Jadida	El Jadida	3.9	In progress
	My Abdellah	Sidi Bouzid	1.2	Yes
	Sidi Abed	Sidi Abed	0.3	No
		El Harchane	0.3	No
		Laghouirgate	0.25	No
	Ouled Aissa	Mrizika	0.63	In progress
		Sidi Moussa	1	In progress
Sidi Belkhir		1.3	In progress	
Sidi Bennour	Oualidia	Large beach	1.5	Yes
		Small beach		Yes
		Gawz	0.2	No

**GENERAL STATUS OF PUGP 2023**

Prefecture/Province	Municipality	Beach	Length km	PUGP
Safi	Safi	Safi	0.65	In progress
	Lamâachate	Souiria laqdim	1.6	Yes
	Beddouza	Beddouza	1.5	Yes
	Ayir	Kram Diaf	1.324	Yes
	Hrara	Lalla Fatna	0.279	No
Essaouira	Aquerroud	Bhibah	0.968	In progress
	Essaouira	Plage Centre	3	Yes
		Diabat Beach	6.7	Yes
		Safi Beach	9.354	No
	My Bouzerktoune	My Bouzerktoune	2.5	Yes
	Sidi Kaouki	Sidi Kaouki	3	Yes
	Tafedna	Tafedna	4	Yes
Timzguida Oufettas	Timzguida Oufettas	2	No	
Agadir Ida Ou Tanane	Immsouane	Immsouane North	0.3	Yes
		Immsouane South	0.2	Yes
	Tamri	km 26	1.5	No
		Imi Oudar-Aghroud I	1.55	Yes
		Aghroud II	1.68	Yes
		Tamri	1.2	No
	Taghazout	km 17 (Taghazout)	0.9	Yes
		Taghazout Camping	1.2	Yes
		Taghazout Centre	0.4	Yes
		km 22	0.16	Yes
		km 25	1.5	Yes
	Aourir	Tihouarine	0.3	Yes
		Imourane	1.5	Yes
		Km17 (Aourir)	0.7	Yes
	Agadir	Agadir	5.5	Yes
Anza		1	Yes	

**GENERAL STATUS OF PUGP 2023**

Prefecture/Province	Municipality	Beach	Length km	PUGP
Chtouka Aït Baha	Sidi Wassay	Sidi Wassay	0.75	No
		Sidi R'bat	0.475	No
	Sidi Bibi	Tifnit	1	In progress
		Sidi Toual	1	In progress
Tiznit	Arbaa Sahel	Talat Bouazza	0.8	In progress
	Tnine Aglou	Sidi Moussa Aglou	1.5	No
Sidi Ifni	Mirleft	Imi N'tourga	0.45	Yes
		Aftasse	0.15	Yes
		Sidi Med Ben Abdellah	0.34	Yes
		Tamhroucht	0.7	Yes
		Sidi El Ouafi	0.80	Yes
		Ftaissa	0.60	Yes
	Tioughza	Lagzira	1.4	Yes
	Sidi Ifni	Sidi Ifni	3.5	Yes
Guelmim	Guelmim	White Beach	0.98	In progress
Tan-Tan	El Ouatia	El Outia	2	Yes
	Ben khilil	Mouth of Oued Drâa	0.6	In progress
Tarfaya	Tarfaya	Casamar	0.5	No
	Akhfenir	Sidi Bousarwoual	0.3	No
		Camp es-Smara	1	No
Laâyoune	Foum El Oued	Comp Es-Smara	7	No
Boujdour	Boujdour	Boujdour	0.19	No
Oued Ed-Dahab	El Argoub	Trouk	1	No
	Dakhla	Oum Labouir	0.8	No
		Al Moussafir	0.4	Yes
		Playa Lakhira	0.6	Yes
<b>35</b>	<b>97</b>	<b>227</b>		







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V.

# BEACH CONTROL AND EVALUATION





**T**he Comité national «Clean Beaches» recently undertook surprise visits between July and September 2023 to assess the state of beaches nationwide. The aim of this initiative was to identify progress and areas for improvement.

This report includes data sheets detailing the situation of each beach open to the public. These sheets highlight the efforts made, but also the areas where improvements are needed, particularly in terms of infrastructure, management, hygiene and safety. In addition, they are examining the implementation of awareness-raising and

environmental education initiatives.

1. Beach water quality.
2. Development, equipment and management.
3. Safety and health services.
4. Environmental education and awareness initiatives.

These unannounced visits and the resulting assessment are essential to ensure that our beaches meet the highest environmental, safety and quality standards.

## A . FINDINGS

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The Clean Beaches operation stands out as an outstanding example of the joint commitment of economic partners, local authorities and associations to the preservation of our precious coastal areas. Their contribution is significant. It takes the form of providing facilities, organizing activities and raising environmental awareness.

Operation Clean Beaches is a holistic initiative aimed at preserving our beaches while educating and involving the summer community in the protection of our precious coastal environment.

### A1.Beach Water Quality (BWQ)

Beach Water Quality results are posted on the beaches every two weeks. This display is generalized to both sponsored and non-sponsored beaches.

### A2 . Planning and Management

The current year has been marked by an exceptionally high number of visitors to our beaches, often exceeding their capacity. This situation has highlighted several crucial aspects of coastal management, such as the appointment of beach managers, the involvement of economic partners on these sites, the notable improvement in their quality, and the continuous clean-up operations carried out throughout the summer season, from June 15, 2023 to September 15, 2023.

The appointment of beach managers has been an undeniable success, contributing significantly to more efficient management. Economic partners have also played an essential role, providing the necessary equipment and ensuring the animation and awareness of summer visitors within real environmental villages.



This active involvement has also led to significant improvements in cleaning, maintenance and equipment, as well as services adapted to people with special needs.

Throughout the summer season, clean-up operations were carried out on an ongoing basis, including waste collection campaigns with the participation of summer visitors, as well as periodic collections of plastic waste as part of the B7arblaplastic operation. In addition, essential equipment and infrastructure have been installed and upgraded on the beaches, including beach umbrellas, toilet blocks, premises for civil protection and security guards, infirmaries, watchtowers, sea state flags and appropriate signage.

