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The Mohammed VI Foundation for Environmental Protection was established in June 2001, at the initiative of His Majesty the King Mohammed VI. Her Royal Highness Princess Lalla Hasnaa has been entrusted as The President from the beginning.

The Foundation’s fundamental mission is environmental awareness and education. In this mission, the Foundation is open to the entire public, from schoolchildren to political and economic decision makers, to the general public.

The Foundation develops awareness of environmental issues, the right to a healthy environment and sustainable development, as enshrined in the Constitution of the Kingdom of Morocco.

Through education and awareness, the Foundation prepares future generations to take charge of preserving their living environment, and to engage themselves permanently in the path of sustainable development.

In rolling out its action program, the Foundation refers to the commitments made by Morocco at the Rio summit in 1992 and 2012, and Johannesburg in 2002, which the Kingdom specified in its framework law, the Environmental and Sustainable Development Charter, and the national strategies that ensued.
The Foundation takes action by:

- **Raising public awareness** and **education** for sustainable development, especially among the youth.

- **Mobilizing** all relevant stakeholders (international institutions, national and regional governments, business, civil society) around **innovative programs** for education and awareness about sustainable development.

- **Training** these stakeholders, and strengthening their capacities to take charge of these programs.

The Foundation relies on a network of **26 international partners**, including UNESCO, ISESCO, UNEP and over **135 national partners**.
3 Operating methods

The Foundation develops its activities according to three operating methods:

• **Territorial laboratories** that develop programs to educate, raise awareness, train and provide support for the preservation of local territories.

• **Educational showcases** where the Foundation restores exceptional heritage sites and makes them places for education for sustainable development.

• **Education and awareness programs** that include accompanying target audience groups (schools, tourist establishments, businesses, etc.) in their capacity building (education, training) or in the implementation of a sustainable development approach and its recognition (appreciation, labeling).
Main actions

The Foundation’s actions are based on 6 principles:

• **Co-construction**: build partnerships based on dialogue and mutual trust;

• **Value added**: meet the proven needs of supported stakeholders and territories;

• **Efficiency**: adopt a practical, efficient and transparent approach in allocating resources;

• **Proactivity**: explore and bring new and innovative themes with local participants in territories where the Foundation is active;

• **Commitment**: act by promoting eco-citizen behavior and ensuring that partners commit to reinforcing their sustainable development approach;

• **Independence**: express positions impartially and objectively.
6 Activity areas

1. Education for sustainable development
2. Coastal protection
3. Air and climate
4. Responsible tourism
5. Safeguarding and development of the Marrakech palm grove
6. Restoring historic parks and gardens
The Foundation has forged an international network of partnerships, as its programs have grown and have brought visibility and credibility beyond their borders. It has very early opened up to the world to learn from others and today to share its experience.

• UNESCO
  The Foundation is a partner to the UNESCO Decade on Education for Sustainable Development (ESD). A Framework Convention was signed on April 5, 2016 in Paris to benefit from UNESCO’s know-how and its documentation in order to build the capacity of educators for environmental protection.

• FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS (FAO)
  In October 2016, the Foundation signed a partnership agreement with the FAO for education, training and awareness-raising, especially for young people, on the concepts of sustainable development, as well as the exchange of expertise and the sharing of skills.

• UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP)
  The United Nations Development Programme supports Qualit’Air and has included it in its Climate Change Program. The Foundation is also an observer member of the United Nations Framework Convention on Climate Change.
The Foundation’s international partners

• UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP)
  A Memorandum of Understanding (MoU) was signed in February 2013 between the Foundation and UNEP on the development of joint projects related to environmental education and sustainable development, public awareness of environmental issues through targeted communications, participation of Moroccan NGOs, youth, private and public sectors in environmental protection and sustainable development.

  The Foundation is also a distinguished guest of the Governing Council of the United Nations Environment Programme (UNEP).

  In 2007, Her Royal Highness Princess Lalla Hasnaa was appointed by the United Nations Environment Programme’s (UNEP) Mediterranean Action Plan (MAP) as Ambassador of the Coast, a cause for which she has been fighting from the beginning.

