



GLOBAL ENVIRONMENT FACILITY  
INVESTING IN OUR PLANET

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January 14, 2010

Dear Council Member,

I am writing to notify you that we have today posted on the GEF's website at [www.TheGEF.org](http://www.TheGEF.org), a medium-sized project proposal from UNDP entitled ***Morocco: Mainstreaming Biodiversity into Value Chains for Mediterranean Medicinal and Aromatic Plants***, to be funded under the GEF Trust Fund (GEFTF).

The project aims to strengthen the capacity of Moroccan government institutions, non-governmental organizations and concerned citizens to contribute to biodiversity conservation and poverty alleviation by increasing the value of wild crafted medicinal and aromatic plants and their access to markets while ensuring production sustainability.

The project proposal is being posted for your review. We would welcome any comments you may wish to provide by January 28, 2010, in accordance with the new procedures approved by the Council. You may send your comments to [gcoordination@TheGEF.org](mailto:gcoordination@TheGEF.org).

If you do not have access to the Web, you may request the local field office of the World Bank or UNDP to download the document for you. Alternatively, you may request a copy of the document from the Secretariat. If you make such a request, please confirm for us your current mailing address.

Sincerely,

Copy to:

Country Operational Focal Point, GEF Agencies, STAP, Trustee



**REQUEST FOR CEO ENDORSEMENT/APPROVAL**  
**PROJECT TYPE: Medium-sized Project**  
**THE GEF TRUST FUND**

**Submission Date: 24 December 2009**

**PART I: PROJECT INFORMATION**

**GEFSEC PROJECT ID:** 3919

**GEF AGENCY PROJECT ID:** 4050

**COUNTRY (IES):** MOROCCO

**PROJECT TITLE:** Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco

**GEF AGENCY (IES):** UNDP

**OTHER EXECUTING PARTNER(S):** State Ministry of Environment

**GEF FOCAL AREA(S):** Biodiversity

**GEF-4 STRATEGIC PROGRAM(S):** BD SP5 Fostering Markets for Biodiversity goods and services

**NAME OF PARENT PROGRAM/UMBRELLA PROJECT:** N/A

Expected Calendar (mm/dd/yy)	
Milestones	Dates
Work Program (for FSPs only)	
Agency Approval date	30/01/2010
Implementation Start	30/01/2010
Mid-term Evaluation (if planned)	
Project Closing Date	12/31/2012

**A. PROJECT FRAMEWORK** (Expand table as necessary)

**Project Objective:** Governmental institutions, non-governmental organizations and rural populations have the capacity and motivation to contribute to biodiversity conservation due to increased value of wildcrafted MAPs, accessed markets and applied sustainable land management practices

Project Components	Indicate whether Investment, TA, or STA <sup>2</sup>	Expected Outcomes	Expected Outputs	GEF Financing <sup>1</sup>		Co-Financing <sup>1</sup>		Total (\$) c=a+ b
				(\$ a)	%	(\$ b)	%	
1.Capacity building for conservation and sustainable use of MAPs	TA	1. Capacity to apply certified and sustainable harvesting techniques through biodiversity-friendly management plans. <u>Indicator:</u> 120,000 ha targeted by the project for sustainable use, of which 220 under Fairwild certification	- Collectors trained in MAP identification and sustainable harvesting methods - Collectors trained in standardized system for sustainable harvesting and MAP processing - Sustainable MAP collection quantities and frequencies defined - Resource-use land management plans developed in key MAP collection areas	\$239,550	22.02%	\$848,450	77.98%	\$1,088,000
2. Biodiversity	TA	2. National MAP strategy adopted that includes certification systems, strengthened regulatory and policy enabling environment and biodiversity considerations along value chains <u>Indicator:</u> level of demand for certified products	- National MAP strategy finalized with national and local support along value chains - Regulative framework on collection, processing and trade developed - MAP training modules developed for value chain participants and public agencies - Standards, norms and practices for MAP processing developed and disseminated	\$245,000	32.75%	\$503,200	67.25%	\$748,200

3. Value Chain services	TA	<p>3. Effective channels of communications and improved vertical and horizontal integration among value chain actors allowing quick responses to shifting market demands</p> <p>4. “Informal” processors, collectors and distributors mainstreamed into value chains</p> <p><u>Indicator:</u> Change in revenue retained at the local level from collection and processing of MAPs (expected 35% increase by end of the project)</p>	<p>- Collaboration, alliances and information flow with the MAP value chain strengthened</p> <p>- Community based small enterprises trained in biodiversity-friendly processing, produce marketing and technical skills.</p> <p>- Community-based small enterprises for MAP collection and primary processing established</p> <p>- Information awareness and dissemination plan for biodiversity-friendly materials developed and applied along value chains</p>	\$375,450	21.48%	\$1,372,350	78.52%	\$1,747,800
4. Project management				\$90,000	12.15%	\$651,000	87.85%	\$741,000
<b>Total Project Costs</b>				A 950,000		B 3,375,000		\$4,325,000

<sup>1</sup> List the \$ by project components. The percentage is the share of GEF and Co-financing respectively of the total amount for the component.

<sup>2</sup> TA = Technical Assistance; STA = Scientific & Technical Analysis.

#### B. SOURCES OF CONFIRMED CO-FINANCING FOR THE PROJECT (expand the table line items as necessary)

<i>Name of Co-financier</i>	<i>Classification</i>	<i>Type</i>	<i>Project</i>	<i>%</i>
UNDP	Implementing agency	Grant	200,000	5.93
HCEFLCD	Executing Agency	Grant	580,000	17.19
HCEFLCD	Executing Agency	In-kind	240,000	7.11
MAPM	Nat'l Gov't	Grant	460,000	13.63
MAPM	Nat'l Gov't	In-kind	60,000	1.78
MEMEE	Nat'l Gov't	Grant	210,000	6.22
MEMEE	Nat'l Gov't	In-kind	35,000	1.04
MCINT	Nat'l Gov't	Grant	300,000	8.89
MCINT	Nat'l Gov't	In-kind	40,000	1.19
ADPPO	Nat'l Gov't	Grant	500,000	14.81
ADPPO		In-kind	50,000	1.48
ADPPS	Nat'l Gov't	Grant	100,000	2.96
ADPPS		In-kind	50,000	1.48
DAT	Nat'l Gov't	Grant	100,000	2.96
DAT		In-kind	50,000	1.48
INPMA	National Institution	Grant	300,000	8.89
INPMA		In-kind	50,000	1.48
GTZ	Multilateral agency	Grant	50,000	1.48
<b>Total Co-financing</b>			<b>3,375,000</b>	<b>100%</b>

\* Percentage of each co-financier's contribution at CEO endorsement to total co-financing.

**C. FINANCING PLAN SUMMARY FOR THE PROJECT (\$)**

	<i>Project Preparation a</i>	<i>Project b</i>	<i>Total c = a + b</i>	<i>Agency Fee</i>	<i>For comparison: GEF and Co- financing at PIF</i>
GEF financing	50,000	A950,000	1,000,000	100,000	1,100,000
Co-financing	25,000	B3,375,000	3,400,000		1,225,000
<b>Total</b>	<b>75,000</b>	<b>4,325,000</b>	<b>5,000,000</b>	<b>100,000</b>	<b>2,325,000</b>

**D. GEF RESOURCES REQUESTED BY AGENCY(IES), FOCAL AREA(S) AND COUNTRY(IES)<sup>1</sup>**

N/A

<sup>1</sup> No need to provide information for this table if it is a single focal area, single country and single GEF Agency project.

<sup>2</sup> Relates to the project and any previous project preparation funding that have been provided and for which no Agency fee has been requested from Trustee.

**E. CONSULTANTS WORKING FOR TECHNICAL ASSISTANCE COMPONENTS:**

<i>Component</i>	<i>Estimated person weeks</i>	<i>GEF amount(\$)</i>	<i>Co- financing (\$)</i>	<i>Project total (\$)</i>
Local consultants*	200	99,600	298,800	398,400
International consultants*	60	78,000	102,000	180,000
<b>Total</b>	<b>260</b>	<b>177,600</b>	<b>400,800</b>	<b>578,400</b>

\* Details to be provided in Annex C.

**F. PROJECT MANAGEMENT BUDGET/COST**

<i>Cost Items</i>	<i>Total Estimated person weeks/months</i>	<i>GEF amount (\$)</i>	<i>Co-financing (\$)</i>	<i>Project total (\$)</i>
Local consultants*	862.5	90,000	600,000	690,000
International consultants*		0	0	0
Office facilities, equipment, vehicles and communications*		0	0	0
Travel*		0	51,000	51,000
Others**		0	0	0
0		0	0	0
<b>Total</b>		<b>90,000</b>	<b>651,000</b>	<b>741,000</b>

\* Details to be provided in Annex C. \*\* For others, it has to clearly specify what type of expenses here in a footnote.

**G. DOES THE PROJECT INCLUDE A “NON-GRANT” INSTRUMENT? yes  no**

(If non-grant instruments are used, provide in Annex E an indicative calendar of expected reflows to your agency and to the GEF Trust Fund).

## **H. DESCRIBE THE BUDGETED M & E PLAN:**

Local and international consultants will be employed under short-term technical assistance contracts to train the local project team (the Value Chain Unit – VCU). They will guide them through the selected M&E tools and mechanisms so that the VCU can frequently assess the impact of project activities for measuring success and adjusting targeted technical assistance and the project's strategy accordingly.

Project monitoring and evaluation will be conducted in accordance with established UNDP and GEF procedures and will be provided by the project team and the UNDP Country Office (UNDP-CO) with support from UNDP/GEF. The Logical Framework Matrix provides *performance* and *impact* indicators for project implementation along with their corresponding *means of verification*. These will form the basis on which the project's Monitoring and Evaluation system will be built.

The following sections outline the principle components of the Monitoring and Evaluation Plan and indicative cost estimates related to M&E activities. The project's Monitoring and Evaluation Plan will be presented and finalized at the Project's Inception Report following a collective fine-tuning of indicators, means of verification, and the full definition of project staff M&E responsibilities.

### **I. Monitoring and Reporting**

#### **a. Project Inception Phase**

A Project Inception Workshop will be conducted with the full project team, relevant government counterparts, co-financing partners, the UNDP-CO and representation from the UNDP-GEF Regional Coordinating Unit, as well as UNDP-GEF (HQs) as appropriate.

A fundamental objective of this Inception Workshop will be to assist the project team to understand and take ownership of the project's goals and objectives, as well as finalize preparation of the project's first annual work plan on the basis of the project's logframe matrix. This will include reviewing the logframe (indicators, means of verification, assumptions and risks), imparting additional detail as needed, and on the basis of this exercise finalize the Annual Work Plan (AWP) with precise and measurable performance indicators, and in a manner consistent with the expected outcomes for the project.

Additionally, the purpose and objective of the Inception Workshop (IW) will be to: (i) introduce project staff with the UNDP-GEF *expanded team* which will support the project during its implementation, namely the CO and responsible Regional Coordinating Unit staff; (ii) detail the roles, support services and complementary responsibilities of UNDP-CO and RCU staff vis à vis the project team; (iii) provide a detailed overview of UNDP-GEF reporting and monitoring and evaluation (M&E) requirements, with particular emphasis on the Annual Project Implementation Reviews (PIRs) and related documentation, the Annual Project Report (APR), Tripartite Review Meetings, as well as independent final evaluations. Equally, the IW will provide an opportunity to inform the project team on UNDP project related budgetary planning, budget reviews, and mandatory budget rephasings.

The IW will also provide an opportunity for all parties to understand their roles, functions, and responsibilities within the project's decision-making structures, including reporting and communication lines, and conflict resolution mechanisms. The Terms of Reference for project staff and decision-making structures will be discussed again, as needed, in order to clarify for all, each party's responsibilities during the project's implementation phase.

#### **b. Monitoring Responsibilities and Events**

A detailed schedule of project reviews meetings will be developed by the project management, in consultation with project implementation partners and stakeholder representatives and incorporated in the Project Inception Report. Such a schedule

will include: (i) tentative time frames for Tripartite Reviews, Board Meetings, (or relevant advisory and/or coordination mechanisms) and (ii) project related Monitoring and Evaluation activities.

**Day to day monitoring of implementation progress** will be the responsibility of the Project Coordinator, based on the project's Annual Work Plan and its indicators. The Project Team will inform the UNDP-CO of any delays or difficulties faced during implementation so that the appropriate support or corrective measures can be adopted in a timely and remedial fashion.

The Project Coordinator will fine-tune the progress and performance/impact indicators of the project in consultation with the full project team at the Inception Workshop with support from UNDP-CO and assisted by the UNDP-GEF Regional Coordinating Unit. Specific targets for the first year implementation progress indicators together with their means of verification will be developed at this Workshop. These will be used to assess whether implementation is proceeding at the intended pace and in the right direction and will form part of the Annual Work Plan. The local executing agencies will also take part in the Inception Workshop in which a common vision of overall project goals will be established. Targets and indicators for subsequent years would be defined annually as part of the internal evaluation and planning processes undertaken by the project team.

Measurement of impact indicators related to global benefits will occur according to the schedules defined in the Inception Workshop and tentatively outlined in the indicative Impact Measurement Template at the end of this document. The measurement, of these will be undertaken through subcontracts or retainers with relevant institutions (INPMA agreed to lead the inventory of vegetative population of key species through inventories at the beginning and prior to closing of project).

**Periodic monitoring of implementation progress** will be undertaken by the UNDP-CO through quarterly meetings with the project proponent, or more frequently as deemed necessary. This will allow parties to take stock and to troubleshoot any problems pertaining to the project in a timely fashion to ensure smooth implementation of project activities.

UNDP-CO and UNDP-GEF RCU as appropriate, will conduct yearly visits to field sites, or more often based on an agreed upon schedule to be detailed in the project's Inception Report / Annual Work Plan to assess first hand project progress. Any other member of the Steering/Technical Advisory Committee can also accompany, as decided by the SC. A Field Visit Report will be prepared by the CO and circulated no less than one month after the visit to the project team, all SC members, and UNDP-GEF RCU.

**Annual Monitoring** will occur through the *Tripartite Review (TPR)*. This is the highest policy-level meeting of parties directly involved in the implementation of a project. The project will be subject to Tripartite Review (TPR) at least once every year. The first such meeting will be held within the first twelve months of the start of implementation. The project proponent will prepare an Annual Project Report (APR) and submit it to UNDP-CO and UNDP-GEF regional office at least two weeks prior to the TPR for review and comments.

The APR will be used as one of the basic documents for discussions in the TPR meeting. The project proponent will present the APR to the TPR, highlighting policy issues and recommendations for the decision of the TPR participants. The project proponent also informs the participants of any agreement reached by stakeholders during the APR preparation on how to resolve operational issues. Separate reviews of each project component may also be conducted if necessary. The TPR has the authority to suspend disbursement if project performance benchmarks are not met. Benchmarks will be developed at the Inception Workshop, based on delivery rates, and qualitative assessments of achievements of outputs.

**Terminal Tripartite Review (TTR)** is held in the last month of project operations. The project proponent is responsible for preparing the Terminal Report and submitting it to UNDP-CO and GEF RCU. It shall be prepared in draft at least two months in advance of the TTR in order to allow review, and will serve as the basis for discussions in the TTR. The terminal tripartite review considers the implementation of the project as a whole, paying particular attention to whether the project has achieved its stated objectives and contributed to the broader environmental objective. It decides whether any actions are still necessary, particularly in relation to sustainability of project results, and acts as a vehicle through

which lessons learnt can be captured to feed into other projects under implementation of formulation.