However, despite these positive advances, certain problems persist. Firstly, there were significant disparities in terms of equipment and management between beaches supported by economic partners and those managed solely by local authorities. Sponsored beaches benefited from better equipment and more efficient management. In addition, there are still problems linked to the illegal occupation of the public maritime domain by beach umbrella, table and chair rental companies.

The assessment of the state of equipment and management of the 108 beaches in the clean beaches program has enabled us to classify the beaches into three categories :

### Blue Flag beaches

The experiment initiated by the Foundation in 2021 to set up local committees in the wilayas and prefectures responsible for visiting Blue Flag beaches has been extended to 2023. Local commissions worked in collaboration with the wilayas and prefectures to ensure daily surveillance and monitoring of these beaches throughout the summer season. A monthly report on the visits made by these commissions, with an update on the status of these beaches every three weeks, is now sent to the Foundation and the DGCT. In addition to these visits by local commissions, these beaches are also visited by members of the national Clean Beaches committee.

In 2023, the 27 Blue Flag beaches and two marinas have succeeded in meeting all the label's stringent criteria and maintaining them throughout the summer season. With the exception of two minor issues, namely concerns

about the layout of walkways on Marina Est and Oum Laboui beaches, and a minor waste management incident at the start of the season on Bouznika beach, no major issues were reported with regard to the development and management of Blue Flag beaches. All criteria were scrupulously respected throughout the summer season.

### Sponsored beaches

This group of 66 beaches has an economic partner supporting them. The following observations were made:

- .. **100% of beaches have toilets** (a total of 508) and are well maintained, with the exception of toilets at six beaches (Rose Marie, Sable d'or, Sablettes, El Jadida, Lalla Fatna, Karam Eddif).
- .. **77% of beaches have showers** (a total of 497). It should be noted that in view of the drought, several communes have decided to close their showers this year to avoid wasting water.
- .. **100% of beaches are cleaned** (beach and backshore) by economic partners and local authorities. **All sponsored beaches were satisfactorily clean**, with the exception of seven beaches (Forêt diplomatique, Sidi Kacem, Moulay Bouselham, Jouhara, Paloma Oulad Hmimoun, El Jadida and Lalla Fatna) where cleaning needed to be stepped up at weekends.

### Un-sponsored beaches

These beaches have no economic partners and manage the summer season with their own resources.

- .. 68% of non-sponsored beaches have toilets, representing 27 beaches.
- .. 52% of washrooms are poorly maintained.
- .. 50% of beaches have showers (20 beaches). 30% of showers are poorly maintained.
- .. 100% of beaches are cleaned by municipal staff.
- .. 70% of beaches are inadequately cleaned.
- .. Only 20% of non-sponsored beaches have first-aid centers, i.e. 8 beaches.
- .. 68% of non-sponsored beaches have toilets, i.e. 27 beaches.
- .. 52% of washrooms are poorly maintained.
- .. 50% of beaches have showers (20 beaches). 30% of showers are poorly maintained.



- 100% of beaches are cleaned by municipal staff.
- 70% of beaches are inadequately cleaned.
- Only 20% of non-sponsored beaches have first-aid centers, representing 8 beaches..

### 3 - Facilities and services for people with special needs

Dedicated facilities have been installed for people with special needs, including wooden walkways and areas equipped with benches, chairs, tables, umbrellas, toilet blocks, beach chairs and toilets, facilitating their access to beaches and to educational, cultural and sporting activities.

#### 4- Digital Signage and Communication

In this respect, the following facts were noted :

- Using social media to raise awareness of environmental protection and the preservation of water resources.
- Installation of giant screens and interactive terminals to broadcast awareness-raising messages.
- Display of essential information on the main panel, including general information on the beach, beach water quality and entertainment programs

#### 5- Sanitary coverage

The Ministry of Health and the Moroccan Red Crescent have made a major effort to provide health coverage, with the support of economic partners. The funds were used to purchase medicines for the beach medical center and recruit nurses.

#### BLUE FLAG BEACHES

All 28 Blue Flag beaches had first-aid centers equipped and staffed by medical or paramedical personnel.

#### SPONSORED BEACHES

This group of 66 beaches has an economic partner supporting them. **72% of sponsored beaches** (47 beaches) have local first-aid centers, equipped and managed by medical or paramedical staff.

#### NON-SPONSORED BEACHES

These 40 beaches have no economic partners and manage the summer season with their own resources. Only **20% of non-sponsored beaches** had first-aid centers, representing 8 beaches.

### A3 . Security

All beaches open to swimming were covered by the Directorate General of Civil Protection. There has been a marked improvement in the management of water sports activities on beaches

### A4 . Environmental and sustainable development awareness and education

The Foundation has stepped up its environmental education and awareness-raising efforts on the beaches in 2023. This intensification focused on three main areas :

- Communication for the general public: the Foundation has developed a communication program for the general public, including posters and an institutional spot to raise awareness about the preservation of seas and oceans, and has taken part in TV and radio broadcasts
- Initiatives for young people: in partnership with diving associations and the Moroccan scouts, awareness-raising and education activities on sustainable development were offered to young people on the beaches (eco-schoolchildren, Young Reporters for the Environment and children from vacation camps). These activities encouraged the younger generation to adopt environmentally responsible behaviors.
- Use of interactive tools: the Foundation highlighted the use of interactive tools it has developed, including its Facebook page, Instagram and the Ana Boundif app. These resources were essential levers in reaching a wider audience.
- To raise awareness and educate holidaymakers about sustainable development on the beaches, a number of significant efforts have been made. They include :
  - **Green libraries:** reading areas equipped with books have been set up on several beaches, including Saïdia, Arkmane, Dalia, Al Mina, Ba Kacem, Tanger Municipale, Témara, Ain Diab Extension, Essaouira, Safi, Sidi Ifni and Mirleft and Marina Smir Est
  - **Artistic activities:** drawing and painting workshops and excursions were organized to enable young people to discover the natural beauty of their region, such as the Moulouya SIBE, the Oued Cherrat arboretum in Bouznika and the mouth of the Oued Kseb.
  - **Raising awareness of marine issues:** Essaouira's shipowners and fishermen have taken initiatives to raise awareness of the need to preserve the marine environment.