  In 2017, the Foundation obtained observer status with UNEP. This observer status allows the Foundation to submit written contributions to the UNEP Secretariat and to participate in public meetings of the Committee of Permanent Representatives, the UNEP and the Global Forum of Major Groups and Stakeholders.

• UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE (UNFCCC)
  In 2009, the Foundation was granted observer status with the United Nations Framework Convention on Climate Change (UNFCCC). This status allows it to submit written and oral recommendations to COPs.
**The Foundation’s international partners**

- **UNITED NATIONS ECONOMIC AND SOCIAL COUNCIL (ECOSOC)**
  
  In 2015, the Foundation became a member of the United Nations Economic and Social Council (ECOSOC), with special consultative status. The Foundation provides expertise on issues arising from its field of experience to help raise public awareness and play a major role in achieving the United Nations’ goals and objectives.

- **INTERNATIONAL UNION FOR CONSERVATION OF NATURE (IUCN)**
  
  The Foundation is registered with the IUCN network. The partnership focuses on strengthening environmental awareness and education programs, nature conservation and sustainable management of natural resources. A program to strengthen young journalists in North Africa and the Coastal Conference (2010) was jointly conducted.

- **ISLAMIC EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION (ISESCO)**
  
  A first co-operation agreement with ISESCO was signed in 2007 and extended by a second one on June 10, 2013. It covers the exchange of experiences, joint programs, networking, and the federation of actors around common causes.

- **OTHERS**
  
  The Foundation also maintains close partnership and working relationships with multiple organizations:

  - Prince Albert II of Monaco Foundation
  - The Embassy of the Netherlands in Morocco
  - French Development Agency (AFD) and the French Global Environment Facility (FFEM)
  - French Environment and Energy Management Agency (ADEME)
  - Foundation of Islamic Culture (FUNCI)
  - Mediterranean Information Office for the Environment, Culture and Sustainable Development (MIOECSDE)
18 Multi-Target Group Programs

- Eco-Schools
- Young Reporters for the Environment (YRE)
- Strengthening the capacity of young communication professionals in the field of environment and sustainable development
- Educational Tools
- Clean Beaches
- Trophies Lalla Hasnaa sustainable coastline
- Marchica Lagoon in Nador
- Oued Eddahab lagoon in Dakhla
- Mediterranean Intercontinental Biosphere Reserve
- Qualit’Air, improved air quality
- Voluntary Carbon Offsetting
- Green Key
- Blue Flag
- Safeguarding and development of the Marrakech palm grove
- Exotic Gardens (Bouknadel)
- Arsat Moulay Abdeslam garden (Marrakech)
- Jnane Sbil (Fes)
- Hermitage Park (Casablanca)
Eco-Schools

- Target groups: children from 6 to 12 years old.
- Launch date: 2006

Eco-Schools is an international program created by the Foundation for Environmental Education. The Foundation introduced the program in Morocco in 2006.

Eco-Schools offers children 6 to 12 years old the opportunity to work on six themes, energy, waste, water, biodiversity, food and solidarity, in a long term effort, with a regular, progressive and dynamic rhythm of work.

At their school, the children lead a seven-step environmental change process in which young people are encouraged to take practical action wherever they can.

Currently:
- **1636 schools** are registered in the Eco-Schools program in 12 regions.
- **283 schools** are labeled Green Flag, of which **156** are renewed labels.
- **71 schools** have received the bronze certificate.
- **93 schools** obtained the silver certificate.

The objective is to eventually expand the program to all schools in the Kingdom.

Her Royal Highness Princess Lalla Hasnaa visits the Eco-School Taieb Lamrini. Marrakech - April 28, 2014

The Green Flag allows schools to progress in this environmental work. As they successfully deploy the seven stages of the Eco-Schools program, they receive intermediate certificates until the Green Flag, which marks the culmination of the project and the children’s success in their work.

The Eco-Schools program is developed in partnership with the Ministry of Education, Vocational Training, Higher Education and Scientific Research.
Young Reporters for the Environment

- Target groups: Youth from 11 to 21 years old.
- Launch date: 2002

With Young Reporters for the Environment, the Foundation made middle and high schools, which had awareness raised through the Eco-Schools program, sentinels of the environment. Through their reporting and dissemination, young people become veritable stakeholders.