### c. **Project Monitoring Reporting**

The Project Coordinator in conjunction with the UNDP-GEF extended team will be responsible for the preparation and submission of the following reports that form part of the monitoring process. Items (a) through (f) are mandatory and strictly related to monitoring, while (g) through (h) have a broader function and the frequency and nature is project specific to be defined throughout implementation.

A Project ***Inception Report (IR)*** will be prepared immediately following the Inception Workshop. It will include a detailed First Year/ Annual Work Plan divided in quarterly time-frames detailing the activities and progress indicators that will guide implementation during the first year of the project. This Work Plan would include the dates of specific field visits, support missions from the UNDP-CO or the Regional Coordinating Unit (RCU) or consultants, as well as time-frames for meetings of the project's decision making structures. The Report will also include the detailed project budget for the first full year of implementation, prepared on the basis of the Annual Work Plan, and including any monitoring and evaluation requirements to effectively measure project performance during the targeted 12 months time-frame.

The Inception Report will include a more detailed narrative on the institutional roles, responsibilities, coordinating actions and feedback mechanisms of project related partners. In addition, a section will be included on progress to date on project establishment and start-up activities and an update of any changed external conditions that may effect project implementation.

When finalized the report will be circulated to project counterparts who will be given a period of one calendar month in which to respond with comments or queries. Prior to this circulation of the IR, the UNDP Country Office and UNDP-GEF's Regional Coordinating Unit will review the document.

The ***Annual Project Report (APR)*** is a UNDP requirement and part of UNDP's Country Office central oversight, monitoring and project management. It is a self -assessment report by project management to the CO and provides input to the country office reporting process and the ROAR, as well as forming a key input to the Tripartite Project Review. An APR will be prepared on an annual basis prior to the Tripartite Project Review, to reflect progress achieved in meeting the project's Annual Work Plan and assess performance of the project in contributing to intended outcomes through outputs and partnership work.

The format of the APR is flexible but should include the following:

- An analysis of project performance as compared to the annual workplan over the reporting period, including outputs produced and, where possible, information on the status of the outcome
- The constraints experienced in the progress towards results and the reasons for these
- The three (at most) major constraints to achievement of results as well as facilitating factors that have positively contributed to the achievement of results
- AWP, CAE and other expenditure reports (ERP generated)
- Lessons learned
- Clear recommendations for future orientation in addressing key problems in lack of progress
- Changes in external conditions that may require an adjustment in project strategy, as well as recommended changes for the TPR's approval

The ***Project Implementation Review (PIR)*** is an annual monitoring report mandated by the GEF. It has become an essential management and monitoring tool for project managers and offers the main vehicle for extracting lessons from ongoing projects. Once the project has been under implementation for a year, a Project Implementation Report must be completed by the CO together with the project. The PIR can be prepared any time during the year (July-June) and ideally prior to the TPR. The PIR should then be discussed in the TPR so that the result would be a PIR that has been agreed upon by the project, the executing agency, UNDP CO and the concerned RCU.

The GEF M&E Unit provides the scope and content of the PIR. In light of the similarities of both APR and PIR, UNDP/GEF has prepared a harmonized format for reference.

**Quarterly Progress Reports:** Short reports outlining main updates in project progress will be provided quarterly to the local UNDP Country Office and the UNDP-GEF regional office by the project team.

**Periodic Thematic Reports:** As and when called for by UNDP, UNDP-GEF or the Implementing Partner, the project team will prepare Specific Thematic Reports, focusing on specific issues or areas of activity. The request for a Thematic Report will be provided to the project team in written form by UNDP and will clearly state the issue or activities that need to be reported on. These reports can be used as a form of lessons learnt exercise, specific oversight in key areas, or as troubleshooting exercises to evaluate and overcome obstacles and difficulties encountered. UNDP is requested to minimize its requests for Thematic Reports, and when such are necessary will allow reasonable timeframes for their preparation by the project team.

**Project Terminal Report:** During the last three months of the project the project team will prepare the Project Terminal Report. This comprehensive report will summarize all activities, achievements and outputs of the Project, lessons learnt objectives met or not achieved, structures and systems implemented, etc. and will be the definitive statement of the Project's activities during its lifetime. It will also lay out recommendations for any further steps that may need to be taken to ensure sustainability and replicability of the Project's activities.

**Technical Reports:** Technical Reports are detailed documents covering specific areas of analysis or scientific specializations within the overall project. As part of the Inception Report, the project team will prepare a draft Reports List, detailing the technical reports that are expected to be prepared on key areas of activity during the course of the Project, and tentative due dates. Where necessary this Reports List will be revised and updated, and included in subsequent APRs. Technical Reports may also be prepared by external consultants and should be comprehensive, specialized analyses of clearly defined areas of research within the framework of the project and its sites. These technical reports will represent, as appropriate, the project's substantive contribution to specific areas, and will be used in efforts to disseminate relevant information and best practices at local, national and international levels.

**Project Publications:** Project Publications will form a key method of crystallizing and disseminating the results and achievements of the Project. These publications may be scientific or informational texts on the activities and achievements of the Project, in the form of journal articles, multimedia publications, etc. These publications can be based on Technical Reports, depending upon the relevance, scientific worth, etc. of these Reports, or may be summaries or compilations of a series of Technical Reports and other research. The project team will determine if any of the Technical Reports merit formal publication, and will also (in consultation with UNDP, the government and other relevant stakeholder groups) plan and produce these Publications in a consistent and recognizable format. Project resources will need to be defined and allocated for these activities as appropriate and in a manner commensurate with the project's budget.

## **II. Independent Evaluation**

Given the limited duration of the project, 3 years, it will only be subject to a final independent evaluation. A thorough internal review will be undertaken at mid-term, jointly by the project team, expanded UNDP team and national partners. In particular members of the steering committee and tripartite review committee will take part in this review to ensure full ownership of its results and recommendations. During this review mission, the GEF tracking tool will be completed by the project team and submitted to GEFSEC following the completion of the review report.

An independent Final Evaluation will take place three months prior to the terminal tripartite review meeting, and will focus on the same issues as the mid-term evaluation. The final evaluation will also look at impact and sustainability of results, including the contribution to capacity development and the achievement of global environmental goals. The Final Evaluation should also provide recommendations for follow-up activities. The Terms of Reference for this evaluation will be prepared by the UNDP CO based on guidance from the Regional Coordinating Unit and UNDP-GEF.



As part of reporting to the GEF focal area, the final evaluation will complete the relevant tracking tool to enable the monitoring of progress and changes achieved by the time of the evaluation.

### III. Learning and Sharing Knowledge

Results from the project will be disseminated within and beyond the project intervention zone through a number of existing information sharing networks and forums. In addition:

- The project will participate, as relevant and appropriate, in UNDP/GEF sponsored networks, organized for Senior Personnel working on projects that share common characteristics. UNDP/GEF shall establish a number of networks, such as Integrated Ecosystem Management, eco-tourism, co-management, medicinal plants etc, that will largely function on the basis of an electronic platform.
- The project will identify and participate, as relevant and appropriate, in scientific, policy-based and/or any other networks, which may be of benefit to project implementation though lessons learned.

The project will identify, analyze, and share lessons learned that might be beneficial in the design and implementation of similar future projects. Identification and analysis of lessons learned is an on-going process, and the need to communicate such lessons as one of the project's central contributions is a requirement to be delivered not less frequently than once every 12 months. UNDP/GEF shall provide a format and assist the project team in categorizing, documenting and reporting on lessons learned. To this end a percentage of project resources will need to be allocated for these activities.

#### Indicative Monitoring and Evaluation Work plan and Corresponding Budget

Type of M&E activity	Responsible Parties	Budget US\$ <i>Excluding project team Staff time</i>	Time frame
Inception Workshop	<ul style="list-style-type: none"> <li>▪ Project Coordinator</li> <li>▪ UNDP CO</li> <li>▪ UNDP GEF</li> </ul>	\$1000	Within first three months of project start up
Inception Report	<ul style="list-style-type: none"> <li>▪ Project Team</li> <li>▪ UNDP CO</li> </ul>	None	Immediately following IW
Measurement of Means of Verification for Project Purpose Indicators	<ul style="list-style-type: none"> <li>▪ Project Coordinator will oversee the hiring of short-term consultants to do specific studies, establish monitoring instruments and delegate responsibilities to relevant team members</li> </ul>	To be finalized in Inception Phase and Workshop. Indicative cost: \$4000	Start, mid and end of project
Measurement of Means of Verification for Project Progress and Performance (measured on an annual basis)	<ul style="list-style-type: none"> <li>▪ Oversight by Project GEF Technical Advisor and Project Coordinator</li> <li>▪ Short-term consultants to do specific studies, establish monitoring instruments and delegate responsibilities to relevant team members</li> <li>▪ Measurements by regional field officers and local IAs</li> </ul>	To be determined as part of the Annual Work Plan's preparation. Indicative cost: \$4000	Annually prior to APR/PIR and to the definition of annual work plans
APR and PIR	<ul style="list-style-type: none"> <li>▪ Project Team</li> <li>▪ UNDP-CO</li> <li>▪ UNDP-GEF</li> </ul>	None	Annually

TPR and TPR report	<ul style="list-style-type: none"> <li>▪ Government Counterparts</li> <li>▪ GEF OFP</li> <li>▪ UNDP CO</li> <li>▪ Project team</li> <li>▪ UNDP-GEF Regional Coordinating Unit</li> </ul>	None	Every year, upon receipt of APR
Steering Committee Meetings	<ul style="list-style-type: none"> <li>▪ Project Coordinator</li> <li>▪ UNDP CO</li> </ul>	None	Following Project IW and subsequently at least once a year
Periodic status reports	<ul style="list-style-type: none"> <li>▪ Project team</li> </ul>	\$300	To be determined by Project team and UNDP CO
Technical reports	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ Hired consultants as needed</li> </ul>	\$4000	To be determined by Project Team and UNDP-CO
Mid-term project review	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ UNDP- CO</li> <li>▪ UNDP-GEF Regional Coordinating Unit</li> <li>▪ Project board/steering committee members</li> <li>▪ National executing partners</li> </ul>	\$10,000	At the mid-point of project implementation.
Final External Evaluation	<ul style="list-style-type: none"> <li>▪ Project team,</li> <li>▪ UNDP-CO</li> <li>▪ UNDP-GEF Regional Coordinating Unit</li> <li>▪ External Consultants (i.e. evaluation team)</li> </ul>	\$20,000	3 months prior to the closing of the project
Terminal Report	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ UNDP-CO</li> <li>▪ External Consultant</li> </ul>	None	At least one month before the end of the project
Lessons learned	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ UNDP-GEF Regional Coordinating Unit (suggested formats for documenting best practices, etc)</li> </ul>	\$9,000 (average 3,000 per year)	Yearly
Audit	<ul style="list-style-type: none"> <li>▪ UNDP-CO</li> <li>▪ Project team</li> </ul>	\$4,000 (average \$1000 per year)	Yearly
Visits to field sites (UNDP staff travel costs to be charged to IA fees)	<ul style="list-style-type: none"> <li>▪ UNDP Country Office</li> <li>▪ UNDP-GEF Regional Coordinating Unit (as appropriate)</li> <li>▪ Government representatives</li> </ul>	\$15,000 (average one visit per year)	Yearly
TOTAL INDICATIVE COST			
<i>Excluding project team staff time and UNDP staff and travel expenses</i>		US\$ 71,300	

## Key impact indicators

Key Impact Indicator	Target (Year 3)	Means of Verification	Sampling frequency	Location
Number of hectares where ISSC-MAP/FairWild standards are applied	220 ha	Field inquiry, certification agencies	End	Targeted zones
Number of export permits reflecting BD mainstreaming	15% over base	Register of sustainable production plans	Start, mid, end	EACCE
Number and area of concessions by local cooperatives and associations demonstrating the amount of globally significant biodiversity under effective natural resource management	16	Field collection, data collection sheets, analysis of GIS cell counts	Start, end	Targeted and immediately neighbouring zones
Number of farmers, cooperatives and associations meeting international standards	30% over baseline	Field collection, analysis of GIS cell counts, MinAgriculture, ADS, HCEFLCD	Start, end	All PAs

## **PART II: PROJECT JUSTIFICATION:**

### **A. STATE THE ISSUE, HOW THE PROJECT SEEKS TO ADDRESS IT, AND THE EXPECTED GLOBAL ENVIRONMENTAL BENEFITS TO BE DELIVERED:**

**The Sector :** Morocco has one of the richest MAP sub sectors in the world, due its diversity (4200 species including 800 endemic), among which nearly 400 species are recognized for medicinal and/or aromatic uses, and for its developmental potential, particularly its export (100% export growth between 2004 and 2009). The global Medicinal and Aromatic Plant (MAP) market is estimated at 15 billion US dollars. In 2008/2009 Morocco participated in this market by exporting more than 28,700 tons of dried MAP plants and nearly 60 tons of essential oils. Representing a growth rate of 2% over the last season, these exports generated an aggregate value of nearly 80 million US\$, i.e. 4% of the global market. 112 MAP products were exported via the Establishment of Autonomous Control and Coordination of Exports (EACCE) against 69 products five seasons earlier. MAPs collected directly from nature (wild crafting) prove to be on an upward trend. There are approximately 30 MAP exporters, a number that is constantly increasing but is still relatively low given the large market potential. As the sector continues to grow, the government entities responsible for the protection of national forests and rangelands are faced with a daunting challenge, how to conserve biodiversity and protect Morocco's natural resources while creating an environment in which rural populations can participate in wild-crafting economic growth activities to improve their livelihoods.

The international market is becoming more structured and demanding as quality standards and quality labeling become a prerequisite for trade. It is increasingly competitive particularly with the emergence of developing countries as key providers in the market. Morocco is one of these countries, focused mainly on the international market with low-cost labor and an abundant spontaneous biomass. Morocco sources most of its products from abundant and spontaneous vegetation and is to date susceptible to suffer the vagaries of international markets. The country is filled with highly skilled and adequately engaged MAP stakeholders who have recently combined efforts to establish a National Strategy for MAPs under the leadership of the High Commissioner for Water and Forests and Fight against Desertification (HCEFLCD) but not yet adopted by all the parties. Nevertheless, the sector is plagued by mistrust and competition, preventing a consistent flow of information among key players, a necessity for

collaboration, coordination, formalization of the sector, and responsible MAP activity growth within the national economy.

**The Project:** The project being proposed in this document is called ‘**Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco**’. It aims to strengthen the capacity of Moroccan government institutions, non-governmental organizations and concerned citizens to contribute to biodiversity conservation and poverty alleviation by increasing the value of wild crafted MAPs and their access to markets while ensuring production sustainability. By improving cooperation and building partnerships among national and local pioneers, the project can create an environment of transformation, appropriate skills development, and technological advancement for those participating in the MAP value chain. The project will establish the necessary mechanisms, technical, legislative and institutional support, in order to better integrate the MAP biodiversity richness into the value chain of the entire sub-sector, taking into account the need to create an attitude of responsible stewardship on the part of all sector stakeholders to preserve the resources by implementing a range of mechanisms to ensure sustainability of the system.

**The Plants:** The vast majority of the medicinal and aromatic plant species used in Morocco are wildcrafted. The species are over-harvested at flowering time and frequently uprooted, without regard to their regeneration. Wildcrafters are generally paid according to the harvested quantity, so the incentive is to collect the maximum quantity possible. This unsustainable form of harvesting exposes several species, particularly those in high demand, to a real threat of genetic erosion or, in certain cases, increase risks to their extinction. Field visits by experts have confirmed the depletion of several species where they were once abundant. Surveys by local populations reached the same conclusion.