- **Musical evenings, art competitions and theatrical performances:** musical evenings featuring local bands were organized to entertain holidaymakers, accompanied by sand sculpture competitions on the theme of plastic pollution. In addition, theatrical performances on environmental themes raised awareness of the crucial role of ecosystem preservation.
- **Educational workshops:** various introductory workshops on water quality control were offered, as well as round-table discussions, competitions and beachside radio broadcasts focusing on environmental awareness.

- **Tree-planting:** summer guests took part in tree-planting and drip-watering workshops to learn about the importance of trees in purifying the air.
- **«Plastivores» sculptures:** the Foundation's partners installed «Plastivores» fish sculptures on several beaches, including El Haouzia, Arkmane, Dalia, Al Mina, Safi, Tanger Municipale and Bouznika, to encourage coastal protection and promote the sorting of plastic waste.

These initiatives have strengthened environmental awareness and commitment to sustainable development among holidaymakers.

## MOROCCAN NATIONAL SCOUT FEDERATION TAKES PART IN «CLEAN BEACHES» OPERATION

The National Federation of Moroccan Scouting has played an active role in the Clean Beaches 2023 program. Their 17th participation took place in two phases, from July 13 to 25 and from July 26 to August 7, to raise awareness and promote environmental volunteering.

A total of 560 Scouts and Guides took part in the event, along with 60 Scouts in charge on the beaches, and 10 members of the central committees for follow-up and support.

The program targeted seven beaches with the support of six public and private partners. Each beach has been partnered with a company or institution to support clean-up and awareness-raising activities.

Prior to the start of activities, a preparatory meeting was held to define a common action plan for all participating beaches. The 60 Scouts responsible for the beaches took part. The overall aim of the program was to raise holidaymakers' awareness of the importance of keeping beaches clean, with a particular focus on the threat of pollution, especially plastic.

The program itself included a variety of environmental workshops and activities for the young holidaymakers,

including awareness-raising workshops, games, waste recycling, individual and team competitions, as well as various scouting activities.

A communication plan has been put in place to facilitate collaboration between all program stakeholders, with correspondents on each beach ensuring daily communication with the Federation.

General comments were also made about beach facilities, including the availability of drinking water, sanitary facilities, sports areas, rescue equipment, supervision of street vendors, and the quality of food sold on the beach.

Monitoring and evaluation were carried out through visits to ensure compliance with financial commitments, the educational program, the program's visual identity, the training of scout leaders, and to assess the impact of scout and partner participation on holidaymakers and partners.

In summary, the Moroccan National Scout Federation's participation in the Clean Beaches 2023 program was a success, mobilizing a large number of participants in environmental activities to raise public awareness of beach preservation.

## REGIONAL ASSESSMENT OF CLEAN BEACHES 2023

### ORIENTAL REGION

Five beaches took part in the program, four of them sponsored. The fifth beach is not yet sponsored.

All the beaches in the Oriental region are well managed, with the necessary facilities, services, safety and entertainment.

Beaches located in towns with high tourist potential, such as Saïdia, attract large numbers of summer visitors during the season, raising challenges in terms of space management and organization during peak periods. These challenges include parking, use of sanitary facilities, and availability of services.

On the other hand, a non-sponsored beach, Ras Rmel, needs special attention. Infrastructure such as a first-aid center and facilities to improve accessibility for people with special needs are imperative. It is also essential to increase the frequency of cleaning and maintenance of the facilities in order to maintain the quality of this beach.

### TANGER-TÉTOUAN-AL HOCEÏMA REGION

In the Tangier-Tetouan-Al Hoceïma region, there are a number of different beach situations, divided into four distinct zones.

#### Al Hoceïma area

In the Al Hoceïma area, five beaches are part of the Clean Beaches program. Although these beaches have the capacity to accommodate a large number of summer visitors, they are currently managed by the local communes. They do an admirable job despite limited resources, but it's clear that they need to improve essential services such as first-aid centers, signage and entertainment. In addition, the maintenance of existing services needs to be improved in view of the increasing number of visitors during the summer season, in a region with strong seaside tourism potential.

#### Tetouan M'diq-Fnideq area

The Tétouan M'diq-Fnideq area includes 8 beaches in the program, six of which are sponsored. The other two beaches (Amsaa and Azlaa) remain unsponsored.

All the beaches in this area have seen significant improvements in infrastructure, services and management. No significant problems were noted on sponsored beaches, particularly Blue Flag beaches. However, some deficiencies remain on beaches without sponsorship, due to the absence of certain services and inadequate maintenance.

This region, renowned for its tourist appeal, needs more

investment to cope with the massive influx of summer visitors.

#### Chefchaouen Larache area

The Chefchaouen Larache area has four beaches on the program, but none of them has yet found a sponsor.

These beaches, under the responsibility of the local communes, attract many summer visitors. However, they suffer from a notable lack of infrastructure, reception services and day-to-day maintenance. The beaches in the Larache area lack recreational infrastructure and services.

#### Tangier-Asilah-Fahs Anjra area

The Tangier-Asilah-Fahs Anjra area has 22 beaches, of which 13 are sponsored, representing 59% of the total, and 9 beaches, or 41%, are unsponsored.

Sponsored and certified beaches in this region fully meet our quality criteria. Similarly, sponsored beaches that have not been awarded the label are compliant in terms of layout, safety and cleanliness. However, the region's beaches, characterized by their high tourist potential, sometimes attract more visitors than they can accommodate. As a result, certain services, such as parking and toilets, already present on these sites, need to be reinforced.