The Young Reporters for the Environment contest, created by the Foundation for Environmental Education, has been offered at middle and high schools in the Kingdom's 12 academies since 2002.

The participants, aged from 11 to 21 years old, investigate environmental problems. They document these problems through written or photographic journalism works and propose solutions whenever possible. Over 22,000 young people have participated in this competition since 2002 and have been made aware of environmental issues.

Young Reporters for the Environment submitted 2,800 written reports and 4,800 photographs, 186 were awarded for the national competition and 28 for the international competition.

Her Royal Highness Princess Lalla Hasnaa with participants in Forum on Education and Sensitizing to responsible consumption: «My reason to act».

10th anniversary of «YRE» program.
Rabat - April 28, 2012
1. Environmental Education

The Foundation launched, with support from IUCN-Med, UNESCO and ISESCO, a capacity building program for young communication professionals in Africa.

This international program is delivered remotely through an e-learning platform. This program brings journalists an understanding of climate change, renewable energy and forest ecosystems.

It allows the sharing of experiences, networking, and information sharing on issues related to sustainable development. It mobilizes a responsive community, committed to preserving the environment.

It is based on an e-learning platform facilitating distance learning.

• 11 African countries adhere to the network through 68 trained journalists.

Capacity Building of Young Communication Professionals

• Target groups: Young journalists from North and West Africa
• Launch date: 2011

By deepening the knowledge of young journalists from Africa, raising awareness of environmental issues on the continent, the Foundation creates an active network that increases public awareness.
Educational tools

- Target groups: General public.
- Launch date: 2010

Educational tools is a program initiated in 2010 to create interactive training materials for spaces open to the general public.

Four sites have been equipped: Exotics gardens in Salé, Hermitage park in Casablanca, the palm grove and Arsat Moulay Abdeslam park in Marrakech, and the Oued Eddahab Bay in Dakhla.
Clean Beaches

- Target groups: vacationers, communes, local authorities and businesses.
- Launch date: 1999

The Clean Beaches program is a public awareness program about clean beaches. It seeks to establish a beach management model at the Commune level, in order to extend the program to all the beaches of the Kingdom.

The Foundation’s first program launched in 1999, Clean Beaches set itself the goal of cleaning beaches and conveying veritable environmental education to vacationers.

Today, the Clean Beach program focuses on water quality, basic infrastructure, hygiene, safety and entertainment. There are a total of 98 participating beaches, 25 of which are labeled Blue Flag.

Now a mature program, it is in an expansion phase to all the beaches of the Kingdom. The Foundation raises awareness and trains local stakeholders, local authorities and businesses, leading to this national expansion.
These Trophies help provide visibility and recognition to all those who are making outstanding efforts to protect the coastline. Media coverage of these Trophies can also help raise public awareness.

Born in the wake of the Clean Beaches program, *The Lalla Hasnaa Sustainable Coast Trophies*, which reward the most deserving beaches, have been expanded to the entire coastline in order to raise public awareness of this critical issue.

*The Lalla Hasnaa Sustainable Coast Trophies* are open to all those who have taken initiative toward coastal protection. Candidates submit their applications following an open call for applications.

The Trophies propose five categories:

- “Clean Beaches Program” Trophies,
- “Sharing and living environment” Trophies,
- “Protection and enhancement of the natural heritage” Trophies,
- “Education and Youth” Trophies,
- “Corporate social and environmental responsibility” Trophies.


HRH Princess Lalla Hasnaa chairs Awarding Ceremony of 2nd «Lalla Hasnaa Sustainable Coast Trophies». Skhirat - March 06, 2017
Marchica Lagoon in Nador

- Target groups: local population, tourists, local authorities, government, businesses, farmers and fishermen.
- Launch date: 2009

In 2009, the Foundation developed a protection and cleanup program in the North for Marchicha, the Nador lagoon, a site that is as unique as it is threatened.