This drastic environmental situation resulting from unsustainable harvesting is even more worrisome for local communities who depend on wildcrafting of these species. They observe passively this degradation of their natural environment and worsened by other factors such as overgrazing, deforestation and climate change. To remedy this situation and continue to reap the benefit from these resources, all actors of the chain must learn the principles of sustainable use of MAPs and see that these are strictly respected. In some cases, there will be a need to cultivate some species (“domestication” or “cultivation”) replanting or re-sowing them under a rehabilitation action plan.

After a rigorous assessment of possible species to target with the activities of this project, within which ecological, economic and social criteria were used to determine the plants and regions (*see Annex #1 – Species and Site Selection; Ecology Report by Imane Thami Alami; International Status of Selected Moroccan MAPs with market accessibility; Plants of Morocco’s South and Oasis*), those selected are:

- *Romarinus officialis* (Rosemary) in Jerada/Talsint,
- *Thymus satureioides* (Thyme) in Ijoukak, (90 Km outside of Marrakech),
- *Anacyclus pyrethrum* (Pyrethrum) in Timahdit (30 km outside of Azrou),
- *Origanum elogatum* (Oregano) in the region of Chefchaouen,
- *Origanum compactum* (Oregano) in the region of Chefchaouen.

*Romarinus officialis* is by far the most widely exploited species, given the extent of its geographical area and the current international demand for its products (herb and essential oil). Standards for its sustainable use already exist, which are adequate and only need to be diffused on a large scale. Its regeneration, however, is facing a serious problem due to drought conditions, overgrazing and especially over-harvesting. All three factors have contributed to reducing the Rosemary population. Reforestation, which has been successfully experimented, must be repeated and adopted, accompanied with rules for responsible wild crafting.

*Thymus satureioides*, which constitutes the bulk of exported Thyme, is wrongly named as common Thyme (*Thymus vulgaris*), and thus mislabeled. Common Thyme, which is widely cultivated in Europe is a Thymol Thyme, while *Thymus satureioides* is essentially a borneol Thyme, a unique chemotype. Capitalizing on this feature allows the project to significantly increase its value in the international market. It is currently heavily exploited, putting its vegetative settlement under a real threat, particularly in some fragile areas.

*Anacyclus pyrethrum* is a species that is undergoing the greatest pressure given its high price. Wild crafters can expect between 300 to 400 Dh<sup>1</sup>/kg. The roots are the only parts of the plant that is marketed and it is thus uprooted before its seeds set. As an Asteraceae, *A. pyrethrum* has, however, a great potential for multiplication and dissemination. Pyrethrum used to grow in a large mountainous area of Morocco but now, it can be found only in the region of Timahdit. Its habitat has also been completely disrupted by overgrazing, and by being so, has totally affected the botanical composition. Sustainable use requires that the plant be undisturbed during its rest period (the duration still needs to be established) and the modes of collection practices must be improved.

*Origanum compactum* is a species with highly aromatized chemotypes due to its high carvacrol content, while *Origanum elongatum* is the only oregano with a Thymol dominant essential oil component, making it useful to both the medicinal and aromatic industries. This species is subjected to frequent conflicts between beekeepers, who seek this particular strain to produce quality honey, and wild crafters who sell it in the form of dried herb or for the essential oil market. Both oregano species have weak vegetative regeneration and are highly susceptible to over-harvesting. Due to the high local and international demands, they have been severely depleted due to the destruction of the entire plant when only the leaves are sought. These plants have become so rare that they can only be found in inaccessible places. Applying strict wildcrafting standards could preserve these species where wildcrafting is still possible. Domestication has already been initiated, but only on a small scale. At present, the economic potential of oregano is far from being realized. If marketed under a real label of quality, these two species could grow in commercial importance. This illustrates just one example where, if the plants are sustainably exploited and effectively marketed, biodiversity considerations could generate significant revenues.

**The People:** To demonstrate ecological, economical and social sustainability for management and trade of priority MAP species in Morocco, the UNDP project will partner with the FairWild Foundation to assist local cooperatives and associations in four regions attain FairWild® certification for five selected species with the intention of bringing fair-trade prices and social premium fund investments to the producer communities and contributing towards long-term trade relationships with caring buyers. The project will work through focal organizations, cooperatives, or associations in the communities targeted by the project to ensure the greatest potential impact on the beneficiaries. Some names of cooperatives the project will work with are:

- BeniTaha/Ofoq in Jerada/Tilsint,
- CADEFA in neighboring Marrakech,
- Atlas fil & Couleur in Timahdit,
- Jbel El Alam, Aïn Lhjar, Bni Boufrah and GIE Farida in the region of Chefchaouen.

Each of these organizations have been contacted and introduced to the objectives of the project. They have all expressed enthusiastic interest in participating.

**The Institutions:** By demonstrating FairWild® certification for two (Rosemary and Thyme) to five selected species in the targeted communities, the project is offering Moroccan MAP stakeholders (from institutional partners to the local cooperatives to the industry leaders) tangible steps to follow in a united effort to conserve Morocco's precious biodiversity while promoting rural economic growth. The certification standards will become a road map for activating the National Strategy of MAPs and transformation of the MAP sector into a more formal and formidable activity for the local population.

It is suggested that a Value Chain Strengthening Unit (VCS Unit) be put in place to act neutrally among all the MAP stakeholders, including the government institutions upon which sector growth depends. Among those institutions benefiting directly from the actions of the project and the VCS Unit are: HCEFLCD, Ministry of Agriculture (MAPM), Ministry of Energy, Mining, Water and the Environment (MEMEE), the Agency for the Economic and Social Promotion and Development Of the Southern Provinces of the Kingdom of Morocco (APDESPS), the Directorate for Territorial Management (DAT), the Agence de l'Oriental (ADO), the National Institute for Medicinal and Aromatic Plants (INPMA), research and training institutions (INRA, IAV, Facultés des Sciences, etc.), Ministry

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<sup>1</sup> 1 US\$ = 7.66 DH (as of UN Rate for October 2009)

of Industry, Commerce and New Technologies (MICNT), Ministry of Superior Education, Training and Scientific Research (MESFCRS), Ministry of Interior (MI) and its Initiative National de Development Human (INDH).

Access to market, dependent on timely market knowledge, is imperative to ensure the flow of product and capture of substantial income. While the HCEFLCD continues to focus increasingly on contracting with local populations grouped into cooperatives and associations for the granting of mining areas of MAP, its representatives are constantly seeking ways to engage the local populations in the protection of the natural resources.

**The Network:** HCEFLCD has announced that it wishes to create more awareness and adoption of the MAP National Strategy through an internal communications unit. The project will assist the HCEFLCD and other significant stakeholders in the establishment of a coordination structure, a network of communications units, focusing on MAPs to improve synergy of efforts, commitment to biodiversity conservation, and access to markets. This unit will spearhead a unified advocacy effort for a professional MAP committee within the EACCE to monitor and control MAP exports, in a similar way that other more formalized Moroccan agricultural value chains are managed (olives, fruits, etc.).

**Project Components:** The project proposes to address the needs of the MAP sector for support in Biodiversity Conservation and Poverty Alleviation activities through an integrated program comprised of three interrelated components:

- I. Institutional Capacity Building for Conservation and Sustainable Use of MAPs**
- II. Biodiversity Considerations in Market Transformation**
- III. Value Chain Services**

***I. Institutional Capacity Building for conservation and sustainable use of MAPs***

Attempting to improve information flow and introducing a new certification program within the MAP sector requires a considerable amount of capacity on the part of all participating stakeholders. The project proposes offering trainings on two tracks: *Value Chain Service Training* and *FairWild® Certification Training*.

*Value Chain Service Training:* The following trainings will target representatives of local associations, INPMA, HCEFLCD, Ministry of Agriculture, Ministry of Environment, Ministry of Interior (INDH), and private sector:

- a. Communications Trainings/Mentoring to help establish effective communications units/representatives in all participant organizations and ensure sector growth through coordination of efforts.
- b. Value Chain Analysis Training to rally stakeholders and investors to prepare Action Plans that will improve competitiveness of wildcrafted PAMs.
- c. Institutional Development Trainings for SMEs, SMIs, business services providers on appropriate technology, packaging, labeling,
- d. Marketing Trainings to better prepare for creating and maintaining profitable market linkages.

*FairWild® Certification Training:* Progress on FairWild® Certification in the demonstration sites will be shared with institutions at the national level so that all MAP stakeholders can benefit from the lessons learned and participate in the national push for biodiversity conservation and linkages to poverty alleviation. National level stakeholders will be invited to participate in the series of trainings and activities that are occurring in the demonstration sites. The customized technical assistance will include:

- a. Technical advisory and training/capacity building support to the project team and partners (cooperatives, associations, government institutions, private sector enterprises) in implementing the FairWild® Standard requirements, such as:
  - i. resource assessments and management planning

- ii. situation analysis
  - iii. conservation status assessments
  - iv. appropriate resource assessment and monitoring strategies for each species/collection location
- b. Technical advisory and training/capacity building support to identify appropriate implementation scenario of the FairWild® Standard for each species and collection situation, including:
- i. FairWild® Certification using the rating system
  - ii. National and site-based resource management /conservation / production practices that meet the ecological criteria of the FairWild® Standard and contribute to the National MAP strategy of Morocco
  - iii. Adoption of voluntary good practice guidelines by industry partners that meet the criteria of the FairWild® Standard
- c. Technical advisory and capacity building support to design and implement FairWild® Certification for selected MAP species where this approach is appropriate and feasible, including:
- i. Market and market access risk analysis
  - ii. Market development
  - iii. Collection site and chain of supply documentation
- d. Technical advisory and capacity building support through certifier training and accreditation, to create a network of local certifying entities that could expand the certification program in Morocco and also be recruited by FairWild® Foundation to provide certifying services throughout the region and worldwide.

Both technical advisory and training will aim to:

- Improve the capacity of HCEFLCD representatives, local populations, and national stakeholders to analyze value chains and elaborate appropriate resource assessment and monitoring strategies for each species/collection location.
- Improve information flow through communications structures, increased capacity of stakeholders to stay linked.
- Improve the ability of local community leaders to assess resources, conduct management planning, situation analysis, and conservation status assessments.
- Establish the capacity of Moroccan based certification bodies to do FairWild® Certification in Morocco and globally.
- Empower Government Institutions in their effort to promote biodiversity conservation in other parts of Morocco.

The unit will be responsible to conduct an inventory of the existing resource base of the targeted species at project start-up (GIS supported) and a similar inventory just prior to project completion to determine on-the-ground evolution of the species.<sup>2</sup> The analysis will be conducted during the first major growing season of the project's first year; INPAM will be a collaborative institutions.

## ***II. Biodiversity Considerations in Market Transformation***

While communications and market services are being improved at the national and local levels through the Value Chain Services Component, the project will take bold steps with Moroccan institutional partners, private sector

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<sup>2</sup> The activity is not be included in the formal monitoring and evaluation plan since the manner and the accuracy of such a undertaking will depend on availability of funds and institutional capacity of collaborative research institutions and Universities.

stakeholders and local communities to demonstrate FairWild® Certification of at least two species (Rosemary and Thyme) and up to five that have significant ecological importance in Morocco. By demonstrating FairWild® Certification in targeted sites, the project will assist government institutions in providing very specific measures to be taken to ensure the sustainable management of forests with MAPs. The question of how to involve local people in forest management and increase their benefits will be addressed through the FairTrade elements of FairWild.

FairWild® certification might not be popular at first with private sector stakeholders who might view the certification as part of international MAP leaders to block market access. It is important to understand that FairWild® certified products will have improved market access in years to come and the certification provides Moroccans with a clear way to preserve its forests. By launching five demonstrations for FairWild® with plants that have yet to be certified internationally, the project will start the process of branding Morocco's indigenous species internationally. Through close collaboration with HCEFLCD and other partner ministries, the appropriate legal and functional systems will be put in place to replicate the model in other areas around Morocco, if desired.

The FairWild® Foundation will send its experts to walk stakeholders through the process so that everyone will learn firsthand how this certification can be applied in Morocco and how it can aid Moroccans to take action for Biodiversity Conservation and Poverty Alleviation. FairWild® representatives will visit Morocco regularly to conduct assessments, offer consultations and recommendations, provide trainings and guidance, and mentor cooperatives and associations, Government institutions and private sector representatives on FairWild® Standards. They will also train local certifying entities to become certifiers and be able to conduct certifications on their own, in Morocco and around the world. The sites chosen for this demonstration will not be applying for FairWild certification as much as they will be working towards it, mentored by the FairWild® Certification representatives.

The INPMA, Faculty of Sciences, the Ministry of Agriculture and research institutes will participate in FairWild® Certification as well as developing specific standards by analyzing selected harvested materials from the sites in order to monitor and determine their conformance to official (pharmacopoeial monographs) or trade (specifications) quality requirements. By providing producers with independent Certificates of Analysis (C of A) documents showing that the materials conform to the specified standard, the job of marketing the botanicals will become easier. Within this component, these activities will focus on the selected plants in the targeted regions. However, analysis of all Moroccan wildcrafted plant species will be an integral part of the Value Chain Services offered in Component 3 below. As producer groups all over the country are lacking the resources or apparatus available to regularly check themselves the quality of harvested materials and whether or not they are salable, this way of strengthening the links along the value chain will offer all around win-win solutions. In sum, the biodiversity component will:

- Conduct a biomass availability evaluation, applying geographic mapping of chemotypes of the selected species.
- Prepare and diffuse “Best Wildcrafting Practice” guides, manuals and video clips, inspired from ISSC-MAP, FairWild Foundation, local experts,
- Provide cultivation *in-situ* for conservation of threatened species in their natural habitat;
- Transfer appropriate technology to specialized groups about FairWild® certification, sustainable harvesting and product marketing,
- Demonstrate ecological, economical and social sustainability by implementing FairWild® Standard at the targeted project sites for the production, trade and use of at least two of the listed species:
  - *Anacyclus pyrethrum* (Middle Atlas region: Timahdit)
  - *Origanum compactum* (North region: Chefchaouen)
  - *Origanum elongatum* (North region: Chefchaouen)
  - *Rosmarinus officinalis* (Oriental region: Jerada, Tinsilt)
  - *Thymus satureioides* (High Atlas region: Marrakech et Régions)
- For the species not included in FairWild® Standard, targeted zones will have the option of having the demonstration of specific standards based on an agreement between MAP users and HCEFLCD.



- When certified FairWild®, demonstrate the selected species which will bring fair-trade prices and social premium prices to the producer communities, and contribute towards long-term trade relationships with caring buyers,
- Improve capacity of MAP stakeholders to monitor biodiversity and livelihood impacts of wildcrafted MAPs.
- Improve marketing through the launch of a Moroccan branding of indigenous MAP species.

### *III. Value Chain Services*

An important effort is made by varied stakeholders working on the MAP value chain to conserve the environment and help local people participate more in the economic benefits of the sector. Private sector entities are fully engaged and many government institutions are doing their best to provide leadership and guidance for those investing in wild crafted MAPs. In addition, there are multiple donor funded projects attempting to assist the Moroccan government institutions and non-governmental organizations in their efforts to have a positive impact on sector growth and livelihood improvement.

