

# Supporting the design of the Climate and Environment Centre in Chefchaouen: Awareness-raising and education on climate and environment

## Climate and environment

Climate and environment have become global issues as the impacts of climate change and ecosystem degradation intensify. International agreements, such as the Paris Agreement, witness the efforts to attenuate these problems and to encourage the transition to more environment-friendly practices. In Morocco, environment is an important and complex subject, involving multifaceted aspects of sustainability, of natural resource management and of ecosystem protection. Consequently, significant measures are being implemented, such as developing hydraulic infrastructure, the setting up of educational programs and awareness campaigns. These initiatives reflect the State's commitment and the integration of environmental concerns into its economic and social policies.

The regional project City-to-City Cooperation Maghreb-Germany (KWT II), commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ), was implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with the Service Agency Communities in One World (SKEW) of Engagement Global gGmbH, from March 2020 to February 2024. Among other activities, the regional project supported project partnerships between German and Maghreb cities. The good practices highlighted in this fact sheet have been developed by the partner cities of Chefchaouen and Trier. These practices will be scaled up as a part of the follow-up regional project "Urban Adaptation to Climate Change in the Maghreb", running from March 2024 to February 2027.



## Prefiguration and programming study of the Climate and Environment Centre in Chefchaouen

In Morocco, the regional project KWT II was implemented in collaboration with the Directorate-General of Territorial Communities (DGCT) of the Ministry of the Interior. One of the participating cities was the urban municipality of Chefchaouen in the north-west of the country.

Since 2010, Chefchaouen, known as the 'ecological city', has been implementing various initiatives to control and reduce energy consumption and integrate the Sustainable Development Goals (SDGs) at local level. This approach aims to combine local and global actions to promote a greener, more resilient territory.

In 2020, the city of Chefchaouen embarked on a planning and programming study for its Climate and Environment Centre (CCE), with support of the regional project KWT II. The objective was to increase knowledge and awareness of climate issues at

the local level by identifying and promoting local initiatives and strategies related to climate change and reducing of the carbon footprint. In addition, the study aimed to implement proposals from the municipal planning process as part of the Chefchaouen 2030 vision, while guiding and promoting development towards a circular and local economy. The CCE also aims to produce and disseminate location-related data on the impacts of climate change.



## Approaches and actions

To implement concrete priority measures for its Climate and Environment Centre (CCE), the city of Chefchaouen has carried out a prefiguration and programming study, focusing on the actions outlined in (diagram 01):



Left: Panoramic view of Chefchaouen, designated as ecological city in 2010. This photo was taken during a visit by the German delegation to Chefchaouen.

Right: Exterior view of Chefchaouen's Climate and Environment Centre (CCE). Reflecting a commitment to ecology and environmental conservation, the Centre is constructed from recycled shipping containers.