Mobilization and awareness raising of all stakeholders, dialogue, youth and adult outreach, the Foundation’s work has integrated the protection of the Nador lagoon as a compulsory component of all local efforts. Today, wildlife is returning and people are aware of the lagoon’s fragility.
In July 2011, the Foundation initiated a program to protect the Oued Eddahab Bay in Dakhla based on its experience with the Marchica lagoon.

This vast marine bay extending 37 km long and 13 wide, is an exceptional site of great biological and ecological interest, unique in North Africa.
The Foundation’s experience with wetlands is also very useful as part of a transnational initiative, the Mediterranean Intercontinental Biosphere Reserve, shared by Spain and Morocco on both sides of the Strait of Gibraltar.
In 2002, the Foundation launched Qualit’air to create national momentum around air pollution mitigation and educating citizens, businesses and the administration around this major problem.

Between 2002 and 2005, considerable efforts were made to reduce car pollution: reactivating the regulatory framework, improving fuel quality, controls and technical visits, public awareness, and inspections of over 17,000 vehicles.

It resulted in the widespread use of low-emission fuels and the reduction of air pollution in cities.

In parallel, an air quality monitoring network in the Kingdom’s main cities was deployed between 2001 and 2012. It now has 31 fixed and mobile laboratories.

A large eco-epidemiological study of the impact of air pollution on public health, the first in Morocco, was initiated for the greater Casablanca area to raise awareness among policy makers and citizens on the dangers of pollution. Finally, an air quality management system is being deployed.

Three pilot regions were selected around Marrakech, Rabat and Agadir. Local authorities will have the tools and skills to manage pollution and protect the health of residents.
Voluntary Carbon Offsetting

- Target groups: citizens, businesses and territories.
- Launch date: 2009

The Voluntary Carbon Offsetting program is an outreach program for citizens and economic operators about global warming. By raising awareness about this issue, the program encourages the target public to gradually change their behavior, especially in transportation, in order to reduce greenhouse gas emissions.

In cooperation with the French Environment and Energy Management Agency (ADEME), The Foundation has developed a carbon assessment tool adapted to Moroccan local realities. It is based on a calculation tool in conformance with the ISO 14069 international standard and a carbon database consisting of 300 emission factors.

The first online CO2 calculator adapted to Morocco is available on the Foundation website. It allows citizens to assess the CO2 emissions generated when traveling and offset them online. The Foundation offers the offsetting of CO2 emissions with palm plantation programs in Marrakech and the solar electrification of rural schools.

Major companies, among the largest in the country, have joined the initiative.

The compensation program has enabled 412 rural schools to have access to electricity with solar kits, and has planted 12,000 date palms in the Marrakech palm grove. These actions have or will avoid the emission of 14400 tons of CO2.
Green Key

- Target groups: tourist facilities and tourists.
- Launch date: 2007

Green Key, an international eco-label developed by the Foundation for Environmental Education, is an ecolabel for the most widespread tourism in the world.

Green Key adds value to the tourist accommodation facilities working with respect for their environment. It was introduced in Morocco in 2007 by the Foundation and has gradually spread to different types of establishments, such as large hotels in major tourist cities and country houses in the mountains.

Green Key is awarded annually to tourism establishments that made the request. A large number of environmental criteria are reviewed during an audit in the field, leading to the labeling or recommendations for action.

In 2017, 84 establishments were certified Green Key in Morocco.

By launching the Green Key program, the Foundation intends to raise awareness among tourist establishments about the challenges of sustainable tourism in a country where this industry is very important.
Blue Flag

- Target groups: vacationers, communes, local authorities and companies.
- Launch date: 2002

Blue Flag, which rewards the most advanced beaches in environmental terms, is a sustainable tourism awareness tool for citizens and communes.

Blue Flag is a Foundation for Environmental Education label that the Foundation introduced in Morocco in 2002, following the Clean Beaches program. Blue Flag is present in 48 countries worldwide.

It brings recognition and visibility to beaches that meet its very high standards of hygiene, cleanliness, equipment, management, security, health coverage, facilitation and awareness.