While there is a lot of individual success on many different pilot efforts, unfortunately is not much unity of effort or partnership development, a must for large-scale impact and value chain strengthening. It is common to hear MAP stakeholders speak of the need for increased coordination and collaboration. While there is, to a certain extent, a superficial level of information sharing, real collaboration, which calls for resource sharing and integrated work planning, is lacking. Some organizations have signed many memoranda of understanding (MOUs) but transforming these good intentions into practice still seems lacking. There is much room for building synergy. It is planned that the project will contribute to this through the development of a **Value Chain Services Unit (VCSU)**. This unit will be charged with providing essential spontaneous MAP value chain services for all stakeholders.

The VCSU will provide communications, marketing, and value chain services for the entire MAP sector by providing a “one-stop-shop” for information on wild crafted MAPs where stakeholders, all from public and private entities, can find:

- Value Chain Analysis of Wild Crafted MAPs
- Local and International Market Information, improved information flow about national and international MAP events
- Sector Newsletters, Website Postings, and other Educational Documents
- Improved specialized control for commercialization and exports
- A Clearinghouse for MAP documentation in Morocco
- Assistance for Trade Fair Preparation
- Information about National and International MAP Events
- Database of MAP Stakeholders
- Linkages with National and International Private Sector Leaders to support SMEs
- Promotional and Educational Activities for the General Public

The VCSU will organize events for public awareness and targeted advocacy efforts, building the linkages among stakeholders so that a broad part of the population can focus on the close ties between biodiversity stewardship, functional value chains and best wildcrafting practice. It will assist in the creation of strategic partnerships among government institutions internally and media representatives externally. The goal of this unit will be to generate and disseminated information so as to become the “go-to” service when any information on Moroccan wildcrafted plants is needed.

The VCSU will work nationally and targeted local areas to ensure that growth at both levels is linked, information is flowing better in all directions, and opportunities for sector growth are optimized. It will:

- Oversee value chain analysis of wildcrafted plants in preparation for higher value commercialization,
- Provide exposure and access to new markets,
- Create a communications protocol through a network of stakeholders more willing to share information and collaborate on issues.
- Improve capacity of institutions to coordinate activities more easily through established communications structures,
- assist in activating the National Strategy for MAP through the integration of stakeholders,
- Increase awareness among stakeholders and general public about the significance of wildcrafted MAPs in Moroccan economic growth.
- Sponsor the creation of a MAP stakeholder committee to establish and regulate the norms of labeling and exporting wildcrafted MAPs
- Further integrate wildcrafted MAPs in economic growth, including industrial development of pharmaceutical and biochemical sector (antioxidants and other secondary plant products).

**Global Environmental Benefits:** By helping Morocco obtain the recently established *FairWild*® certification with several plant species, the ‘Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco’ project will demonstrate for the global community how livelihoods can be improved around MAP value chains while biodiversity considerations are upheld. Through this demonstration, endangered plants of global importance will be conserved and mainstreamed into the Moroccan economy. The HCEFLCD, in coordination with other institutional partners, will establish a model that can be applied to resource management in national forests and rangelands all over the country and used to protect up to 400 endemic species of MAPs, including *Anacyclus pyrethrum*, which currently is in serious threat of extinction. The project will establish improved harvesting and management processes for species such as *Romarinus officialis*, *Thymus satureioides*, *Origanum elogatum*, and *Origanum compactum* and, in doing so, will support the sustainable management of ecosystems related to these species for generations to come. Although none of these species are on the IUCN red data list, they are retained and identified by the project for their (i) market value and preponderance as wild-harvested species; (ii) role as keystone species within the ecosystem they occur in; (iii) possibility to apply certification schemes such as Fairwild that require an appropriate management of the whole ecosystem as opposed to other certification schemes which strictly address the concerned plants; (iv) their association with cultural practices and traditional knowledge of key indigenous communities in Morocco. Many of those species occur in Mediterranean type forests, which are part of the WWF global 200 ecoregions and their conservation and sustainable use is expected to have a spill over effect on the management and conservation of forest areas. Finally, Morocco is one of the countries in the region with the highest coverage of the CI Mediterranean hotspot and the location selected by the project are either (i) the most pristine areas where pre-emptive conservation will be most effective; (ii) threatened and degraded areas where sustainable use of medicinal plants would allow for the regeneration of the ecosystems they occur in. Finally, through the preparation of biodiversity conservation plans at the target sites, it is expected that multiple uses of these landscapes – such as grazing, harvesting, silviculture, agriculture – will be balanced towards an ecological equilibrium that allows for the long term provision of these services.

#### **B. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH NATIONAL AND/OR REGIONAL PRIORITIES/PLANS:**

After the ratification of the Convention on Biodiversity (CBD) on August 21, 1995, Morocco completed a National Study on Biodiversity in 1997. The study presented a fairly exhaustive inventory of the national flora and fauna, which served as the basis for the Strategy and National Action Plan for the Conservation and Sustainable Use of Biological Diversity (NBSAP) in 1999. The NBSAP recognizes conservation and sustainable use of medicinal and aromatic plants and their associated habitats as a national priority objective for sustainable development.

In 2002, the government of Morocco created the National Institute of Medicinal and Aromatic Plants (NIMAP) as a coordinating organ at national level to promote research and development work related to MAPs. The NIMAP's mission also involved organizing workshops and seminars, promoting the use of MAPs within different socio-economic sectors, namely through nursery projects, developing MAP production pilot zones within the framework of small and medium enterprises and industries and, finally, establishing partnerships and cooperation agreements between various stakeholders. Since 2005, the NIMAP has invested a budget of approximately 674,000 US\$<sup>3</sup> and created 71 research posts within the MAP sector.

In December 2006, the High Commissioner for Water and Forestry and the Fight against Desertification took responsibility to lead an exercise on developing a national strategy and action plan for MAPs in Morocco. The national strategy contains an action plan addressing 5 strategic components, (1) yield of the MAP resource, (2) commercialization and marketing, (3) research, training, information and awareness-raising, (4) financing and incentives, and (5) legislative and regulatory support.

The National Strategy for MAPs was adopted by the High Commissioner for Water and Forestry and the Fight against Desertification (HCEFLCD) in July 2008. Activities of the project will be based on the national strategy in order to ensure strategic direction and wide-scale cooperation, and will specifically address the following articles:

- IV.2.5.2. Development of the Local Population
- IV.2.5.3. Sustainable Management of Natural Resources and Conservation of the Environment

It is one thing to have a National Strategy that unites the good intentions of many stakeholders in the MAP sector on paper, it is quite another to make a strategy come to life and encourage tangible actions that demonstrate how good intentions can become pioneering deeds. This project offers step by step actions to unite everyone along the MAP value chain to make strides in improving management of Moroccan MAP wild craft resources while promoting sustainable livelihoods around MAP income generating activities.

Furthermore, Morocco has developed various plans, strategies, and programs covering land-use planning, rural development, natural resources management, and, more recently, human development. Some of these plans, strategies, and programs are manifestly sector-based in scope. Others are cross-cutting in their scope and aim at shoring up sustainable development by addressing poverty-reduction and environmental degradation. Below are some of the strategies and programs which are directly linked with the present project:

The National Strategy for the Protection of the Environment and Sustainable Development and its National Action Plan, which aim at integrating environmental protection considerations at the level of different socio-economic sectors;

Agricultural and Rural Development Strategies on the provision of promoting local initiatives, adopting an integrated approach, involvement and accountability of rural communities in development projects, forging of local partnerships, development of rural agricultural or non-agricultural employment opportunities, establishment of local development financing incentives, increasing productivity, competitiveness and skills of local population and professionals and alleviating poverty by promoting diversification of activities and sources of income while protecting the environment;

National Human Development Initiative whose goal is to address inadequacy and barriers in the development of local development plans (PESDs) at the level of 403 rural communes and 250 urban communes declared as being priority areas through a consultation-based process, participatory planning and adopting an approach to increase decentralization.

The project will coordinate with the Plans for Economic and Social Development (PESDs), which are the main tool used for local planning. They are established annually by the Communal Council and transmitted to the Provincial entities for budgetary allocation. The project will support PESDs to implement consultation-based processes with local populations to determine and organize local needs while taking into consideration the environmental component.

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<sup>3</sup> 674,000 US\$ equivalent to 5,800,000 MDA (taking a rate of 1US\$=8.61MDA)

The project fits within the objectives of the UNDAF and of the CCA between UNDP and the Government of Morocco (2007-2011), namely through the strengthening of the legal, policy and institutional framework for environmental protection, in harmony with international instruments.

**C. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH [GEF STRATEGIES](#) AND STRATEGIC PROGRAMS:**

The project has been developed in line with the GEF's new Biodiversity Strategy (GEF/C.31/10 approved at the June 2007 Council meeting). The project will contribute to Strategic Program 5 "Fostering Markets for Biodiversity Goods and Services" under the Strategic Objective 2 focused on "Mainstreaming Biodiversity in Production Landscapes/Seascapes and Sectors". Project activities will be consistent with the market mainstreaming typology, creating incentives and actively influencing MAP production sector and market development. Market incentives for improved environmental and social practices will be promoted.

**D. JUSTIFY THE TYPE OF FINANCING SUPPORT PROVIDED WITH THE GEF RESOURCES.**

By providing financial support to this project, the GEF will effectively rally all of the important MAP stakeholders in Morocco around the newly announced National Strategy for MAPs and create the first large-scale collaborative movement in the sector to conserve biodiversity while improving livelihoods. The new National Strategy is filled with visionary ideas of what needs to be done in the sector and this project will be the first to demonstrate how to bring this strategy to life with tangible steps and actions that everyone can participate in. As a result of the seed funding that GEF will contribute to this effort, nine (9) local institutions and several bilateral agencies will be able to pool their resources and demonstrate how collaborative actions in natural resource management can lead to wide-scale impact. This project is proposing to raise more than three times the amount that GEF is contributing, making the GEF investment a necessary catalyst for transformation of the MAP sub-sector. The GEF resources are requested as grant funding for technical assistance and foundational activities.

**E. OUTLINE THE COORDINATION WITH OTHER RELATED INITIATIVES:**

The MAP sector has experienced a significant number of interventions spread across regions, products, players and umbrella organizations. Among them are initiatives that are on-going, and projects that have ended. Both will provide options for collaboration or if ended, a source of information and useful experience.

The project will work closely with other GEF projects in the region working on MAP market transformation, namely the Lebanon project "*Mainstreaming biodiversity management into MAP production processes*" and the Egypt project "*Conservation and sustainable use of medicinal plants in arid and semi-arid ecosystems*". The project will establish links with the UNDP/GEF Project "*Transhumance for Biodiversity Conservation in the Southern flank of the High Atlas*" which aims to conserve globally significant biodiversity through adaptive management schemes integrating pastoral range management with biodiversity, and will benefit from the UNDP-GEF project "*Restoring the environmental functions, ecological integrity and socio-economic services of forest landscapes in the Middle Atlas*" on the provision of participatory management of forest resources by local populations. Under the recently submitted MENARID framework, the IFAD/UNIDO project focusing on the high plateaus of Eastern Morocco includes considerations related to market development for natural products; close coordination will be sought during project implementation so that (i) market development strategies proposed by both projects concord and (ii) target project sites do not overlap or otherwise both projects include specific measures for synergistic implementation at local levels.

In terms of non-GEF initiatives, the project will collaborate with the International Standard for Sustainable Wild Collection of Medicinal and Aromatic Plants (ISSC-MAP) project to support and promote sustainable wild collection. UNDP has already established relations with the ISSC-MAP Secretariat team in Germany to discuss a test application of the standard to MAP collection in Morocco. The project will also build on USAID's work in strengthening capacities of local communities and cooperatives to improve rural livelihoods and supporting interventions that aim at promoting equitable development and rural community empowerment.

***AP3 and AAI - USAID Projects (2004-2009)***

This project had the merit of creating a dynamics in the sector which led ultimately to the development of a national MAP strategy in consultation with all stakeholders. Also, a substantial amount of work was devoted to fostering professional organizations (two associations created with project support - SOMAPAM & AMAPPAM) and in the information and communications domain ( B to B missions with U.S. buyers, bimonthly newsletter, website, workshops, seminars, publications, email networking...) and in organic certification, whereby more than 20 MAP sites were certified. Finally, follow-on support was also provided by the AAI Program/USAID (Integrated Agriculture and Agribusiness) which worked in the Oriental region and specifically in Jerada and Talsint, on developing the Rosemary value chain. AAI/USAID also provided equipment, training, best practice guides, and marketing support.

*Synergy with the present project: USAID funded both AP3 and AAI. From preliminary discussions, USAID might be interested to support this project specifically in the Eastern region (Oriental) where initial project work has already been done. Capitalizing on best practices, training modules and the proposed approach will be beneficial to the proposed project.*

#### **INRA- USDA-ARS-ICARDA Project (2006-2009)**

The objective of the project was to support the conservation, management, and sustainable utilization of medicinal and herbal plants in Morocco while ensuring effective *in situ* protection of threatened habitats and ecosystems. The major achievements were: the collection and conservation of more than 200 species, the identification of several *in situ* conservation sites and establishment of 2 in-situ experimental sites. Also included were: initiatives to domesticate Thyme and Oregano, the chemical characterization of selected species, and seed multiplication of selected species. The project did not focus on wildcrafted species.

#### **Integrated Forest Management Project of the Middle Atlas (GIFMA) (2007-2012)**

The High Commissioner for Water & Forestry and the Fight against Desertification (HCEFLCD) is the implementing agency with co-financing from GEF/UNDP and the Agency for Social Development (ADS). The project aims to develop models of participatory management with local stakeholders on forest ecosystems in 2 pilot municipalities: Khenifra province and Boulmane Skoura province. Boulmane Skoura is characterized by an abundance of Rosemary and the existence of 2 cooperative with active contracts (through public tenders) for the collection of Rosemary in rangelands. The project initiated a consultancy to identify the potential of viable income generating activities of the forest. The aim is to provide support to the value chains that has the greatest development potential.

*Synergy with the project: if the pilot sites of the project coincide with GIFMA project sites, work will be conducted closely with the project team on the economic, social and ecological level.*

#### **Regional Program of Recovery of MAP in the Region of Meknes Tafilalt**

Project sponsored by ADS in partnership with the regional council of Meknes Tafilalt, HCEFLCD and the central region of France. The total budget is 9 million DH and its objective is to improve income of small community based organizations. The project is known for its successful program of developing the Argan sub-sector. Today, it capitalizes on this experience for new sub-sectoral projects such as MAPs and Saffron from Taliouine.

*Synergy with the project: if selected pilot sites are located in the region of Meknes Tafilalt, it will be useful to coordinate with ADS, which may collaborate to accompany actors involved in MAPs.*

#### **South Oasis Program (SOP)**

The project, led by the Agency for the Economic and Social Promotion and Development of the Southern Provinces of the Kingdom of Morocco (APDESPS), aims to create a dynamic integrated local development of oases in the South in a participatory manner, respecting the environment and the region's cultural heritage. The South is endowed with a range of spontaneous MAPs and with a sizeable number of professional organizations, cooperatives and associations seeking to expand and develop their activities. Adopting an approach to biodiversity conservation through promoting MAP value chains is an asset for both projects.

*Synergy with the project: Organizing joint activities, exchange of experiences and training and knowledge sharing.*

### ***PAN LCD/GTZ Project***

This project, "Support with the installation of a participative strategy of Natural resource management in the Haouz zone and National park of Toubkal" was implemented in association with the Center of Development of the Tensift Region (CDRT) and the Project "Nature conservancy and Against Desertification (PRONALCD/GTZ).