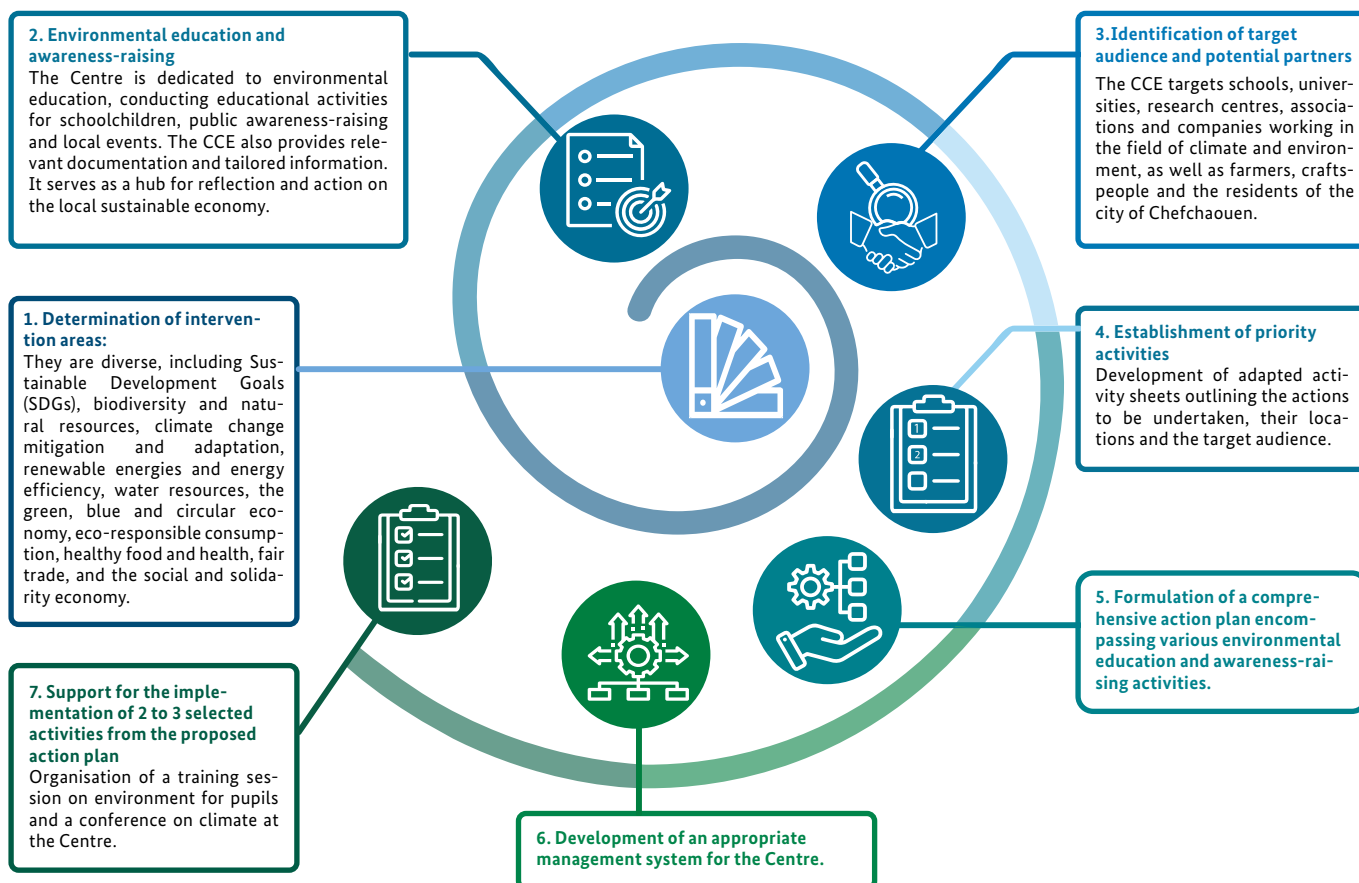


Diagram 01: Methodological approach. © GIZ



## Achievements

The project to support the CCE of Chefchaouen has achieved the following results (diagram 02):

1

### Ecological awareness and environmental education:

The CCE encourages teachers through a variety of initiatives, especially educational events and activities in the classroom, in lessons or in the field, such as nature excursions, guided tours and exploratory walks. Furthermore, the CCE raises awareness among different stakeholders by organising communication campaigns using 'classic' methods such as posters, leaflets and events. The Centre also offers engaging awareness-raising programmes tailored to the specific audiences and needs, such as ecological workshops, screenings, hikes, theatre and concerts.



2

### Supporting initiatives, educational and professional projects:

The CCE supports the development of educational and research projects in schools, higher education establishments and research centres. It also backs initiatives and actions undertaken by the municipality, associations and citizens, as well as projects led by companies and socio-economic partners working in the fields of environment and climate.



3

### Acquiring skills in climate and environmental fields:

During the two phases of the regional KWT project, around ten study visits and virtual meetings were organised between the two cities. These exchanges focused mainly on climate change, highlighting Trier's expertise in the field of climate and environmental education and awareness-raising.



4

**Production and dissemination of appropriate documentation and information:**

The Climate and Environment Centre (CCE) offers a wide range of resources on environmental and climate issues, accessible to non-specialists and experts alike. These resources include books, magazines, videos, teaching tools, fact sheets and board games. In addition, the Centre plays a crucial role in the collection and production of data and documentation specific to the local context regarding environmental and climate change issues.



5

**Establishing a space for reflection, exchange and training:**

The Centre offers comprehensive training and support for educators, as well as the development and distribution of appropriate teaching tools. It serves as a hub for collective reflection on the local economy, climate and ecosystem development, by offering a work and discussion spaces accessible to associations, businesses, collectives, students and freelancers to share their perspectives. The CCE can also provide facilities for events such as conference rooms, auditoriums, meeting rooms and workshops.



Diagram 02: Achievements of the project. © GIZ

**Challenges**

Several challenges were encountered, necessitating tailored solutions. These challenges are detailed in diagram 03:

**LACK OF HUMAN RESOURCES:**

A major challenge has been the lack of staff to manage the Centre. To address this, it was planned to recruit additional qualified staff and to integrate members of local associations, as well as consultative bodies, such as the Youth Council and the *Parité et Egalité* (Parity and Equality) body, into the CCE team.

**FINANCIAL CONSTRAINTS FOR FINANCING THE CENTRE'S ACTIVITIES:**

To overcome financial constraints, the Centre plans to involve various national partners, including local and national associations, schools, public and private players and institutions active in this field, as well as international partners such as international cooperation.