On the other hand, non-sponsored beaches in the region have a shortage, or even a total absence, of the services usually offered, such as first-aid centers, toilets, signage and entertainment. There are also shortcomings in the maintenance of certain existing services, such as toilets and showers, and in the cleanliness of the sand, particularly during busy periods.

### CASABLANCA-SETTAT REGION

In the Casablanca-Settat region, 21 beaches are taking part in the program. Of these, 16 beaches, or 73% of the total, are sponsored, while the remaining 5 are not.

Management of the region's 16 sponsored beaches has improved significantly, with a considerable strengthening of the necessary infrastructure and services.

However, some beaches, located in geographically very accessible areas with high summer visitor numbers, require more intensive sanitary maintenance.

As for non-sponsored beaches, there are shortcomings in terms of sanitary facilities maintenance, and in some cases none at all. In addition, there is a significant absence of first-aid centers.

## **RABAT-SALÉ-KÉNITRA REGION**

In the Rabat-Salé-Kénitra area, 8 beaches are part of the program, three of which are sponsored (Rabat, Salé and Sidi Boughaba), representing 40% of the total, while the other three are not. Sponsored beaches in this region benefit from essential facilities, services, safety measures and entertainment activities.

However, some of these beaches, due to ongoing redevelopment work, suffer from major shortcomings, notably the lack of connection to the sewerage and electricity networks (Rabat and Salé).

### **Skhirate-Temara area**

In the Skhirate-Temara area, all 11 beaches in the program are sponsored, representing a 100% sponsorship rate. This has led to significant improvements in the management and services offered on these beaches.

However, some beaches in this area have problems such as a lack of sanitary facilities, often due to a shortage of land.

## **MARRAKECH-SAFI REGION**

In the Marrakech-Safi region, 10 beaches are taking part in the program. Of these, six are sponsored, representing 60% of the total, while the remaining 4 are not associated with sponsors. The beaches sponsored in this region are equipped with all essential infrastructure and services.

However, some of them required extra staff to maintain the sanitary facilities, given their geographical location, which attracts large numbers of holidaymakers.

As for non-sponsored beaches, they sometimes suffer from an almost complete lack of facilities and services, and both maintenance and cleaning need to be stepped up.

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

In the Sous-Massa-Drâa region, three beaches are taking part in the program. Of these, two are sponsored, representing 66% of the total.

Both sponsored and non-sponsored beaches are equipped with the infrastructure and services required to welcome large numbers of summer visitors. What's more, they benefit from regular maintenance and integrated service management.

## **GUELMIM-OUED NOUN REGION**

In the Guelmim-Oued Noun region, six beaches are participating in the program, two of which are sponsored, representing 33% of the total, while the other four are not.

Sponsored beaches in this region are distinguished by the provision of high-quality infrastructure and services, as well as regular maintenance.

Non-sponsored beaches suffer from a deficit, or even a total absence, of certain essential services such as sanitary facilities and first-aid centers. The actions undertaken by the municipalities concerned are generally limited to maintenance, mainly focused on cleaning, an area which nevertheless requires reinforcement.

## **LAÂYOUNE-SAKIA EL HAMRA REGION**

In the Laâyoune-Sakia El Hamra region, Fom El Oued beach is part of the program and benefits from full sponsorship. This beach serves as a model of management, being equipped with all essential infrastructures and services. It stands out for its exemplary integrated management and commitment to continuous improvement.

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

In the Dakhla-Oued Ed Dahab region, four beaches are taking part in the program, all of which are sponsored. Two beaches will be closed in 2023 due to construction work. The beaches in the program offer all the essential infrastructure and services, and are well managed.

In addition, Trouk beach, which joined the program in 2022, has been equipped with the necessary basic facilities and a management process has been established, helping to attract a greater number of visitors.

The Dakhla-Oued Ed Dahab region thus offers a full range of high-quality beaches, all sponsored and in excellent condition, with ongoing improvements aimed at making these sites more enjoyable for visitors.



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# VI.

# BHARBLAPLASTIC, A FLAGSHIP AWARENESS CAMPAIGN





**B**harblaplastic is a campaign to raise awareness of plastic pollution on beaches. The 2023 edition, the 4th of its kind, ran from June 15 to September 15. It involved 109 beaches, 27 of which carried the Blue Flag label. They were supported by 67 economic partners in the Clean Beaches program.

Operation **Bharblaplastic** has been recognized as an activity of the United Nations Decade of Ocean Sciences for Sustainable Development, in the pollution control section. It was also awarded the prize for best practice in sustainable development education by Blue Flag beaches worldwide.

## PREPARATION

Operation Bharblaplastic 2023 was meticulously prepared at a partners' workshop held on May 18, 2023 at the Centre International Hassan II de Formation à l'Environnement. This workshop brought together economic partners, local authorities and local associations to co-construct the program and share essential resources.

## OBJECTIFS

The objectives of Operation Bharblaplastic 2023 were ambitious, raising the level of the previous edition's challenges :

1. **Mobilize two million young people.**
2. **Undertake 40,000 awareness-raising campaigns.**
3. **Recover 10 tonnes of plastic per beach.**
4. **Recycle and recover collected waste.**

## PARTENAIRES

Operation Bharblaplastic 2023 was supported by:

- 27 Business partners sponsoring 67 Beaches
- +100 local associations involved in environmental protection
- Ministry of National Education, Preschool and Sports (9 Regional Academies)
- + More than 30 schools affiliated with the Eco-Ecoles and Jeunes Reporters pour l'Environnement programs.
- Vacation camps, in collaboration with the Ministry of Youth, Culture and Communication
  - 15 regional departments mobilized
  - 18 seaside resorts with colonies involved;
- National Federation of Moroccan Scouting

## RESULTS AND ACHIEVEMENTS 2023

- 2,597,664 young people mobilized (+11.84% compared with 2022).
- 99,572 awareness-raising actions carried out (+19.65% compared with 2022).
- 1,013.362 tonnes less plastic collected on beaches (-10.99% compared with 2022), i.e. an average of 15.11 tonnes per beach.
- 739,286 17 tonnes of waste recovered and recycled (72.95% of waste collected, +9.32% compared with 2022).

