



## Cleaner Production Private Sector Partnerships Project (CPP) - Morocco

### Purpose

By promoting cleaner production and energy efficiency practices and technologies, the CPP Project aims to reduce environmental and societal impact of business operations upon local communities and the global biosphere, as well as to improve their environmental, health and safety performance.

The project provides technical assistance to participating Small and Medium-sized Enterprises (SMEs) to develop and implement Cleaner Production (CP)/Energy Efficiency (EE) action plans, creates partnerships with industrial sectors, and disseminates project results and CP/EE best practices among the private sector.

### Project Overview

Annexed to Morocco's Free Trade Agreement with the United States are Environmental Cooperation Mechanisms that provide support for the development of environmental practices in Morocco's private sector. Through these mechanisms, the World Environment Center (WEC) is funded by a two-year Cooperative Agreement with the U.S. Department of State's Oceans, Environment and Science Bureau (OES) to provide on-the-ground support to assist businesses in Morocco (as well as Chile) to save money and protect the environment. Following the initial success of the earlier CPP Project in Central America, WEC has established Private Sector Partnerships in both countries to improve the private sector's environmental performance, reduce costs, and improve efficiency and competitiveness through the adoption of Cleaner Production (CP) and Energy Efficiency (EE) practices and technologies.

Through this initiative, WEC is creating public private partnerships in Morocco with an industry association to leverage access to its membership and encourage peer participation in the project. In Morocco, WEC has partnered with the Moroccan Cleaner Production Center and the country's leading national business association, CGEM (Confederation General des Enterprise du Maroc) to provide advanced technical assistance to the participating local businesses.

The participating businesses will work with WEC's technical team to identify opportunities for improvement in their production processes, create a plan to achieve measurable goals based on these opportunities, and receive consultation from WEC's team to implement and achieve the goals specifically in:

- Conservation of water and energy;
- Reducing waste, raw material use and emissions;
- Establishing environmental management systems; and
- Accessing funding and loans to finance the adoption of advanced technologies.

Throughout the project period, the team will continue working with the participants, providing technical expertise, monitoring and reporting on the progress to stakeholders.

WEC will disseminate best practices through roundtables and public outreach activities and establish an Advisory Board to facilitate consensus and project coordination among key public and private stakeholders.