Diagram 03: Challenges encountered. © GIZ

**Innovative aspects and strengths**

The Climate and Environment Centre (CCE) in Chefchaouen stood out for its strengths, reflecting a commitment to climate and environmental sustainability. This commitment is evidenced by the development of an action plan, which serves as a strategic roadmap to ensure the long-term viability of the Centre (diagram 04):

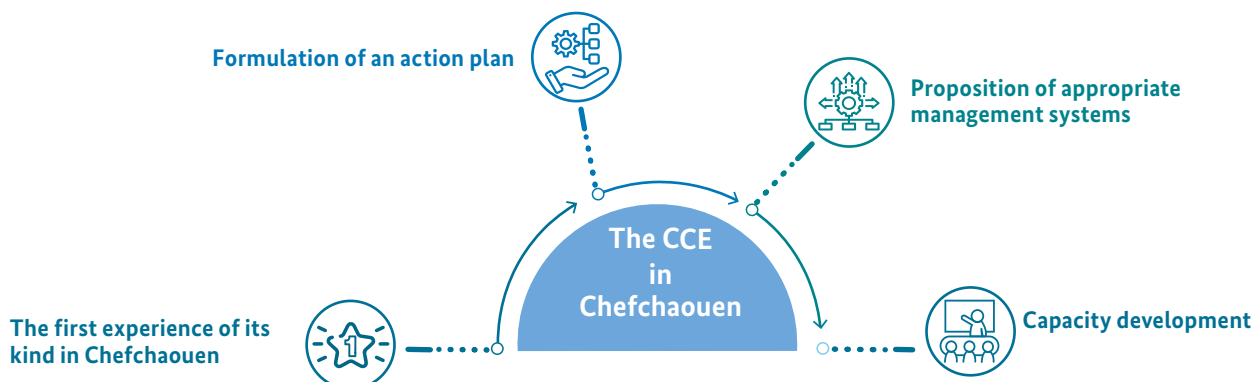


Diagram 04: Innovative aspects and strengths. © GIZ



Left: Welcome meeting for the German delegation during their visit to the Town Hall of Chefchaouen

Right: During a visit by the German delegation to the CCE, the Centre's manager provides an overview of its operations and missions to the delegation members

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## Best practices, lessons learnt and advice

Several important lessons have been learnt and best practices identified from the experience in Chefchaouen, which should be considered when implementing similar projects (diagram 05):

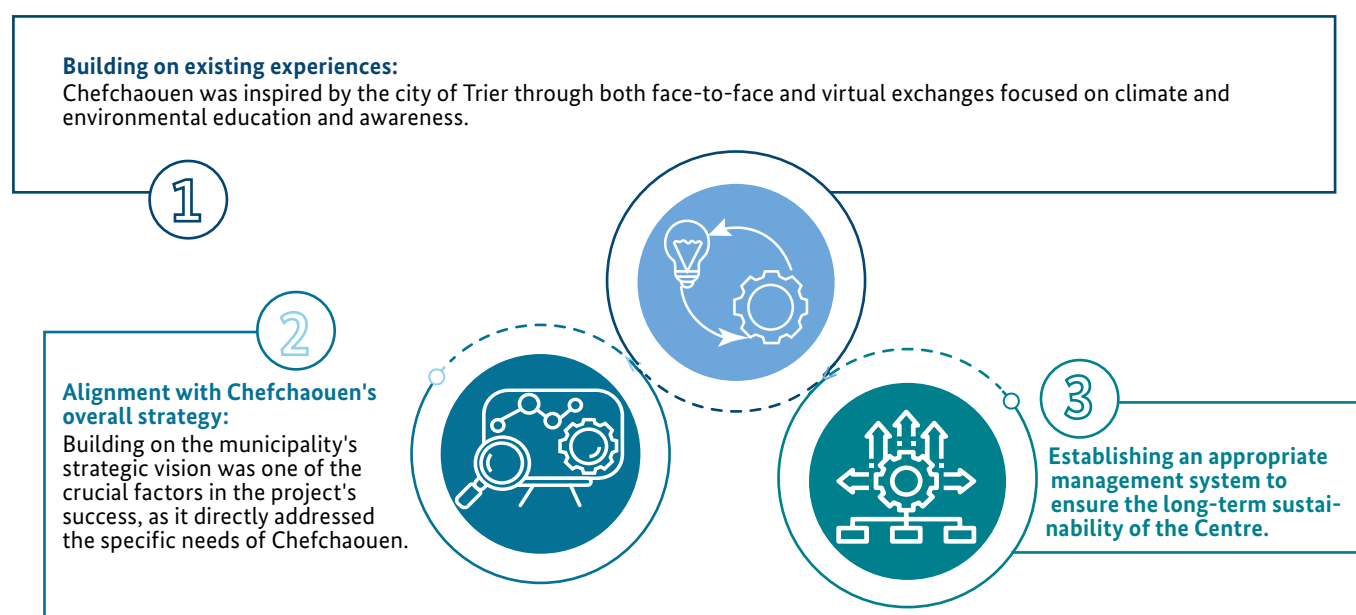


Diagram 05: Best practices, lessons learnt and advice. © GIZ

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