### ***Agence Oriental (Regional Development Agency for the East)***

Officially established in 2006, the mission of the Agence de l'Oriental (*Regional Development Agency for the East*) is to provide support and assistance to national and local stakeholders for the implementation of development programs in the Eastern Region of the Kingdom. A year later the *Agency* signed a Memorandum of Understanding with UNDP to implement an integrated regional development program (Programme Délio), which combined several human development projects:

- Adding value to local production systems and reinforce local expertise;
- Provide coaching to applicants of income-generating projects (AGR and AGE);
- Support for private initiatives of social and economic projects with strong potential in (tourism, agro-industry, handicrafts, trade, etc.);
- Capacity building.

It should be noted that biodiversity conservation and up-grading of the MAP sector are among the *Agency's* priorities. In this context, it has signed in 2006 an agreement with the HCEFLCD. The *Agency* at the time mobilized a budget of 5.5 million DH to support and equip two Rosemary cooperatives, one in Talsint (Ofouk cooperative) and one in Dabdou (Belkacem Cooperative). The *Agency* also initiated partnership with UNIDO to promote and support the creation of GIEs in the olive oil sector.

*Synergy with the project: The Agency now accompanies two cooperatives that focus on Rosemary. Close collaboration is very possible to put in place Fair Wild certification and establish a MAP GIE in the Eastern region.*

### ***Agence du Nord (Regional Development Agency for the North)***

The Agency for the Promotion and the Economic and Social Development of the Municipalities and Provinces of the Kingdom (APDN) is a public institution created by law in June 1996 and placed "under guardianship" of the Prime Minister. It is a government tool in place to ensure the development and upgrading of northern Morocco and play the role of inter-institutional coordinator and facilitator of the agency's intervention.

In relation to biodiversity, in February 2009 APDN signed a framework agreement aimed to strengthen and enhance development of projects in coastal areas of the Mediterranean Intercontinental Biosphere Reserve (RBIM). It covers a three year period and disposes of nearly 157 million DH. It is partnering with Mohamed VI Foundation for Environmental Protection (fm6e), HCEFLCD, local government's Directorate General, Tanger Mediterranean Special Agency, the National Railways Office (ONCF), and the National Highway Company. Under this framework, APDN will focus on adding value to the exploitation of MAPs. For this, they plan a study on the potentials of MAPs and the possibilities of creating and strengthening MAP cooperatives.

*Synergy with the project: The northern region has been identified by the project as a demonstration zone. There are potential opportunities to work with APDN including adding value to MAPs of the regions. There are possibilities of co-financing with APDN.*

### ***Crédit Agricole and INPMA Project (2006-2010)***

Cultivation MAPs of economic interest, putting into place a fund to support MAP actors, reinforcing producer associations, developing technical sheets for domestication of MAPs, promoting the sale of MAPs, facilitating commercial ties between producers and processors, preparing manuals of best practice covering wildcrafting, conditioning, and processing.

### ***GIF RIF 1 and 2***

Spanish cooperation project (COPCA) and INPMA in the Taounat region (2006-2007). The objective of the program was capacity reinforcement, putting into place cultivate MAP plots, MAP experimental units in Outzagh (Taounat), reinforce and strengthen producer associations, develop technical sheets on spontaneous MAPs, adding value to oregano, thyme and myrte.

#### ***OMS-INPMA Project (2001-2004)***

Traditional uses and ancestral knowledge of MAPs and conservation of MAP cultural heritage.

#### ***INDH-INPMA Project (2006-2008)***

Cultivation of MAP with economic value, as with GIF RIF, setting up MAP experimental units in Outzagh (Taounat) and promoting the sale of MAPs and facilitating commercial ties between producers and processors.

#### ***Transhumance & Biodiversity Project (CBTHA)***

Project started in 2001 in the Ouarzazate region. It focuses on ecosystems related to transhumance. The project operates in a fully participatory approach. The MAP sub-sector was identified among the most promising sub-sectors in the region. In this context, CBTHA sponsored studies on participatory biodiversity inventories, an inventory of principle biodiversity sites, and a marketing study of MAPs products from the region.

*Synergy with the project: The project acquired great experience on the participatory approach to conservation of biodiversity, and thus important to the project to use towards successful implementation. Consider exchange visits for participants of initial demonstration sites. The project has also acquired expertise with the adaptive implementation of UNDP/GEF financing and will be a source of learning and exchange on such an issue.*

#### **Linking to the Private Sector**

A number of potential partners in the private sector have been approached to work on the FairWild Certification efforts with this project. The Representatives of the FairWild Foundation have agreed to assist the project team in establishing contacts with other international organizations. Assessing the demand for the species that are targeted, and creating market linkages from the start, will be an approach that drives Project decision-making at all times.

#### ***Company AZBANE***

The Moroccan company imports 100% of its essential oils and flavors from foreign countries, which according to its technical director offer consistent quality, regularity and availability of raw materials. The price of the raw material is not as important as the consistent quality. AZBANE is interested to get in touch directly with producers and processors through supply contracts, but under strict quality control specifications.

#### ***Les Arômes du Maroc***

The company belongs to the group “*Domaines Agricoles*,” a national leader in agricultural production. This group is particularly interested in local products and has implemented a strategy of product development to launch a range of regional cosmetic products (ex: Argan oil), launch a website on their organic vegetable produced in Dakhla, and opening stores that focus on Moroccan regional products. The company may be interested in this project to create synergy and link directly with upstream cooperatives engaged in a certification as FairWild, respectful of ecosystems.

#### ***NATUREX Morocco***

It is a subsidiary of the multinational NATUREX,<sup>4</sup> a global leader in natural products. NATUREX is cognizant of how global issues impact their line of product and concern for the environment in particular. They are perhaps more attentive to conservation dimensions and sourcing wildcrafted products than other private sector businesses.

### Linking to Local Stakeholders

The mapping of the MAP sector highlighted the following actors operating in the chain, and present in the order from upstream to downstream:

- **Collectors:** usually men and women from the wild crafting areas;
- **Intermediate:** individuals with knowledge of the MAP collection regions and usually having a large capital base. They generally work on behalf of industrial units;
- **MAP cooperatives and associations:** new mode of organization of cooperatives that was recently initiated with the support of HCEF giving them priority in the awarding of collection sites. The cooperatives carry out primary processing of raw materials with the equipment and means at their disposal. Those who benefited from donor support have come to acquire technology and advanced processing equipment (see Annex 9 for list of MAP cooperatives considered as potential partners);
- **Herbalists:** are usually small companies or individuals operating in the herbal medicine, fine spices and essential oils. They source products from intermediaries or directly from the market (small amount) and sell their products on the local market.
- **Industrial:** private business belonging either to Moroccan investors or Moroccan subsidiaries of foreign companies. Industrial source their material from intermediaries, cooperatives/associations or directly from wildcrafters and MAP crop producers. The technical and technological level of these different businesses depending on the size of investments. The vast majority export their industrial production.
- **Laboratories:** Minister of Advanced learning and Scientific Research has 20 research laboratories available throughout Morocco that can conduct quality conformity of MAP products and chemical configuration. Other laboratories specialize in the formulation and processing of products from manufacturers to produce finished products for consumer good (cosmetics, medicines, perfumery, food additives...). These laboratories are based in developed countries (USA, Europe ...). Only one such laboratory exists in Morocco operated by the company AZBANE, which produces cosmetics, fragrances and hygiene products. To date the company imports all its essential oils and flavors needs from abroad.

### F. DISCUSS THE VALUE-ADDED OF GEF INVOLVEMENT IN THE PROJECT DEMONSTRATED THROUGH INCREMENTAL REASONING :

Without this UNDP-GEF intervention, the awareness of the need for conservation of MAPs will remain low, overharvesting and destructive harvesting practices will continue to exist, the requisite information upon which to base conservation measures will remain poor, the technical and institutional capacities for conservation activities and the resources committed to the enforcement of environmental regulations will remain inadequate, and the economic incentives necessary to encourage changes in human behaviour will remain unshaped. As a result, globally significant MAPs will continue to be overexploited and unsuitable harvesting techniques will continue to be applied.

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<sup>4</sup> Naturex specialized in the production and commercialization of natural only vegetative extracts. Their operation is divided into 3 branches:

- industrial nutraceuticals (61%) which are nutritional supplements sold as pills, gells and powder;
- aromatic and agrifoods (33%); aromatic extracts, colorants and anti-oxidants
- Industrial cosmetics (1%)

The group has three production sites: France, Morocco and the US and recently Italy. Sales are 10% France, 68 % North America, Asia/Oceania 3% and other, 2%



The GEF financing comes at an opportune time when the National MAPs strategy has been devised through a hefty consultative process but when the diversity of partners, and the complexity of the sector have not encouraged any institution to start working towards implementation. It is for this predominant reason that the timing of the GEF financing and its availability plays a critical role in initiating implementation of the MAPs strategy and in particular its institutional, policy, regulatory elements. Without GEF funding, there would still be isolated and disconnected interventions, as few bilateral partners have the ability or desire to play the convening role in addressing the complex institutional and structural set-up of the sector.

**G. INDICATE RISKS, INCLUDING CLIMATE CHANGE RISKS, THAT MIGHT PREVENT THE PROJECT OBJECTIVE(S) FROM BEING ACHIEVED AND OUTLINE RISK MANAGEMENT MEASURES:**

A certain number of risks had been identified at PIF stage, which were further analyzed and assessed during project preparation and appraisal.

Risk identified at PIF	Status of risk
<p>Transforming the MAP industry as a means of maintaining the conservation status of globally significant MAP species is a new and bold approach. There is uncertainty whether value-added MAP products can create sufficient economic incentives to induce the desired behavioural change within the industry and establish the self-enforcement mechanisms necessary to “crowd out” non-complying industry participants. However, if successful, the approach promises to be the most cost-effective, self-sustaining and the most likely to achieve the desired long-term behavioral changes.</p>	<p>This risk remains viable and poses a challenge to the project and the MAP sector as a whole. However the project design has taken account of this risk and increased emphasis on the communications, training and behavioral change aspects to minimize the impacts of this risk. While it remains an issue to be monitored, this is not necessarily a high level risk threatening the viability of the project.</p>
<p>Insufficient involvement of the local communities in the project could pose a serious risk. Local communities are responsible for their respective plans for economic and social development that need to integrate the MAP sector as an opportunity to enhance livelihoods at local level. Nevertheless, the local benefits (income diversification and employment opportunities) promoted by the project should ameliorate this risk.</p>	<p>During project preparation the selection of the sites was undertaken in such a way to retain those sites where local communities expressed a strong and convincing drive to be involved in the project, beyond interest from the perceived economic dividends of the project. This risk is no longer classified as such and is retrograded to the level of an issue.</p>
<p>Market risk is an important element of the overall risk facing the project. For example, significant changes in market prices for MAP export products would have a negative impact on MAP conservation values. Furthermore, producers and collectors need to undergo professional training to strengthen capacities in dealing with high-scale competitiveness on the international market and in dealing with price regulation at level of the national market. One factor of the market risk is the price of certified products which will be significantly higher than non-certified products. The project will take this risk into consideration and strengthen capacities in strategic commercialization and marketing.</p>	<p>The element of market risk remains prominent in the project, in particular in view of the volatility in prices identified during the project preparation phase. An element of the project now addresses regular and predictable supply/demand linkages coupled with standardization and certification to guarantee access to markets at a reliable price range.</p> <p>Market risk remains an intrinsic element of the project and will be monitored throughout its lifetime and in particular in terms of the project’s impact in minimizing the kind of</p>

<p>Another major risk is sector organization. As it is today and as mentioned before, there are too many actors and stakeholders in the MAP sector. It is necessary to create interests groups, and even more so, micro and small enterprises (MSE) that would fall under one of the professional MAP associations founded over the past 3 years. Strong training will be implemented in terms of sustainable harvesting techniques for these enterprises</p>	<p>responses triggered by fluctuating markets.</p> <p>This risk is one of the core issues to be addressed by the project's approach. However, recognizing that the market and sector are very dynamic and not yet well organized it is expected that the project will not have a full handle on existing enterprises but will support to government of Morocco to achieve full transparency of the sector by end of the project.</p>
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### **Risk management**

With the project's strategic objectives to mainstream biodiversity into MAP sub-sector value chains as well as improve livelihoods, all risk variables that could negatively affect the project's outcomes are taken into account below. In the event they are linked to the project's environment, such variables could be social, ecological and economic or market related. Those that are distinct to project engineering could be linked to project design, implementation and the effect of actions or decisions related to site and plant selections. The number of risks could significant. What follows are those considered the most likely to materialize during project implementation; they will be monitored and reassessed on a six-monthly basis (as per UNDP procedure) to enable early warning and action.

#### ***Social risk***

The social risks that could arise within the project's framework are:

- Lack of the population's interest regarding the technological change. This is possible because the targeted population could prefer keeping traditional practices rather than adopting new ones;
- Negative perception by the target population of the financial cost of certification, which could lead to emotionally rejecting the proposed actions.

Social risks can be reduced by adopting a participative approach to implementation that engages the beneficiaries in taking part in planning and implementing actions. Adopting such an approach must stress expected earnings as a result of new technology and provide proof of increased earnings.

#### ***Economic Risk***

The economic risks that may face the Moroccan MAP sector within a sustainable development vision taking into account the conservation of existing ecosystems are:

- a. Risk of **limited raw material** due to excessive collection through wildcrafting and looting,<sup>5</sup> and risk of **migration from wildcrafting to cultivation**. This is justified by:
  - Adverse climatic conditions not favorable to the regions (drought/excessive rains, intense Saharan winds/below freezing temperatures) affect product availability and regularity of supply markets;
  - MAP products specific to Morocco are not currently protected from being cultivated by other countries or multinational corporations;
  - Growth in the sub-sector of cultivated MAPs could create a phenomenon of economic cannibalism vis-à-vis wildcrafters if competition is not well managed.

<sup>5</sup> Wildcrafting without an official concession granted to individual or cooperative.

- b. Risk loss of traditional markets: demand markets may turn to other production areas, the sector has positioned itself as supplier of unprocessed raw materials, and suffers from irregular and weak supply volumes. The basis for this are:
  - Emergence of new international competitors (Eastern Europe, Turkey, South America, China, India, Central Africa, ...);
  - Unstable world prices and marketing constraints make it difficult to reach and succeed in foreign markets;
  - The increasing use of chemicals and pesticides may affect product quality and the potential to obtain truly natural products.
- c. Risk of destabilized value chain favoring industrialists who are the first to profit from the value chain's value added. This can come about by:
  - a slowdown in private investment due to lower margins that are borne by cooperatives, associations and collector groups;
  - upstream restructuring of the value chain through the continuous creation of cooperatives, associations, and economic interest groups that benefit from unconditional support of public authorities (awarding preferential wildcraft parcels, grants and subsidies.)

Economic and commercial risks can be reduced through putting in place a market information system that could be based at the INPMA (*Institut National des Plantes Medicinales et Aromatiques*) and help value chain operators better forecast their business. Also, project components could be strengthened by integrating them with tourist activity leading to additional revenue source.

Systemic risks tied to design, implementation, the effects or actions related to implementation and sustainability.

### ***Design Risks***

Design risks are those that may originate from relevance and coherence of the project actions for numerous reasons which include:

- A non-concordance between project's objectives and the real needs of the targeted groups;
- A discrepancy between the mobilized resources and the objectives to be reached;
- A weak integration with other development programs in the project's region.