In 2017, 25 Moroccan beaches have flown the Blue Flag.
Safeguarding and development of the Marrakech palm grove

- Target groups: city residents, tourists, local authorities and economic partners.
- Launch date: 2007

At the request of His Majesty the King Mohammed VI, in March 2007 the Foundation initiated an important Marrakech Palm Grove Protection program for this internationally renowned and threatened heritage. The regrowth of the palm grove ecosystem of 12,000 hectares began with the planting of more than 580,000 young palm trees in a nursery created for this purpose.

Water management has been redesigned, introducing modern methods, and water and energy conservation (solar pumping, drip irrigation, watering from treated wastewater from the city). The effects of urbanization on the palm grove were contained.

Creating a mounted equestrian guard comprised of 12 riders has strengthened security. The local population was involved in the protection process, their interests taken into account, and education and awareness campaigns conducted among everyone: children, residents, tourists, and public and private decision makers.

An agro ecology program has helped rehabilitate the traditional cultures of the palm grove and settle populations, preserving ecosystems and the land. The Foundation’s education and awareness programs are also developed in the palm grove (Eco-Schools, Young Reporters for the Environment, Green Key, Voluntary Carbon Offsetting).

Through this program, the Foundation raises public awareness about the need to preserve this natural heritage older than 1,000 years and now threatened by urban development and global warming.
The Bouknadel Exotic Gardens, today preserved by the Foundation, are a great public awareness tool for biodiversity.

Founded in 1951 and later threatened with abandonment at the beginning of this century, the Bouknadel exotic gardens, located north of Rabat, were rehabilitated in 2002 by the Foundation, which now ensures the management of this four-hectare area.

This rehabilitation recovered the original spirit of the gardens as designed by its founder.

Alongside the collections of plants and remarkable animals, and presented in the gardens according to their geographical area of origin, the Foundation has introduced new features to make it a privileged space for educational visits by schoolchildren, many who visit each year.

An educational circuit that covers biodiversity and its role and its challenges, as well as a farmhouse and exhibition spaces arranged in the former dwelling area, make this place an effective education and awareness platform.

Her Royal Highness Princess Lalla Hasnaa chaired the ceremony for the re-opening to the public of the Bouknadel exotic gardens.

Sala - November 23, 2005
By initiating the rehabilitation of this large garden, the Foundation has given the city a vibrant green space and an environmental awareness tool.

A princely garden three centuries old, covering eight hectares outside of Marrakech’s ramparts, the Arsat Moulay Abdeslam garden was completely renovated in 2004 through the Foundation’s initiative, which mobilized to ensure an economic partner for the project.

The park was restored with respect for its history, with an exceptional biodiversity at the heart of the city. It has been enriched with a system for modern communication (Cyberpark), education and awareness in order to highlight and share its heritage with visitors, residents and tourists.

Arsat Moulay Abdeslam Garden (Marrakech)

• Target groups: visitors and children.
• Launch date: 2004
The Foundation has enabled the rehabilitation of a historic garden of great value in the heart of the imperial city of Fes. It enables people to keep in touch with nature and history.

Jnane Sbil with its seven hectares in the heart of the city, forms a link between the historic city and the new city, lined with prestigious areas such as the Mechouar, the parade ground Bab Makina, and Place Boujloud, is the most famous garden in Fes. It boasts exceptional vegetation and an original structure that make it a jewel of Arab-Andalusian tradition.

In 2007, the Foundation launched its rehabilitation with the help of an economic partner, with the aim of restoring the garden to its historical appearance, including its remarkable traditional irrigation system. It was reopened to the public in 2012. It is a member of the Botanic Gardens Conservation International (BGCI), a global network of historic gardens.

A place for enjoyment, relaxation, and environmental education, where local students come to learn about nature by creating ephemeral gardens, facilitated by landscape architects.
In Casablanca, the Kingdom’s economic capital, the Foundation has managed to preserve a large park in the heart of the city, and make a place for raising awareness.

The nine-hectare Hermitage Park, created in 1920, is the largest green space in Casablanca, a modern city with dense urbanization. The Foundation initiated its renovation in 2008 (irrigation, paths, lighting) and the park reopened in 2011.

This is also an area for education and youth outreach, where they can discover the gardens of the world, thematic gardens, and an educational trail, which are tools for awareness and education.
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