## ANALYSE SYNTHÉTIQUE

Analysis of the results of Operation Bharblaplastic 2023 reveals encouraging trends and offers vital information on the dynamics of environmental awareness and the fight against plastic pollution. Several key elements are worth highlighting :

- **An increase in youth participation (+11.84%).** The significant growth in the number of young people involved (**2,597,664 in 2023**) indicates a growing interest among young people in environmental issues. This mobilization is a promising sign for the future of environmental protection, as it reflects a change in behavior and a commitment to the marine ecosystem.
- **Strong growth in awareness campaigns (+19.65%).** **With 99,572 actions carried out in 2023**, a significant increase on 2022, this trend bears witness to the effectiveness of awareness campaigns and the diversity of efforts deployed by the Foundation's various partners to inform the public about the impacts of plastic pollution. This suggests that awareness has been more widespread and varied, touching various strata of society.





- “ **Reduction in waste collected per beach (-10.99%).** The operation has seen a reduction in the amount of waste collected on beaches compared with 2022. This unexpected drop could be explained by several positive factors. It may indicate that some coastal areas have benefited from previous effective clean-up campaigns, and that the message to reduce plastic pollution is beginning to bear fruit.
- “ **Improved waste management (72.95%).** A considerable increase in the quantity of plastic waste recovered and recycled compared to waste collected (+9.32%) indicates greater adherence to the circular waste economy process. This demonstrates the effectiveness of our efforts to collect, sort and recycle plastic waste. This can also have a positive impact on the economy by encouraging the creation of recycling and recovery chains.

## PARALLEL AWARENESS-RAISING ACTIVITIES IN THE FIELD

As part of the #b7arBlaPlastic campaign, various awareness-raising activities were organized in parallel with the roll-out of the operation:

- “ Beach libraries.
- “ Operation Interfaces Hommes-Océans

### Beach libraries

The beach library project has been renewed in partnership with the French Ministry of Youth, Culture and Communication. The aim of this initiative is to encourage summer visitors, especially young people, to read. The aim was to democratize reading and change the image of traditional libraries.

### Human-Oceans Operation Interfaces

This 4th edition of the registered #b7arBlaPlastic campaign has extended the scope of the human-ocean initiative to 25 beaches. Aimed primarily at schoolchildren and young reporters for the environment, this initiative combines awareness-raising activities on plastic waste with knowledge of the ocean and the Sustainable Development Goals. This initiative is being carried out thanks to the support and commitment of various local diving associations. Workshops, events and the sharing of best practices were deployed.

This operation covered the regions of :

1. Rabat-Salé-Kénitra ;
2. Casablanca-Settat;
3. Marrakech-Safi, L'Oriental ;
4. Tangier-Tétouan-Al Hoceïma ;

5. Laâyoune-Sakia El Hamra ;
6. Dakhla-Oued Ed Dahab ;
7. Souss-Massa-Drâa ;
8. Guelmim-Oued Noun ;

For this fourth edition of the operation, the community of beneficiaries has been broadened and diversified.

Youth awareness-raising activities are carried out in partnership with **vacation camps**, thanks to collaboration with the French Ministry of Youth, Culture and Communication.

The **Fédération Nationale du Scoutisme Marocain** also responded to the Foundation's appeal and took an active part in the operation, in collaboration with partners in the Clean Beaches program.

Schools were also involved, in partnership with the Ministry of National Education, Preschool and Sports. This collaboration mobilized the **Eco-Schools and JRE** communities, and reached a significant number of schoolchildren.

To support these human-ocean awareness-raising initiatives, the Foundation has established partnerships with over twenty local scuba diving associations. These associations have played a key role in raising awareness of plastic pollution issues and extending the impact of the campaign.

### Activities program

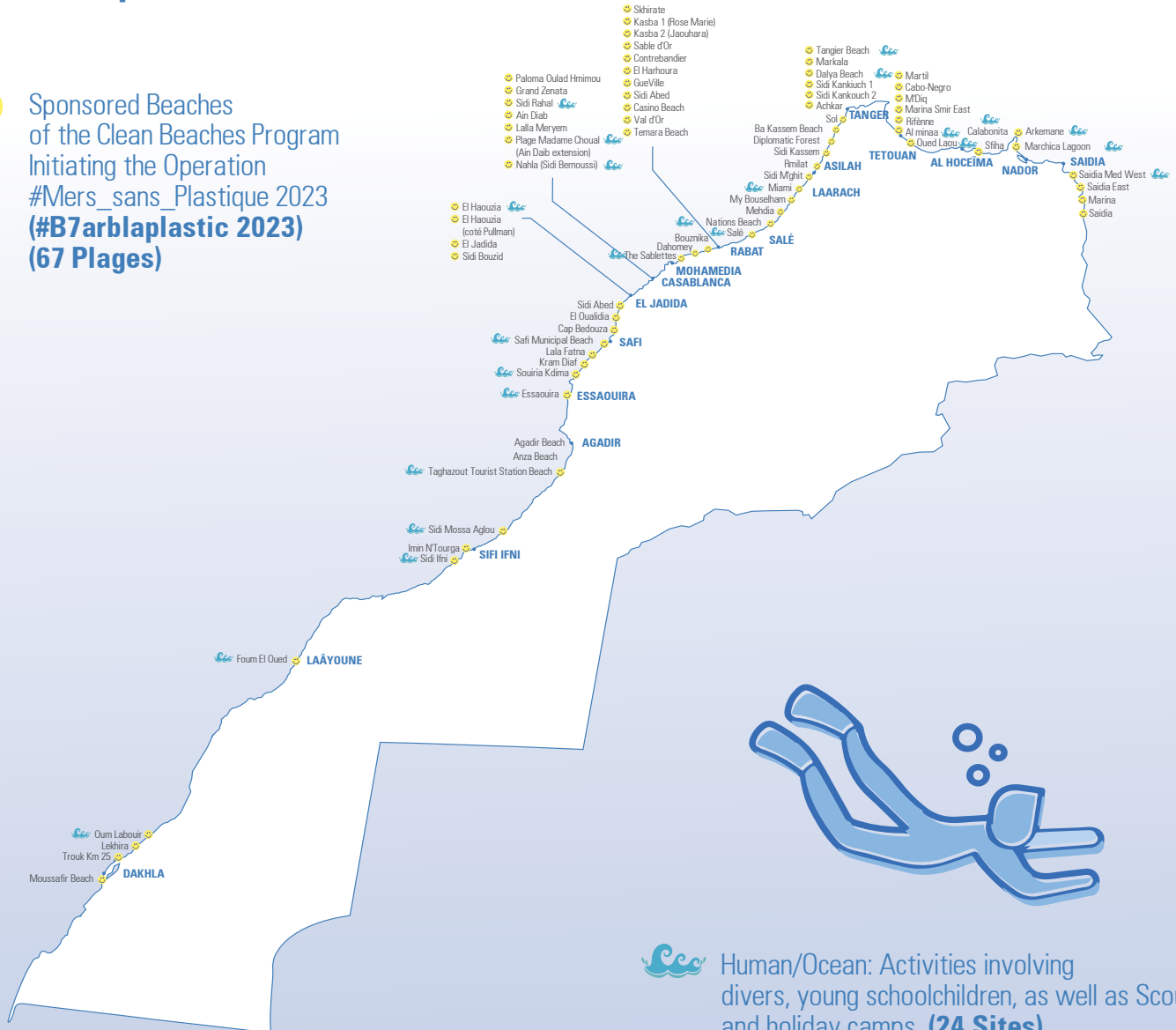
The Human-Ocean Initiative activities program offered beneficiaries a variety of interactive activities to raise awareness of ocean protection, recycling, diving and environmental commitment, encouraging sustainable awareness and action.