To minimize these risks, management will have an approach that incorporates good representation of professional organizations (cooperatives, associations, etc) proposed in the project's institutional chart; it will have to concentrate on a small number of sites to avoid over-reaching their resource base, and it will need to coordinate project activities with the National Initiative for Human Development (INDH) programs among other development programs.

### ***Implementation Risks***

Implementation of the project may end up with a weak score in efficiency regarding the planned activities because:

- All or some partners will back-out of their commitments;
- Of problems with budgets, expenses, bureaucracy, delays;
- Higher implementation costs than planned; and
- Difficulties in mobilizing human resources and the targeted population.

Alleviating these risks can be possible by adopting the following measures:

- Define an overall Memorandum Of Understanding presenting obligations as well as rights of all the project's partners;
- Design, test and assure the simplest and most transparent payment procedures;
- Plan a training program for the local steering committees that could address procedures, financial management, monitoring and evaluation issues;

- Take time in the design and implementation of the monitoring and evaluation system, but adjust when needed. Market-based project tied to immutable indicators must remain flexible.

### ***Impact Risk***

Impact risk is tied to the effectiveness evaluation; proposed project actions may face some unexpected conditions that could limit the extent of the project leading to:

- A weak added value because of the high cost of newly introduced approach;
- Negative effects on the biodiversity and the preservation of natural resources due to over-harvesting of plants.

To reduce such risks, management will continuously seek ways to keep costs low, and the project will define with partners the irreversibility thresholds of resource degradation, make project beneficiaries aware of the thresholds and involve them in planning and making decision on ways to reverse the trend.

### ***Sustainability Risk***

To reach project goals, sustainability must be guaranteed. However, there are potential obstacles that work against sustainability such as lack of institutional coaching with an eye to the long term. Continued and severe plants degradation, if they occur, will be fatal to the sustainability of the project.

This is why the research institutions, such as INRA, CNRF, INPMA and universities will be involved in project activities such as the collection of phylogenetic resources and replanting species in the wild, research on impact of climate change on MAPs, and producing technical and economic packages targeting MAP value chain operators. These types of research activities will be discussed and planned in such a way that they directly contribute to the project objective and its sustainability.

It should be noted that, rather than considering an approach that addresses climate as a risk, consultations throughout project preparation recommended that dynamic ecosystem monitoring and management, as well as a dynamic approach to the assessment of MAPs qualities be undertaken to determine the extent to which climate change might indeed affect this sector economically and ecologically. It has therefore been agreed that climate change impacts will be regularly monitored and response measures incorporated into the market and national MAP strategy as better understanding of the scope and manifestation of climate change impacts on the sector is acquired.

## **H. EXPLAIN HOW COST-EFFECTIVENESS IS REFLECTED IN THE PROJECT DESIGN:**

Mainstreaming biodiversity conservation considerations into a MAP value chain while actively involving the private sector represents a far more cost effective approach than the conventional conservation approach, which involves the establishment of protected areas in which MAP harvest is prohibited. By mainstreaming conservation, the recurrent costs will be virtually eliminated, with conservation supported by self-financing incentive systems that generate financial benefits for MAP collectors and processors who conserve. Driven by market incentives created by this project, MAP stakeholders will undertake investments into their own business to expand and to become eligible for certification. For the MAP industry as a whole, the voluntary, participatory approach of the project is cost-effective when compared to involuntary regulatory and enforcement measures, reducing the need, and therefore the costs, of interventions.

Although involving a complex partnership which could be complicated to manage, the project will provide a kick off investment for establishing the long-term coordination needed in such a sector, and therefore initiate a process towards sustainability. This institutional set up will enable each institution to play its role within its mandate and has therefore enabled the project to mobilize additional resources than originally envisaged towards achieving its goal. A 1:3 GEF to co-finance ratio has hence been achieved, demonstrating the commitment of national institutions and highlighting the catalytic effect of GEF financing.

From a management perspective, the project set up recognizes that one of the key hurdles facing the MAP sector is the issue of coordination and communication, which when and if overcome, could unleash the economic and ecological potentials of the proposed mainstreaming approach. It is for this reason that an agile and decentralized

implementation approach was retained, with emphasis on communication and facilitation during the 3 years of the project. Indeed, most of the full-time staff of the project, be it in Rabat at the central unit or in the 4 selected locations, will have facilitation profile. Technical and specialized staff, which is also more expensive, will be called upon on needs basis rather than retained within the project at high cost and opportunity cost to conservation.

Finally the selection of the 4 sites was undertaken following an participatory process which enabled the identification of key initiatives underway which the project could use as vehicles or conduits for the mainstreaming approach. This has the benefit of minimizing the time and financial costs of engaging with local communities, along with other operational aspects such as the availability of offices and locations for the posting of staff.

With all of the above taken into account, the cost-effectiveness of the project has dutifully been assessed and considered to be satisfactory.

### **PART III: INSTITUTIONAL COORDINATION AND SUPPORT**

#### **A. INSTITUTIONAL ARRANGEMENT:**

After careful visits, contacts and assessment of the institutions, it was agreed that the High Commissioner for Water and Forestry and the Fight against Desertification (HCEFLCD) is best fit to be the implementing partner. The HCEFLCD will be responsible for overall leadership for the assessment, design and stakeholder coordination and implementation phases of the programme. Its role is to serve as the principal point of contact for official interaction through the Project Coordinator with HCEFLCD counterparts (i) to ensure compliance with terms of contract, (ii) to ensure that program goals, deliverables, and results are met on time and on budget in the most cost-effective way possible, (iii) to take a leadership role in planning and convening the coordination activities, (iv) to actively contribute to improving the implementation plan throughout the life of the project according to sector demands and (v) to provide expertise in communications, promotion, social mobilization, award schemes, etc, during project implementation.

The project will work in close cooperation with the Ministry of Agriculture and Maritime Fishing (MAPM), the Agence de l'Oriental (ADO), the Agency for the Economic and Social Promotion and Development of the Southern Provinces (APDESPS), the Ministry of Energy, Mining, Water & Environment (MEMEE), the Directorate for Territorial Management (DAT), the Ministry of Industry and Commerce (MICNT), the National Institute for MAPs (INPMA) and other research institutions, the Ministry of Trade (MCE), as well as several NGOs and the private sector and multilateral organization such as GTZ, AECI and USAID.

A steering committee and/or technical advisory group will be established and represent each one of the stakeholders stated above to ensure appropriate representativity and participation of all stakeholders of the MAP sector. The steering committee or technical advisory group will be responsible for project advising, providing oversight and guidance of project implementation, providing expertise in technical areas and providing assistance with information flow among key stakeholders.

#### **B. PROJECT IMPLEMENTATION ARRANGEMENT:**

The project will be implemented over a period of 3 years with the following executing arrangements: the High Commissioner for Water & Forestry and the Fight against Desertification (HCEFLCD), on behalf of the Government of Morocco, will be the overall national designated partner of the project under UNDP support to National Execution (NEX).

UNDP will ensure high-quality technical and financial implementation of the project through its local office in Morocco and will provide project assurance and project support roles. UNDP CO will be responsible for monitoring and supervision, ensuring proper use of UNDP-GEF funds to assigned activities, timely reporting of implementation progress as well as undertaking of mandatory and non-mandatory evaluations. All services for the procurement of goods and services, and the recruitment of personnel shall be provided in accordance with UNDP procedures, rules and regulations.

The Project Implementation Unit will be based in Rabat and will be staffed with technical and finance personnel:

- One **Project Coordinator** with a Natural Resource Management (NRM) background covering high level managerial functions as well as providing technical leadership for the project;

- Two **National Level Program Officers/Value Chain Service Providers** who will have communications, journalism, or public relations backgrounds;
- One **Finance/Administration Officer** fully dedicated to managerial issues pertaining to the project.

The **Value Chain Service Units** will be based in the four targeted communities and will work full-time from there, as satellite offices, in close collaboration with the two **National Level Program Officers/Value Chain Service Providers** in the Rabat office.

- Four **Local Level Integration Facilitators** who have communications, journalism or public relations background. They will focus on coordination efforts, event/training management, information flow and monitoring and evaluation activities.

The Project Management Unit will be supported by **local and international short-term technical assistance** whose services will be called upon in times of need according to the demands of the MAP sector, when volunteers or institutional cooperation cannot provide the service to help the system make the required technology leap. The Project Management Unit will always seek guidance by HCEFLCD and the Steering Committee/Technical Advisory Group counterparts before embarking on a targeted technical intervention which will systematically aim to serve multiple stakeholders in their pursuit of common goals through collaborative actions. Illustrative examples of the sort of technical assistance that is expected to be demanded by Moroccan MAP stakeholders, according to in-depth interviews with representatives of institutions, associations and cooperatives are:

- Processing technology for essential oils production;
- Identifying attributes of plants and their extracts to meet client information needs related to uses of MAPs;
- Recommended use and dosage;
- Commercialization and marketing for opportunities to sell outside of fairs and exhibitions that allow bulk sale;
- Certification and labeling to add value to their products;
- Value chain analysis;
- Strategic communications for systems integration;
- Sustainable harvesting techniques and guidelines;
- Engagement with local communities and in particular women collectors;
- Natural resource specialists for monitoring and evaluation purposes in the field;
- Institutional development;
- SME development.

#### **PART IV: EXPLAIN THE ALIGNMENT OF PROJECT DESIGN WITH THE ORIGINAL PIF:**

Minor changes have taken place in comparison to the original PIF:

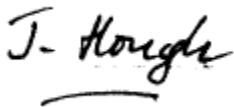
The project objective was detailed to reflect more realistically the expected objective to achieve within the Moroccan context. Project components and some outcomes and outputs were modified as well but the overall goal remains the same.

The risks confronting the project have been re-evaluated and further detailed.

Finally, the major change is reflected in the budget as the co-financing budget almost tripled from the initial amount. All partners cited in this document have expressed their keen interest and will to invest in this project.

**PART V: AGENCY(IES) CERTIFICATION**

This request has been prepared in accordance with GEF policies and procedures and meets the GEF criteria for CEO Endorsement.

Agency Coordinator, Agency name	Signature	Date (Month, day, year)	Project Contact Person	Telephone	Email Address
John Hough, UNDP-GEF Deputy Executive Coordinator		24 December 2009	Mirey Atallah	+421905887861	mirey.atallah@undp.org

ANNEX A: PROJECT RESULTS FRAMEWORK

PROJECT LOGICAL FRAMEWORK

Project Strategy	Objectively verifiable indicators				
Goal	Governmental institutions, non-governmental organizations and rural populations have the capacity and motivation to contribute to biodiversity conservation due to increased value of wildcrafted MAPs, accessed markets and applied sustainable land management practices.				
	Indicator	Baseline	Target	Sources of verification	Risks and Assumptions
<b>Objective of the project</b>  Mainstream biodiversity conservation in MAP sub-sector value chains	<b>Impact on biodiversity</b>  1. Number of buyer/supplier contracts linking premium prices to biodiversity outcome, by gender*	0	Yr 1- two  Yr 2- four  Yr 3- eight (four will include women)	Field inquiry	<b>Risk:</b> Long-standing mistrust between buyer and supplier and few incentives to encourage collectors to apply sustainable harvesting practices will slow the process of concluding contracts.  <b>Assumption:</b> by supporting MAP sub-sector to provide quality and sustainability assurance to the market while shortening the value chain provides greater benefits to local communities.
	<b>Impact on mainstreaming</b>  2 Number of communication items: a) developed ; b) disseminated and c) visitors to web site	0	<b>Yr 1 – a)14 b) 1,250 , c)750 Yr 2 - a) 18 b) 1,625; c) 2,500 Yr 3- a) 24 b) 2,150; c) 3,250</b>	Communications division; distributors of newsletters; web site analytics; recipients; data sheets	<b>Assumption:</b> Yr 1: a) 10 monthly newsletters + 6 Press releases, 2 articles, 2 instructional pamphlets; b) distribution to 800 AMP actors, 200 individuals in AMP related institutions, 250 trainee participants; c) 5 hits/day x 30 days for last 5 months of Yr 1. After that, over 12 month period. Yr 2 & Yr 3: increment of 25 to 30% in each category;
	<b>Impact on mainstreaming</b>  3 Number of entities benefiting from project technical assistance*	0	Yr 1- 150  Yr 2- 500  Yr 3- 1,100	Data collection sheets	<b>Risk:</b> Resistance to adopting practices or measures provided through technical assistance if they are perceived to limit harvesting; the time-horizon of the impact might be too distant for the economic needs of participants. <b>Assumption:</b> Measuring numbers of entities and their broad representation is a proxy for “mainstreamed” awareness of biodiversity conservation.
<b>Component 1 Institutional Capacity Building</b>	<b>Impact on mainstreaming</b>	Base established at time of	Y1 increase 5% over base Y2 increase 10% over	HCEFLCD and Ministry of Interior	<b>Risk:</b> Complications from overlapping regulatory mandates will discourage collectors for applying for collection permits.



	1.1 Number of MAP collections permits granted, by gender*	project start-up	base Y3 increase 15% over base		- Permits are granted without being assured of applicant's plan is sufficient proof and commitment they will implement biodiversity stewardship. <b>Assumption:</b> That intermediaries and processors will support collectors with guidance and incentives to apply best practices for biodiversity conservation.
	<b>Impact on biodiversity</b>  1.2 Number of enterprises using best practices, tools, and approaches made available through knowledge management and learning initiatives*	0	Yr 1: two Yr 2: five Yr 3: nine	Survey and data collection sheets	<b>Risk:</b> Value chain participants are not able to access market information, training or tools through buyer/supplier contract mechanism; Training modules are not sufficiently repeated as training usually requires 3 passes for participants to buy-into new best practices, adopt new tools and approaches). Inability to determine tipping point where enterprise qualifies or remains pre-qualified in "using" best practices, etc. in a survey <b>Assumptions:</b> International firms are open to transfer knowledge & tools to up-stream value chain participant
	<b>Impact on mainstreaming</b>  1.3 Number of farmers and cooperatives meeting international standards*	Initial survey conducted during 1 <sup>st</sup> 4 months of project	Yr 1- increase 10% Yr 2- Increase 20% Yr 3- Increase 30%	Annual field collection, data collection sheets, analysis of GIS cell counts; MAPM; Agence Développement Social (ADS)	<b>Risk:</b> Farmers and cooperatives might not necessarily translate market opportunities as incentives to manage resources sustainably. -Climate change that increase soil degradation will negatively impact wildcraft farmers and cooperatives as cost of soil protection systems on concessional lands are beyond their reach. <b>Assumptions:</b> Through meeting international standards, farmers and cooperatives, and others in the value chain, will see the gains as each is made responsible for reliability and product quality.
<b>Component 2</b>  <b>Biodiversity Conservation</b>	<b>Impact on mainstreaming</b>  2.1 Number of export permits reflecting BD mainstreaming*	0	Yr 1: two Yr 2: four Yr. 3 seven	Minister of Trade ( <i>Commerce Extérieur</i> )	<b>Risk:</b> Agreement on tipping point between a permit that reflects BD and one that does not; <b>Assumptions:</b> Lead organization will provide input into describing the export permit as reflecting BD mainstreaming.

