
Roadmap for Scaling up Resource Efficiency

Morocco

English Edition



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This document presents the roadmap developed as part of the SwitchMed Programme for the scaling-up of Resource Efficient and Cleaner Production (RECP) in industrial companies in Morocco.

The roadmap presents the actions that will serve as leverage points for the expansion of the pilot trial conducted under the MED TEST II project in Morocco with twenty-four industrialists.

Its aim is to set up support instruments for the expansion of RECP in the industry through stakeholder coordination, communication of mobilization of expertise and customised movement of resources towards SMEs seeking funding.

The RECP roadmap was developed over the period from December 2017 to April 2018 by the UNIDO expert in consultation with key stakeholders.

The actions included in this roadmap were identified, analysed and adopted in a participatory approach, with consultations with the SwitchMed Steering Committee, industrial federations, technical experts and Moroccan as well as international technical and financial partners.

ABH	The Hydrological Basin Agency	MICIEN	Ministry of Industry, Investment, Trade and Digital Economy
AMDI	Moroccan Investment Development Agency	MorSEFF	Morocco Sustainable Energy Financing Facility
EBRD	European Bank for Reconstruction and Development	MVDIH	Voluntary Mechanism for Industrial Water Depollution
COZINE	Moroccan Industrial Zones Committee	RECP	Resource Efficient and Cleaner Production
FDI	Investment and Industrial Development Fund	SCP	Sustainable Consumption and Production
FNE	National environmental protection and sustainable development fund	UNIDO	United Nations Industrial Development Organisation
FODEP	Industrial Depollution Fund	PCNCD	National Action Plan for Sustainable Consumption and Production
GIZ	German Development Agency	TEST	Transfer of Environmentally Sound Technology
Maroc	Moroccan National Agency for Small and Medium-sized Enterprises		
PME			
MED TEST	Transfer of Environmentally Sound Technology (TEST) in the Mediterranean Project		
MEMDD	Ministry of Energy, Mines and Sustainable Development		



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1. The context for scaling-up RECP

With a long-term thinking, Morocco has adopted the principle of sustainable development and its implementation through promotion of sustainable production and consumption patterns. In the field of industry, this is embodied in the Resource Efficient and Cleaner Production (RECP) approach, which is based on the application of the UNIDO environmentally sound technology transfer method. This method has been successfully implemented in a group of Moroccan companies, which reaped economic and environmental benefits.

Several pilot trials and instruments to encourage the adoption of the RECP have been observed in Morocco in recent years (experiences of technical and financial support provided by several public and financial organisations mentioned in the “Cartography, gaps and synergies of resource conservation and own production policy in Morocco” report (UNIDO document - 10 June 2017).

In the opinion of the industry federations, there is a need to expand and sustain the Medtest I and II pilot trials, particularly by informing companies of the success stories of implementing the RECP in Morocco.

At the institutional level, there are currently favourable conditions for the generalisation of the RECP. These are not only institutional arrangements implemented to apply the

framework environmental law, but also existing opportunities to benefit from the expansion of the RECP approach of the support of Maroc PME and from that of the Regional Councils. Maroc PME has tools and support mechanisms for companies that integrate the RECP approach.

For their part, the Regional Councils, through their regional development programmes, have decided to support the upgrading of industrial areas and their integration by supporting the process of production and own consumption.

The core of the scaling up project is the institutionalisation of the RECP tools by integrating them with the strategy of Maroc PME by enriching the panoply of the instruments of its intervention through a section called “MED TEST II approach” and by organising the synergies between the main parties concerned:

- public departments of the environment and industry,
- regional councils,
- Maroc PME (performance agency), ABH, AMDI,
- industrial federations and professional associations and
- network of experts.

In practice, this involves producing a scaling up plan that mobilises synergies and organises complementarity between stakeholders, adapting existing tools.

¹ Articles 7 and 12 of Framework Law no. 99-12 entitled “National Charter of the Environment and Sustainable Development”, Official bulletin no. 6240 -18 jourmada 1435 (20-03-2014).

2. View and goals of the roadmap for the scaling up of the RECP in Morocco

The proposed view of the roadmap is to create a snowballing ecosystem for the large-scale promotion of Resource Efficient and Cleaner Production in the circular economy context that promotes inclusive and sustainable industrial development.

The priority objectives of the scaling up of RECP identified in the Moroccan context:

1. RECP integration in industrial policy;
2. Development of a communication strategy based on the benefits of the RECP;
3. Capacity-strengthening of service providers and support services to industrial businesses;
4. Stimulation of sustainable production through an RECP financing mechanism.





3. Methodology and guidelines of the roadmap

The conceptual framework developed in the “Green Paper”² for the scaling up of the MED TEST II activities calls for applying the concept of a “leverage point” where a slight change can bring about major changes in the system.

The guiding principles of the approach are based on capitalising on the achievements of the MED TEST II project, in particular the recommendations and the principles of action identified by the associations representing the companies in coherence with the institutional framework and the national policies.

The process of developing the roadmap was based on an approach involving the SwitchMed Steering Committee, the partner industry federations and the UNIDO experts. The roadmap was presented, discussed and validated as part of a roundtable held on 19 April 2018, bringing together the focal points, the federations and the other players involved with the RECP (Moroccan Centre for Clean Production, ABH, ...). To these, Maroc PME joined as a pivotal organisation for the scaling up, the Regional Councils and the Regional Investment Centres came in as supporting players, the COZINE (Committee for Industrial Zones of Morocco), as well as the technical and financial partners of the project (group of consulting firms responsible for the MED TEST II project, European Union, UNIDO, GIZ).