- **Seabed clean-up:** volunteer divers worked with local associations to recover and sort stranded garbage and nets.
- **Net recycling exhibition:** a women's cooperative presented an exhibition on the recycling of fishing nets, highlighting the environmental benefits of this practice.
- **Children's waste recycling workshop:** supervised by a specialist trainer, this workshop introduced children to various recycling techniques, with models illustrating the various stages in the process.
- **Sea creatures and beaches drawing workshop:** led by a painter, children were able to draw sea creatures and coastal landscapes to express their creativity while raising awareness of the beauty of the marine environment.
- **Diving workshop and introduction to tools:** participants had the opportunity to learn scuba diving and handle equipment, under the guidance of experienced instructors.

# Geographical Location of Deployment Sites for the Operation #Mers\_sans\_Plastique 2023 (#Bharblaplastic 2023)



 Sponsored Beaches of the Clean Beaches Program Initiating the Operation #Mers\_sans\_Plastique 2023 (#B7arblaplastic 2023) (67 Plages)



 Human/Ocean: Activities involving divers, young schoolchildren, as well as Scouts and holiday camps. (24 Sites)

- **Marine biodiversity photography exhibition:** photographers presented captivating works highlighting the beauty and fragility of marine life.
- **Library and sailors' stories workshop:** specialist sailors shared fascinating stories about life at sea and aquaculture, raising awareness about sustainable fishing practices.
- **Young journalists' program:** young experts led mini-workshops to motivate participants to get involved in environmental initiatives, by sharing their knowledge and experience.

This rich program of activities offered young people a valuable opportunity to learn more about protecting the oceans and the environment. This has helped them develop an awareness of and commitment to preserving the environment.

The young journalists' program was also an opportunity for them to share their knowledge and experience to promote environmental initiatives.

In short, these activities have helped shape young people who are aware of and committed to a sustainable future.

## EVOLUTION OF THE HUMAN-OCEAN INTERFACES OPERATION

### Expanding the perimeter

Unlike the 2022 operation, which covered just **17 cities**, the 2023 operation has been extended to **25 cities**, representing a **32%** increase in the number of cities covered.

### Expanding the number of associations involved

The Mohammed VI Foundation for the Protection of the Environment has joined forces with a large network of scuba diving associations as part of an effective collaboration.

More than 17 scuba diving associations were involved, compared with seven for the 2022 event, an increase of **+58,8 %**.

### Broadening the range of beneficiaries

While Operation 2022 mobilized only schoolchildren from the Éco-Écoles, JRE and AGUYEN programs, Operation 2023 involved new communities :

- 8440 scouts on the ground
- 1225 children from summer camps
- 420 schoolchildren

So, while the 2022 event mobilized 700 young people, the **2023 event** mobilized and involved **10085**, an increase of **+93%**.

## DIGITAL CAMPAIGN

### Social networking

This year’s digital campaign not only met, but exceeded its objectives. The Foundation complemented the b7arblaplastic operation with a digital experience, actively mobilizing young people and engaging its online community.

The results achieved testify to the success of this initiative. The digital campaign reached a wider audience, raised awareness of plastic pollution issues, and encouraged active community participation.

The success criteria for the #b7arblaplastic 2022 campaign were diverse, ranging from increasing the number of followers on social networks to growing user engagement on the Ana Boundif mobile App. The positive feedback and content shares have propelled the Foundation’s message

beyond its direct channels.