	<p><b>Impact on biodiversity</b></p> <p>2.2 Number of hectares where ISSC-MAP/FairWild standards are applied *</p>	0	<p>Yr 1 – 12ha</p> <p>Yr 2 – 80ha</p> <p>Yr 3 – 220 h</p>	Annual field inquiry confirmed	<p><b>Risk:</b> That the certification process will not be perceived by the value chain as providing guidance on how to access new market export opportunities.</p> <p><b>Assumption:</b> Application of ISSC-MAP certification stands will address resource-use rights and land management plans.</p>
	<p><b>Impact on biodiversity</b></p> <p>2.3 Number and area of concessions by local cooperatives, demonstrating the amount of globally significant biodiversity under effective natural resource management*</p>	Initial survey conducted during 1 <sup>st</sup> 4 months of project	<p>Yr 1- one</p> <p>Yr 2- four</p> <p>Yr 3- six</p>	Field collection, data collection sheets, analysis of GIS cell counts	<p><b>Risk:</b> The term “effective” natural resource management might not be understood evenly among cooperatives</p> <p><b>Assumption:</b> Communications and stepped training of cooperatives and actors up and down the value chain in natural resource management will have a significant impact. Increased awareness will lead to changed practices.</p>
<p><b>Component 3</b></p> <p><b>Value chain Service</b></p>	<p><b>Impact on mainstreaming</b></p> <p>3.1 Number of MAP value chain analyses completed that include competitiveness intervention points*</p>	0	<p>Yr 1: two</p> <p>Yr 2: one + updates</p> <p>Yr 3: two updates</p>	Determination by Team leader in conjunction with Lead structure	<p><b>Risk:</b> Because of time constraint value chain analysis will not be sufficiently participatory or thorough to prevent stakeholders and participants to elaborate an action plan.</p> <p><b>Assumptions:</b> a Whole-System-in-a- Room approach will provide the basis for work plan development</p>
	<p><b>Impact on biodiversity</b></p> <p>3.2 Number of action plans developed through participative value chain analysis launched and GIE’s that became operational through aggregation process *</p>	0	<p>Yr 1 – three</p> <p>Yr 2 – 8</p> <p>Yr 3 – 16</p>	<i>Agence de Développement sociale</i> , Surveys; data collection sheets	<p><b>Risk:</b> Time lag between agreement on Action plans and making the plans operational. Putting together GIE’s based on aggregating multiple levels of value chain actors introduces a new process of vertical collaboration and might be compromised if the aggregator is not able to bring all actors together.</p> <p><b>Assumptions:</b> The <i>Agence de Développement Sociale</i> is capable of providing needed support throughout the process of GIE creation.</p>



**ANNEX B: RESPONSES TO PROJECT REVIEWS** (from GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF)

All comments raised by the GEF secretariat were addressed prior to PIF clearance; there were no comments received from the CBD secretariat, STAP, GEF agencies or council.

**ANNEX C: CONSULTANTS TO BE HIRED FOR THE PROJECT (GEF FUNDING ONLY)**

<i>Position Titles</i>	<i>\$/ person week*</i>	<i>Estimated person weeks**</i>	<i>Tasks to be performed</i>
<b>For Project Management</b>			
<b>Local</b>			
Project Coordinator	1,200	27	Overall project management, interface with local counterparts, responsible for all project deliverables, reporting
Finance.Admin	750	76.8	Administrative services, office operations, procurement, financial reporting
<b>Total</b>		<b>103.8</b>	<b>90,000 US\$</b>
<b>International</b>			
None for management			
Justification for Travel, if any: Travel will be required to coordinate with project representatives in the VCUs (in the regions targetted by the project). There will be trainings in the field and needs for the Rabat based team to attend and coordinate activities in the targetted regions. There will also be times when the Project staff in the field, who are being paid by project partners, will be needed to assist in activities in Rabat. The project will be requested to cover this travel as well. As indicated, this will not be done through GEF financing but through co-financing.			
<b>For Technical Assistance</b>			
<b>Local</b>			
Value Chain Analysis Specialists	1992	15	Leading project team in collecting all required information for value chain analysis, training, presentation, reporting
SME development specialist	1992	10	To lead the identification and development of SMEs related to MAPs in a sustainable manner
Botanist/ecologist	1992	10	To assist in the identification of MAP impacts and products, status of species and development of technical specifications in relation to ecological sustainability
Independent evaluator	1992	3	To undertake the final evaluation of the project
Community engagement and involvement specialist	1992	12	Providing targetted trainings and technical services depending on project needs
<b>Total</b>	<b>1992</b>	<b>50</b>	<b>99,600 US\$</b>
<b>International</b>			
Communications Specialists	3,000	10	Setting up VCU, training the project staff on communications strategy and structures, mentoring sector integration activities of project, launching media awards program and assisting project team with communications strategy development, tools creation and networking activities.
Marketing Specialists	3,000	8	Providing trainings in marketing and market access when required by project.
Independent evaluator	3,000	4	To undertake the final evaluation of the project
Certification specialists	3,000	4	Providing targetted trainings and technical services depending on project needs, in particular in relation to the certification process
<b>Total</b>	<b>3000</b>	<b>26</b>	<b>78,000 US\$</b>
Justification for Travel, if any: International consultants will be required to travel to Morocco and spend at least 50% of their assignment in-country. Traveling within Morocco when on assignment will be paid for by the project. Local consultants hired for technical assistance will need to travel to the field at certain times to implement trainings or collect necessary information. The project will cover all project related travel expenses,			

including accomodations and per diems.

\* Provide dollar rate per person week. \*\* Total person weeks needed to carry out the tasks.

**ANNEX D: STATUS OF IMPLEMENTATION OF PROJECT PREPARATION ACTIVITIES AND THE USE OF FUNDS**

**A. EXPLAIN IF THE PPG OBJECTIVE HAS BEEN ACHIEVED THROUGH THE PPG ACTIVITIES UNDERTAKEN.**

The PPG objective has been achieved and exceeded. The prapatory phase has completed the expected results, in particular in terms of adjustments to the results framework, achievement of a full institutional mapping of MAP actors in Morocco with their roles and responsibilities, as well as the identification of the most strategic ways to address barriers and the most prominent risks that might impede project success. With these elements completed the project design was adjusted and appraised locally by UNDP for its viability and feasibility within budget and time.

**B. DESCRIBE FINDINGS THAT MIGHT AFFECT THE PROJECT DESIGN OR ANY CONCERNS ON PROJECT IMPLEMENTATION, IF ANY:**

Two main findings during the PPG have been taken into account in the project design (i) that a full size project would have been more appropriate for this project; (ii) that the implementation of the national medicinal plants strategy in synchrony with the project will enable better results and fuller achievements of global environmental benefits. Therefore the following actions were undertaken: (i) the co-financing mobilized for the project have been increased by 3 fold in order to enable better quality and more relevant impacts; (ii) the project strategy has been revised to adjust to the status of the national medicinal and aromatic plants strategy.

Also and in consultation with the key stakeholders, the results framework of the project has been revised and in particular its terminology, to enable stronger understanding by all local partners as well as commitment and buy in. In essence the approach of the project remains the same but the way outcomes and outputs are articulated was adjusted to local and national understanding.

**C. PROVIDE DETAILED FUNDING AMOUNT OF THE PPG ACTIVITIES AND THEIR IMPLEMENTATION STATUS IN THE TABLE BELOW:**

<i>Project Preparation Activities Approved</i>	<i>Implementation Status</i>	<i>GEF Amount (\$)</i>				<i>Co-financing (\$)</i>
		<i>Amount Approved</i>	<i>Amount Spent To date</i>	<i>Amount Committed</i>	<i>Uncommitted Amount*</i>	
Addressing barriers	Completed	20,000	0	20,000	0	5,000
Addressing risks	Completed	10,000	0	10,000	0	2,000
Coordination	Completed	3,000	0	3,000	0	2,000
Institutional mapping	Completed	7,000	0	7,000	0	7,000
Results framework	Completed	10,000	0	10,000	0	9,000
<b>Total</b>		50,000	0	50,000	0	25,000

\* Any uncommitted amounts should be returned to the GEF Trust Fund. This is not a physical transfer of money, but achieved through reporting and netting out from disbursement request to Trustee. Please indicate expected date of refund transaction to Trustee.

**ANNEX E: CALENDAR OF EXPECTED REFLOWS**

Provide a calendar of expected reflows to the GEF Trust Fund or to your Agency (and/or revolving fund that will be set up)

## ANNEX F: Acronyms

AAI	Integrated Agriculture and Agribusiness (USAID/Morocco project)
ADPPO	Agence de Développement de l'Oriental (Regional Development Agency for the Eastern Provinces)
ADPPS	Agency for the Economic and Social Promotion and Development Of the Southern Provinces
ADS	Agency for Social Development
AECI	Spanish Aid Cooperation
AGE AGR	Employment Generating Activities (AGE); Income Generating Activities (AGR)
AMAPAM	Association Marocain des Plantes Aromatiques et Médicinales
CADEF	Cooperative in Marrakech
CEDDEM	Euro-Mediterranean Center for Sustainable Development
CMPE	Moroccan Center for Exportation
CNRF	National Centre for Forestry Research
DAT	Directorate for Territorial Management
EACCE	Etablissement Autonome de Contrôle et de Coordination des Exportations ( <i>Autonomous Establishment for Control and Coordination of Exportations</i> )
FairWild/ IMO	Institute for Marketecology
FWF/FairWild	FairWild Founaction/Standards combining FairTrade and Wildcrafting
GIE	Groupement d'Intérêt Economique (economic cluster)
GIS	Geographic Information System
GTZ	German Aid Agency
HCEFLCD	High Commissioner for Water and Forestry and for the Fight against Desertification
INDH	National Initiative for Human Development
INIA	Institut National de la Recherche et de la Technologie Agronomique et Alimentaire
INPMA	National Institute for Medicinal and Aromatique Plants
INRA	National Institute for Agricultural Research
ISSC-MAP	International Standard of Sustainable Collection – Medicinal & Aromatic Plants
IUCN	International Union for the Conservation of Nature
M & E	Monitoring and Evaluation
MAP	Medicinal and Aromatic Plants
MCINT	Ministry of Industry, Commerce and New Technologies
MEMEE	Ministry of Energy, Mining, Water and Environment
MAPM	Ministry of Agriculture and and Maritime Fishing
MOU	Memorandum of Understanding
SC/TAG	Steering Committee/Technical Advisory Group
SEEE	State Secretary for Water and Environment
SNIMA	Service de Normalisation Industrielle Marocaine
SOMAPAM	Société Marocaine des Plantes Aromatiques et Médicinales
USAID	US Agency for International Development
VCS Unit	Value Chain Strengthening Unit
WSR	Whole System in a Room



United Nations Development Programme

Country:   Morocco  

PROJECT DOCUMENT<sup>1</sup>

Project Title: PIMS no. 4050 Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco”

UNDAF Outcome(s): Les conditions organisationnelles sont renforcées pour protéger et mettre en valeur le patrimoine naturel et culturel au service du developpement humain

UNDP Strategic Plan Environment and Sustainable Development Primary Outcome: Countries develop and use market mechanisms to support environmental management.

UNDP Strategic Plan Secondary Outcome: Policies, strategies and partnerships established to promote public-private sector collaboration and private-sector and market development that benefits the poor and ensures that low-income households and small enterprises have access to a broad range of financial and legal services.

Expected CP Outcome(s):

Le cadre légal et institutionnel de protection et de valorisation du patrimoine culturel et naturel est renforcé en harmonie avec les instruments internationaux est intègre l'impact du changement climatique.

Expected CPAP Output (s)

Les institutions nationales et locales sont dotées de capacités pour intégrer les conventions internationales de développement durable dans les politiques et plans d'action nationaux et décentralisés, avec une attention particulière au genre et aux populations vulnérables

Executing Entity/Implementing Partner: High Commissioner for Water & Forestry and the Fight against Desertification

Implementing Entity/Responsible Partners:

Brief Description

The project aims to strengthen the capacity of Moroccan government institutions, non-governmental organizations and concerned citizens to contribute to biodiversity conservation and poverty alleviation by increasing the value of wild crafted MAPs and their access to markets while ensuring production sustainability. By improving cooperation and building partnerships among national and local pioneers, the project can create an environment of transformation, appropriate skills development, and technological advancement for those participating in the MAP value chain. The project will establish

Programme Period: \_\_\_\_\_
Atlas Award ID: \_\_\_\_\_
Project ID: \_\_\_\_\_
PIMS #: \_\_\_\_\_
Start date: \_\_\_\_\_
End Date: \_\_\_\_\_
Management Arrangements: \_\_\_\_\_
PAC Meeting Date: \_\_\_\_\_

Total resources required: \_\_\_\_\_
Total allocated resources: \_\_\_\_\_
• Regular: \_\_\_\_\_
• Other: \_\_\_\_\_
o GEF: \_\_\_\_\_
o Government: \_\_\_\_\_
o In-kind: \_\_\_\_\_
o Other: \_\_\_\_\_
In-kind contributions: \_\_\_\_\_

1 For UNDP supported GEF funded projects as this includes GEF-specific requirements



Agreed by (Government):

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Date/Month/Year

Agreed by (Executing Entity/Implementing Partner):

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Date/Month/Year

Agreed by (UNDP):

---

Date/Month/Year

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### Acronyms

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## 1. SITUATION ANALYSIS

**The Sector** : Morocco has one of the richest MAP sub sectors in the world, due its diversity (4200 species including 800 endemic), among which nearly 400 species are recognized for medicinal and/or aromatic uses, and for its developmental potential, particularly its export (100% export growth between 2004 and 2009). The global Medicinal and Aromatic Plant (MAP) market is estimated at 15 billion US dollars. In 2008/2009 Morocco participated in this market by exporting more than 28,700 tons of dried MAP plants and nearly 60 tons of essential oils. Representing a growth rate of 2% over the last season, these exports generated an aggregate value of nearly 80 million US\$, i.e. 4% of the global market. 112 MAP products were exported via the Establishment of Autonomous Control and Coordination of Exports (EACCE) against 69 products five seasons earlier. MAPs collected directly from nature (wild crafting) prove to be on an upward trend. There are approximately 30 MAP exporters, a number that is constantly increasing but is still relatively low given the large market potential. As the sector continues to grow, the government entities responsible for the protection of national forests and rangelands are faced with a daunting challenge, how to conserve biodiversity and protect Morocco's natural resources while creating an environment in which rural populations can participate in wild-crafting economic growth activities to improve their livelihoods.

The international market is becoming more structured and demanding as quality standards and quality labeling become a prerequisite for trade. It is increasingly competitive particularly with the emergence of developing countries as key providers in the market. Morocco is one of these countries, focused mainly on the international market with low-cost labor and an abundant spontaneous biomass. Morocco sources most of its products from abundant and spontaneous vegetation and is to date susceptible to suffer the vagaries of international markets. The country is filled with highly skilled and adequately engaged MAP stakeholders who have recently combined efforts to establish a National Strategy for MAPs under the leadership of the High Commissioner for Water and Forests and Fight against Desertification (HCEFLCD) but not yet adopted by all the parties. Nevertheless, the sector is plagued by mistrust and competition, preventing a consistent flow of information among key players, a necessity for collaboration, coordination, formalization of the sector, and responsible MAP activity growth within the national economy.

**The Project:** The project being proposed in this document is called '**Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco**'. It aims to strengthen the capacity of Moroccan government institutions, non-governmental organizations and concerned citizens to contribute to biodiversity conservation and poverty alleviation by increasing the value of wild crafted MAPs and their access to markets while ensuring production sustainability. By improving cooperation and building partnerships among national and local pioneers, the project can create an environment of transformation, appropriate skills development, and technological advancement for those participating in the MAP value chain. The project will establish the necessary mechanisms, technical, legislative and institutional support, in order to better integrate the MAP biodiversity richness into the value chain of the entire sub-sector, taking into account the need to create an attitude of responsible stewardship on the part of all sector stakeholders to preserve the resources by implementing a range of mechanisms to ensure sustainability of the system.