“The conceptual framework developed in the “Green Paper” for the scaling up of the MED TEST II activities calls for applying the concept of a “leverage point” where a slight change can bring about major changes in the system.”

² Green Paper on Scaling up of MED TEST II activities is available at this link: <https://www.switchmed.eu/en/e-library/green-paper-on-scaling-up-of-med-test-ii-activities>

4. Axes of the roadmap

a. RECP integration in industrial policy

The MED TEST II pilot trial showed that the RECP could be a vital input for industry competitiveness. It is necessary to bring this contribution to the attention of the political decision-makers to ensure the movement of the resources of the industrial policy at institutional level (identification of the RECP as a specific activity) and financial level (industrial development fund) for the expansion of the RECP among industrial companies.

A convention for the implementation of the national action plan for the further take up' of the RECP in industrial ecosystems is being prepared by the MICIEN and the State Secretariat for Sustainable Development.

Integrating RECP into ecosystems aims at pooling actions favourable to the expansion of the RECP in terms of communication and sensitisation and in terms of offers of advice, support and funding. This pooling would be at sector level, in industrial ecosystems, and at territorial level, for companies located in Integrated Industrial Zones or outside industrial areas.

b. Development of a communication tool on the benefits of RECP

The establishment of website as a communication tool to keep information on the achievements of the RECP up to date, in conjunction with the relevant public departments and the Regional Councils, would help to maintain the mobilisation of private players for the adoption of own production and consumption methods, reporting on the experiences and successes. Once the tool's operation is taken charge of, its support could be entrusted to Maroc PME.

c. Capacity-strengthening of service providers and support services to industrial businesses

The application of the RECP no longer requires only knowledge of technological processes, but increasingly the integrated apprehension of logistical and communication processes in an approach of social and environmental responsibility. To keep in step with changes in production standards, the expansion of the RECP involves a programme to upgrade and label expertise in it.

The creation of tools for the accreditation and training of experts in RECP is intended to strengthen the capacity of service providers and support services for industrial companies. A working group could be set up for this purpose, which will plan meetings for consultation among specialists, after which a skills framework will be developed for the RECP specialist profession and links will be strengthened between the expertise network and public bodies supporting the RECP.

d. Stimulation of sustainable production by a RECP funding mechanism.

In order to meet the specific needs of business categories facing economic difficulties and funding constraints, it is suggested strengthening the existing voluntary funding mechanisms for the existing RECP. These are mainly the Industrial Pollution Control Fund (FODEP) and the Voluntary Mechanism of Industrial Water Pollution Control (MVDIH). The National Environment Fund (FNE) has made it possible to finance cleaning actions aimed at small businesses, mostly of a traditional nature. It represents a potential tool that can be mobilised for the future.

5. RECP scaling up matrix

Axis	Specific activity	Institutional players	Sources of funding	Timeline	Milestone/ Indicator
RECP integration in industrial policy	<ul style="list-style-type: none"> -Promotion of the results of the MED TEST II project to highlight the contribution of the RECP to company competitiveness. -Formalisation of a convention between the MICIEN and the MEMDD for the integration of the RECP in the action plans of the industrial ecosystems. 	MICIEN and MEMDD	FDII (MICIEN) NFE (MEMDD)	6 Months	<ul style="list-style-type: none"> -Convention adopted between the MICIEN and the MEMDD. -Number of industrial ecosystems and industrial areas involved in the expansion of the RECP.
Development of a communication strategy	<ul style="list-style-type: none"> -Setting up of a website and establishment of a maintenance unit. -Promote the concept of RECP through the network of industrial ecosystem animators. -Launch and operation of the site. 	Maroc PME; UNIDO; Industrial Federations	NFE FDII	Setting up: 6 months Management: 36 months	<ul style="list-style-type: none"> -Team responsible for making and maintaining the mobilised website. -Website in operation.
Accreditation and training of RECP experts	<ul style="list-style-type: none"> -Development of the training programme. -Training sessions. 	MICIEN MEMDD Maroc PME	NFE FDII	24 months	<ul style="list-style-type: none"> -Number of accredited experts. -Workshops and meetings held.
Stimulation of sustainable production by an RECP funding mechanism	<ul style="list-style-type: none"> Creation of a work group to: -Coordinate the existing funding mechanisms of the RECP. -Mobilize the required resources. 	MICIEN MEMDD Maroc PME FODEP ABH (MVDIH)	FDII FNE Other lenders	36 months	<ul style="list-style-type: none"> -Number of candidate companies. -Number of companies supported.

The stakeholders involved in preparing the roadmap stress the importance of integrating the RECP and the TEST approach as a component of industrial policy aimed at sustainable development. This aspect of the industrial policy will be implemented by the MICIEN in coordination with the MEMDD, as well as with the representatives of the private sector, the CGEM and the industrial federations and with the territorial actors of industrial development, regional councils and COZINE.

The integration of the RECP in industrial policy will involve the mobilization of industrial ecosystems as part of a roadmap framed around a convention between the MICIEN and the MEMDD.

This convention will establish the modalities for integrating the RECP into industrial policy. It will refer to the RECP as a component of the implementation of the PANDPCD in ecosystems.

It will specify how to set up a website to inform on the benefits of implementing the RECP and to inform industrial companies, as well as all stakeholders, the scaling up roadmap.

It will indicate the stages and the schedule of the meetings for the establishment of the network of RECP experts.

It will determine the funding request mechanisms for the implementation of the RECP by companies, as well as the criteria for their allocation and the mechanism for monitoring and evaluating the effects of the granted financial assistance.

The convention will set up periodic meetings to monitor its implementation and the revision of its provisions.