#### Instagram

- 1,943 followers, including 299 new ones.
- The campaign reached 2,257,416 instagram accounts
- 3,298 visits to the Instagram account b7ar.blaplastic

#### Facebook

- 46,423 page «likes»
- 86,719 accounts reached
- 5,595 new visits



## Ana Boundif App

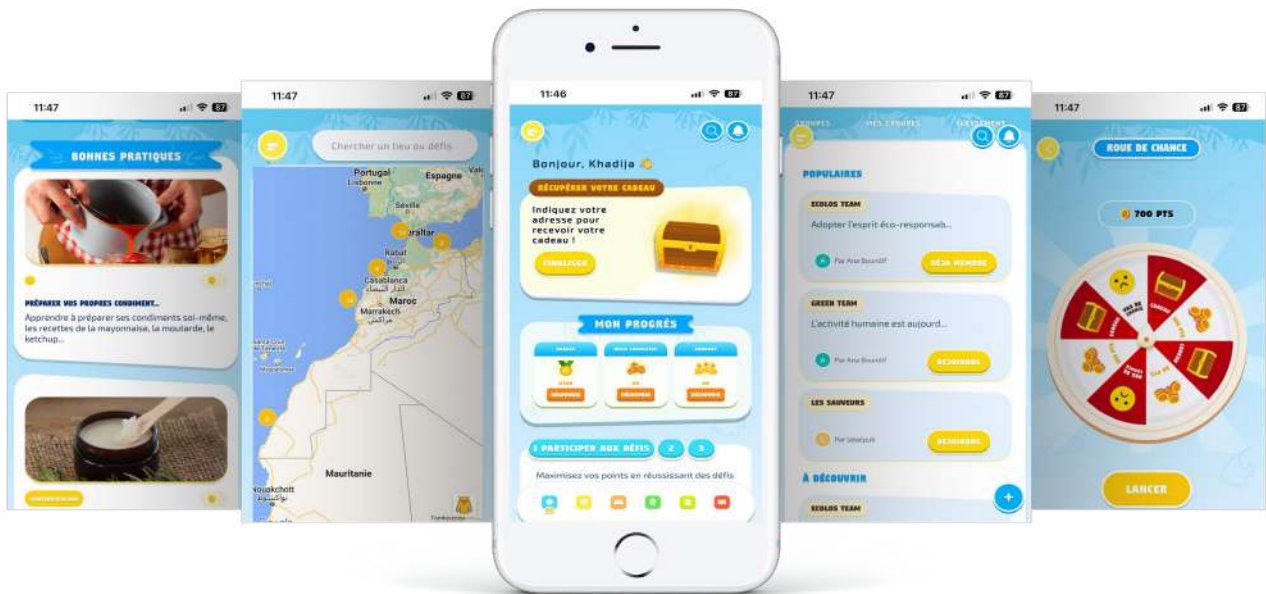
Alongside social networks, the 2023 launch of the #b7arblaplastic operation was marked by field events accompanied by challenges published on the Ana Boundif mobile App, reinforcing citizen mobilization in favor of the beaches.

The application recorded over 749 downloads in its second year, with significant growth in the digital community.

Three updates to the App have been released, offering

new features to users and supporting the #b7arblaplastic 2023 summer campaign, all presented in a new design.

New features of the Ana Boundif App include educational and engagement aspects, gaming elements to attract young people, instant group chat to reinforce impact, highlighting rewards, a design change to align with gaming trends, the addition of a wheel of chance, rewards for sharing the App, digital badges for active users, and rewards for challenges/content/leagues proposed by users as part of the User Generated Content (UGC) practice.



