

# Program for the promotion of green entrepreneurship Morocco

## THE PROJECT

Direct training for 60 young graduates and financial support for the launch of 20 start-ups in the renewable energy sectors, energy efficiency, waste recovery, sustainable construction and sustainable management of water resources.

## BACKGROUND

Green entrepreneurship is a great opportunity for the Moroccan economy and can provide a professional outlet for a growing number of young graduates. The Kingdom of Morocco has shown particular attention to environmental issues in recent years, as evidenced by the reference to sustainable development in the constitutional charter, the adoption of a National Charter for Environment and a National Sustainable Development Strategy (NSDS) which refer to guidelines and planning acts in the energy, waste, transport, agriculture and water sectors.

## OBJECTIVE

Promote entrepreneurship and employment in the green economy sectors.

## PLANNED ACTIVITIES

- **Component 1:** 60 young entrepreneurs trained through 3 cycles of lessons, organized on an annual basis; following the training, an annual award was given to 10 entrepreneurs for launching their own start-ups.
- **Component 2:** creation of 5 business incubators at university level; creation of a platform for exchange and sharing on green economy issues; publication of a guide on ecological entrepreneurship.

## SUBJECTS

### Promoters:

- Ministry of the Environment and Energy Security (MASE)
- Secrétariat d'État chargé du Développement Durable (SEDD)

### Actuators

UNDP

## CONTRIBUTION TO

- ⇒ **NDC Morocco:** reduction of greenhouse gas emissions by 42% by 2030 compared to *Business as Usual* (BAU).
- ⇒ **2030 Agenda:** Goal 8 - Jobs and economic growth; Goal 13 - Actions for climate.

## TOTAL COST OF THE INITIATIVE

**€ 533.869,57**

**Lender:** MASE € 177, 956.52

**Other lenders:** SEDD € 355,913.05

## OUTPUT

- Training of 30 young people, and 10 prizes awarded during the first year.
- Training of 30 young people, and 10 prizes awarded during the second year.
- Initiation of 5 university incubators.
- Creation of a platform for exchange and sharing on green economy issues.
- Publishing of a green business guide.