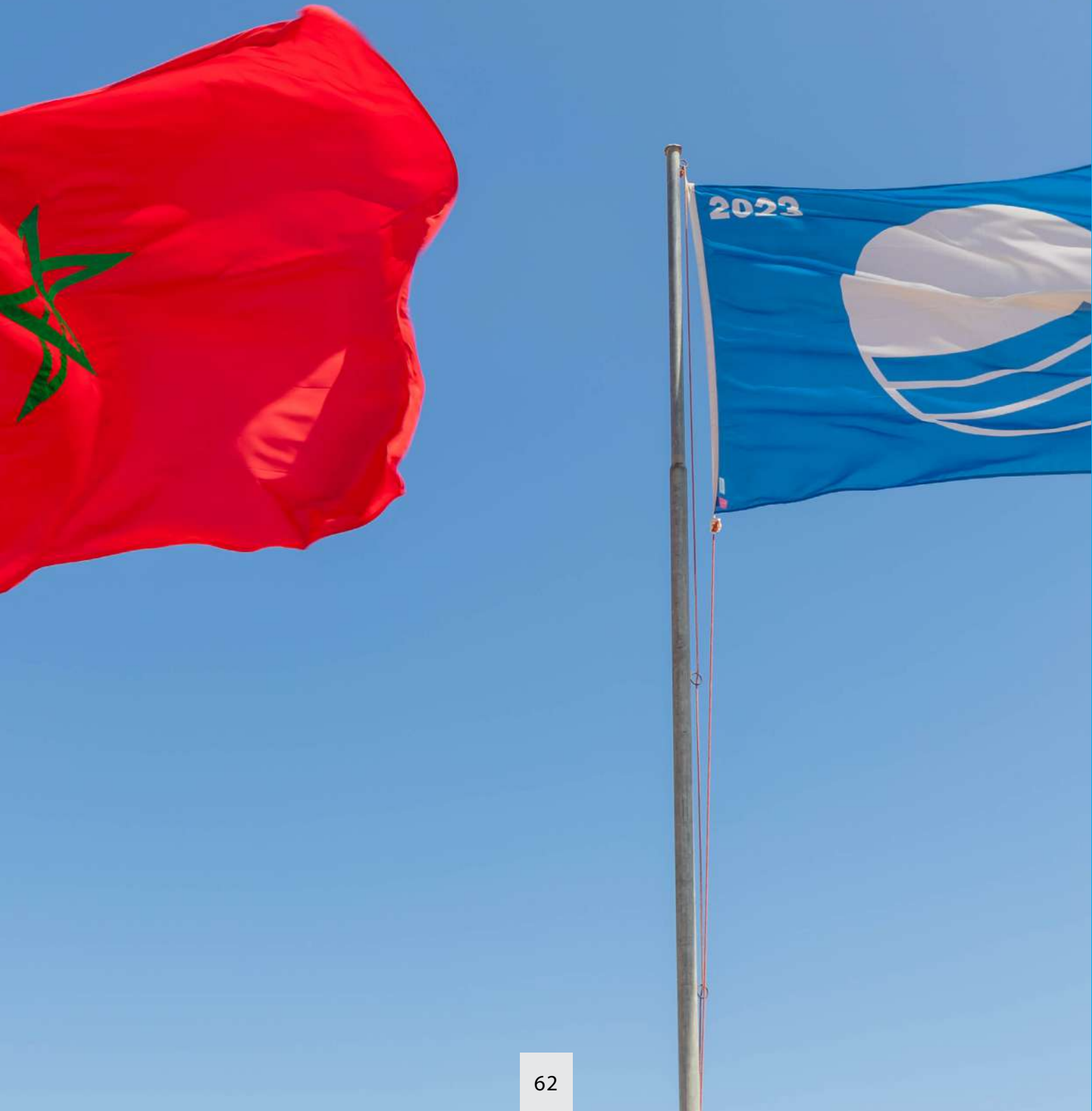
## CONCLUSION

Operation B7arblaplastic 2023 has made significant progress, both in terms of mobilizing young people and raising environmental awareness. The reduction in waste collected, while surprising, underlines the importance of continuing clean-up and awareness campaigns. Improved plastic waste management opens the way to more sustainable practices and new economic opportunities.

This operation also illustrates how a fruitful partnership between local players, businesses, youth organizations and civil society can have a significant impact in the fight against plastic pollution. The results of this operation make a positive contribution to the protection of our

precious marine environment, while laying the foundations for continued awareness and responsible action towards our planet.

Clearly, the 2023 operation reached a much wider and more diverse audience, mobilizing scouts, summer camps and schoolchildren. This reflects the positive impact of the campaign's expansion, which has led to increased awareness of ocean protection and the adoption of sustainable practices. A comparison with the 2022 operation underlines the effectiveness of this evolution in the scope and impact of the campaign.





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# VII.

## BLUE FLAG





**T**he Blue Flag label, created in 1987 by the Foundation for Environmental Education (FEE), celebrated its 35th anniversary this year. This is the world's most important ecolabel for beaches, pleasure ports and marinas. It is currently displayed on 4,194 beaches and 732 marinas in 48 countries in Europe, Africa, the Americas, the Caribbean, and the Pacific. Its success is based on rigorous criteria divided into four categories: beach water quality; environmental information, awareness and education; hygiene and safety; and development and management.

In Morocco, the Blue Flag ecolabel was introduced in 2002 by the Mohammed VI Foundation for the Protection of the Environment, as part of its Clean Beaches program. Thanks to long-term support for coastal communities, the Foundation has constantly improved its Clean Beaches program to promote environmental education, protect the marine ecosystem and human health, and guarantee safe and accessible beaches.

This label is awarded to local authorities responsible for the full management of their beaches, including maintenance, cleanliness, equipment, safety, training, awareness-raising, and accessibility.

The Blue Flag is a strong symbol of cooperation between coastal administrations, local authorities and economic partners, and represents the sustainability, safety and quality of seaside resorts.

Municipalities are supported by the Foundation's Clean Beaches program, the Moroccan Local Authorities Department and the relevant ministries. Local managers are trained in beach management and environmental awareness tools.

Municipalities also benefit from the financial support and managerial skills of the economic partners mobilized by the Foundation as part of the Clean Beaches program.

The Foundation reviews applications and conducts unannounced checks during the summer season to ensure compliance with the label's criteria.

As beach users, choosing a «Blue Flag» beach means opting for a site equipped to minimize the impact of tourist traffic. Sorting garbage cans, restroom facilities, and safety measures are available. Information on beach water quality and local biodiversity is also provided. Municipalities organize environmental awareness activities throughout the year, particularly during the summer season.

Labeled marinas are places where protecting the environment and the marine environment is a priority. Boaters have access to careening areas with no discharge into the natural environment, boat wastewater recovery systems, as well as special waste recovery areas. Like the local authorities, Blue Flag marinas offer environmental activities to raise awareness of the fragility of the environment.



## **BLUE FLAG: 27 BEACHES AND THREE MARINAS BY 2023**

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For the 2023 summer season, the Blue Flag has been awarded to 27 beaches and three marinas. Morocco is the Arab country with the most Blue Flags, and the second most in Africa.

The Blue Flag is highly sought-after by coastal communities in charge of beach management for the image it conveys of the beach and its attractiveness to summer visitors. Forty-seven (47) beaches applied for the 2023 summer season. In December 2022, the Mohammed VI Foundation for the Protection of the Environment organized a workshop with the Moroccan Local Authorities Department to help local authorities organize and prepare their applications. Beaches had to meet water quality criteria - the best-known ones, but many others too. The label sets out requirements in terms of cleanliness,

hygiene, maintenance, equipment, safety and even environmental awareness. Finally, unannounced checks are carried out during the season to ensure compliance with the criteria used to award the label.

All 28 beaches awarded the 2022 label have renewed their flags, with the exception of Dakhla's Moussafir beach, which has withdrawn its application due to the development work to be carried out on the beach's shores during the year, making it temporarily difficult to access.

By contrast, as far as marinas are concerned, after Saïdia in 2018 and Est Marina Smir in 2022, it was the turn of the Al Hoceïma marina to hoist the Blue Flag. The award criteria for a marina are even more demanding, particularly when it comes to waste management.

## **A LABEL FOR LOCAL AUTHORITIES**

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The Blue Flag label is awarded to municipalities. They are responsible for all aspects of beach management: maintenance, cleanliness, equipment, safety, training, awareness-raising, and accessibility. In this considerable effort, they are assisted by the Foundation's Clean Beaches program and supported by the Moroccan Local Authorities Department and the ministerial departments

concerned.

Last but not least, the municipalities are supported by the Moroccan Local Authorities Department and the economic partners mobilized by the Foundation as part of the Clean Beaches program, who provide them with managerial skills and financial support.

## BLUE FLAG BEACHES IN 2023