**The Plants:** The vast majority of the medicinal and aromatic plant species used in Morocco are wildcrafted. The species are over-harvested at flowering time and frequently uprooted, without regard to their regeneration. Wildcrafters are generally paid according to the harvested quantity, so the incentive is to collect the maximum quantity possible. This unsustainable form of harvesting exposes several species, particularly those in high demand, to a real threat of genetic erosion or, in certain cases, increase risks to their extinction. Field visits by experts have confirmed the depletion of several species where they were once abundant. Surveys by local populations reached the same conclusion.

This drastic environmental situation resulting from unsustainable harvesting is even more worrisome for local communities who depend on wildcrafting of these species. They observe passively this degradation of their natural environment and worsened by other factors such as overgrazing, deforestation and climate change. To remedy this situation and continue to reap the benefit from these resources, all actors of the chain must learn the principles of sustainable use of MAPs and see that these are strictly respected. In some cases, there will be a need to cultivate some species (“domestication” or “cultivation”) replanting or re-sowing them under a rehabilitation action plan.

After a rigorous assessment of possible species to target with the activities of this project, within which ecological, economic and social criteria were used to determine the plants and regions (see Annex #1 – Species and Site Selection; Ecology Report by Imane Thami Alami; International Status of Selected Moroccan MAPs with market accessibility; Plants of Morocco’s South and Oasis), those selected are:

- *Romarinus officialis* (Rosemary) in Jerada/Talsint,
- *Thymus satureioides* (Thyme) in Ijoukak, (90 Km outside of Marrakech,
- *Anacyclus pyrethrum* (Pyrethrum) in Timahdit (30 km outside of Azrou),
- *Origanum elogatum* (Oregano) in the region of Chefchaouen,
- *Origanum compactum* (Oregano) in the region of Chefchaouen.

*Romarinus officialis* is by far the most widely exploited species, given the extent of its geographical area and the current international demand for its products (herb and essential oil). Standards for its sustainable use already exist, which are adequate and only need to be diffused on a large scale. Its regeneration, however, is facing a serious problem due to drought conditions, overgrazing and especially over-harvesting. All three factors have contributed to reducing the Rosemary population. Reforestation, which has been successfully experimented, must be repeated and adopted, accompanied with rules for responsible wild crafting.

*Thymus satureioides*, which constitutes the bulk of exported Thyme, is wrongly named as common Thyme (*Thymus vulgaris*), and thus mislabeled. Common Thyme, which is widely cultivated in Europe is a Thymol Thyme, while *Thymus satureioides* is essentially a borneol Thyme, a unique chemotype. Capitalizing on this feature allows the project to significantly increase its value in the international market. It is currently heavily exploited, putting its vegetative settlement under a real threat, particularly in some fragile areas.

*Anacyclus pyrethrum* is a species that is undergoing the greatest pressure given its high price. Wild crafters can expect between 300 to 400 Dh<sup>2</sup>/kg. The roots are the only parts of the plant that is marketed and it is thus uprooted before its seeds set. As an Asteraceae, *A. pyrethrum* has, however, a great potential for multiplication and dissemination. Pyrethrum used to grow in a large mountainous area of Morocco but now, it can be found only in the region of Timahdit. Its habitat has also been completely disrupted by overgrazing, and by being so, has totally affected the botanical composition. Sustainable use requires that the plant be undisturbed during its rest period (the duration still needs to be established) and the modes of collection practices must be improved.

*Origanum compactum* is a species with highly aromatized chemotypes due to its high carvacrol content, while *Origanum elongatum* is the only oregano with a Thymol dominant essential oil component, making it useful to both the medicinal and aromatic industries. This species is subjected to frequent conflicts between beekeepers, who seek this particular strain to produce quality honey, and wild crafters who sell it in the form of dried herb or for the essential oil market. Both oregano species have weak vegetative regeneration and are highly susceptible to over-harvesting. Due to the high local and international demands, they have been severely depleted due to the destruction of the entire plant when only the leaves are sought. These plants have become so rare that they can only be found in inaccessible places. Applying strict wildcrafting standards could preserve these species where wildcrafting is still possible. Domestication has already been initiated, but only on a small scale. At present, the economic potential of oregano is far from being realized. If marketed under a real label of quality, these two species could grow in commercial importance. This illustrates just one example where, if the plants are sustainably exploited and effectively marketed, biodiversity considerations could generate significant revenues.

**The People:** To demonstrate ecological, economical and social sustainability for management and trade of priority MAP species in Morocco, the UNDP project will partner with the FairWild Foundation to assist local cooperatives and associations in four regions attain FairWild® certification for five selected species with the intention of bringing fair-trade prices and social premium fund investments to the producer communities and contributing towards long-term trade relationships with caring buyers. The project will work through focal organizations, cooperatives, or associations in the communities targeted by the project to ensure the greatest potential impact on the beneficiaries. Some names of cooperatives the project will work with are:

- BeniTaha/Ofoq in Jerada/Tilsint,
- CADEFA in neighboring Marrakech,
- Atlas fil & Couleur in Timahdit,
- Jbel El Alam, Aïn Lhjar, Bni Boufrah and GIE Farida in the region of Chefchaouen.

Each of these organizations have been contacted and introduced to the objectives of the project. They have all expressed enthusiastic interest in participating.

**The Institutions:** By demonstrating FairWild® certification for two (Rosemary and Thyme) to five selected species in the targeted communities, the project is offering Moroccan MAP stakeholders (from institutional partners to the local cooperatives to the industry leaders) tangible steps to follow in a united effort to conserve Morocco's precious biodiversity while promoting rural economic

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<sup>2</sup> 1 US\$ = 7.66 DH (as of UN Rate for October 2009)

growth. The certification standards will become a road map for activating the National Strategy of MAPs and transformation of the MAP sector into a more formal and formidable activity for the local population.

It is suggested that a Value Chain Strengthening Unit (VCS Unit) be put in place to act neutrally among all the MAP stakeholders, including the government institutions upon which sector growth depends. Among those institutions benefiting directing from the actions of the project and the VCS Unit are: HCEFLCD, Ministry of Agriculture (MAPM), Ministry of Energy, Mining, Water and the Environment (MEMEE), the Agency for the Economic and Social Promotion and Development Of the Southern Provinces of the Kingdom of Morocco (APDESPS), the Directorate for Territorial Management (DAT), the Agence de l'Oriental (ADO), the National Institute for Medicinal and Aromatic Plants (INPMA), research and training institutions (INRA, IAV, Facultés des Sciences, etc.), Ministry of Industry, Commerce and New Technologies (MICNT), Ministry of Superior Education, Training and Scientific Research (MESFCRS), Ministry of Interior (MI) and its Initiative National de Development Human (INDH).

Access to market, dependent on timely market knowledge, is imperative to ensure the flow of product and capture of substantial income. While the HCEFLCD continues to focus increasingly on contracting with local populations grouped into cooperatives and associations for the granting of mining areas of MAP, its representatives are constantly seeking ways to engage the local populations in the protection of the natural resources.

**The Network:** HCEFLCD has announced that it wishes to create more awareness and adoption of the MAP National Strategy through an internal communications unit. The project will assist the HCEFLCD and other significant stakeholders in the establishment of a coordination structure, a network of communications units, focusing on MAPs to improve synergy of efforts, commitment to biodiversity conservation, and access to markets. This unit will spearhead a unified advocacy effort for a professional MAP committee within the EACCE to monitor and control MAP exports, in a similar way that other more formalized Moroccan agricultural value chains are managed (olives, fruits, etc.).

## 2. STRATEGY

1. In December 2006, the High Commissioner for Water and Forestry and the Fight against Desertification took responsibility to lead an exercise on developing a national strategy and action plan for MAPs in Morocco. The national strategy contains an action plan addressing 5 strategic components, (1) yield of the MAP resource, (2) commercialization and marketing, (3) research, training, information and awareness-raising, (4) financing and incentives, and (5) legislative and regulatory support.
2. The National Strategy for MAPs was adopted by the High Commissioner for Water and Forestry and the Fight against Desertification (HCEFLCD) in July 2008. The project will be base its activities on the national strategy in order to ensure strategic direction and wide-scale cooperation, and will specifically address the following articles:

IV.2.5.2. Development of the Local Population

IV.2.5.3. Sustainable Management of Natural Resources and Conservation of the Environment



3. It is one thing to have a National Strategy that unites the good intentions of many stakeholders in the MAP sector on paper, it is quite another to make a strategy come to life and encourage tangible actions that demonstrate how good intentions can become pioneering deeds. This project offers step by step actions to unite everyone along the MAP value chain to make strides in improving management of Moroccan MAP wild craft resources while promoting sustainable livelihoods around MAP income generating activities.

### **Project Components**

4. The project proposes to address the needs of the MAP sector for support in Biodiversity Conservation and Poverty Alleviation activities through an integrated program comprised of three interrelated components:

#### **I. Institutional Capacity Building for conservation and sustainable use of MAPs**

#### **II. Biodiversity Considerations in market transformation**

#### **III. Value Chain Services**

### **Institutional Capacity Building for conservation and sustainable use of MAPs**

5. Attempting to improve information flow and introducing a new certification program within the MAP sector requires a considerable amount of capacity on the part of all participating stakeholders. The project proposes offering trainings on two tracks: Value Chain Service Training and FairWild® Certification Training.
6. *Value Chain Service Training* : The following trainings will target representatives of local associations, INPMA, HCEFLCD, Ministry of Agriculture, Ministry of Environment, Ministry of Interior (INDH), and private sector:
  - a. Communications Trainings/Mentoring to help establish effective communications units/representatives in all participant organizations and ensure sector growth through coordination of efforts.
  - b. Value Chain Analysis Training to rally stakeholders and investors to prepare Action Plans that will improve competitiveness of wildcrafted PAMs.
  - c. Institutional Development Trainings for SMEs, SMLs, business services providers on appropriate technology, packaging, labeling,
  - d. Marketing Trainings to better prepare Moroccans for creating and maintaining profitable market linkages.
7. FairWild® Certification Training: Progress on FairWild® Certification in the demonstration sites will be shared with institutions at the national level so that all MAP stakeholders can benefit from the lessons learned and participate in the national push for biodiversity conservation and linkages to poverty alleviation. National level stakeholders will be invited to participate in the series of trainings and activities that are occurring in the demonstration sites. The customized technical assistance will include:
  - a. Technical advisory and training/capacity building support to the project team and partners (cooperatives, associations, government institutions, private sector enterprises) in implementing the FairWild® Standard requirements, such as:

- resource assessments and management planning
  - situation analysis
  - conservation status assessments
  - appropriate resource assessment and monitoring strategies for each species/collection location
- b. Technical advisory and training/capacity building support to identify appropriate implementation scenario of the FairWild® Standard for each species and collection situation, including:
- FairWild® Certification using the rating system
  - National and site-based resource management /conservation / production practices that meet the ecological criteria of the FairWild® Standard and contribute to the National MAP strategy of Morocco
  - Adoption of voluntary good practice guidelines by industry partners that meet the criteria of the FairWild® Standard
- c. Technical advisory and capacity building support to design and implement FairWild® Certification for selected MAP species where this approach is appropriate and feasible, including:
- Market and market access risk analysis
  - Market development
  - Collection site and chain of supply documentation
- e. Technical advisory and capacity building support through certifier training and accreditation, to create a network of local certifying entities that could expand the certification program in Morocco and also be recruited by FairWild® Foundation to provide certifying services throughout the region and worldwide.
8. Both technical advisory and training will aim to:
- Improve the capacity of HCEFLCD representatives, local populations, and national stakeholders to analyze value chains and elaborate appropriate resource assessment and monitoring strategies for each species/collection location.
  - Improve information flow through communications structures, increased capacity of stakeholders to stay linked.
  - Improve the ability of local community leaders to assess resources, conduct management planning, situation analysis, and conservation status assessments
  - Establish the capacity of Moroccan based certification bodies to do FairWild® Certification in Morocco and globally.
  - Empowered Government Institutions in their effort to promote biodiversity conservation in other parts of Morocco.
9. The unit will be responsible to conduct an inventory of the existing resource base of the targeted species at project start-up (GIS supported) and a similar inventory just prior to project completion to

determine on-the-ground evolution of the species.<sup>3</sup> The analysis will be conducted during the first major growing season of the project's first year; INPAM will be a collaborative institutions.

### **Biodiversity Considerations in Market transformation**

10. While communications and market services are being improved at the national and local levels through the Value Chain Services Component, the project will take bold steps with Moroccan institutional partners, private sector stakeholders and local communities to demonstrate FairWild® Certification of at least two species (Rosemary and Thyme) and up to five that have significant ecological importance in Morocco. By demonstrating FairWild® Certification in targeted sites, the project will assist government institutions in providing very specific measures to be taken to ensure the sustainable management of forests with MAPs. The question of how to involve local people in forest management and increase their benefits will be addressed through the FairTrade elements of FairWild.
11. The FairWild® certification might not be popular at first with private sector stakeholders who might view the certification as part of international MAP leaders to block market access. Everyone must understand that FairWild® certified products will have improved market access in years to come and the certification provides Moroccans with a clear way to preserve its forests. By launching five demonstrations for FairWild® with plants that have yet to be certified internationally, the project will start the process of branding Morocco's indigenous species internationally. Through close collaboration with HCEFLCD, the appropriate legal and functional systems will be put in place to replicate the model in other areas around Morocco, if desired.
12. The FairWild Foundation will send its experts to walk Moroccan stakeholders through the process hand-in-hand so that everyone will learn firsthand how this certification can be applied in Morocco and how it can aid Moroccans to take action for Biodiversity Conservation and Poverty Alleviation. FairWild® representatives will visit Morocco regularly to conduct assessments, offer consultations and recommendations, provide trainings and guidance, and mentor cooperatives and associations, Government institutions and private sector representatives on FairWild® Standards. They will also train local certifying entities to become certifiers and be able conduct certifications on their own, in Morocco and around the world. The sites chosen for this demonstration will not be applying for FairWild certification as much as they will be working towards it, mentored by the FairWild® Certification representatives.
13. The INPMA, Faculty of Sciences, the Ministry of Agriculture and research institutes will participate in FairWild® Certification as well as developing specific standards by analyzing selected harvested materials from the sites in order to monitor and determine their conformance to official (pharmacopoeial monographs) or trade (specifications) quality requirements. By providing producers with independent Certificates of Analysis (C of A) documents showing that the materials conform to the specified standard, the job of marketing the botanicals will become easier. Within this component, these activities will focus on the selected plants in the targeted regions. However, analysis of all Moroccan wildcrafted plant species will be an integral part of the Value Chain Services offered in Component 3 below. As producer groups all over the country are lacking the resources or apparatus available to regularly check themselves the quality of harvested materials and whether or

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<sup>3</sup> The activity is not be included in the formal monitoring and evaluation plan since the manner and the accuracy of such a undertaking will depend on availability of funds and institutional capacity of collaborative research institutions and Universities.

not they are salable, this way of strengthening the links along the value chain will offer all around win-win solutions. In sum, the biodiversity component will:

- Conduct a biomass availability evaluation, applying geographic mapping of chemotypes of the selected species.
- Prepare and diffuse “Best Wildcrafting Practice” guides, manuals and video clips, getting inspiration from ISSC-MAP, FairWild Foundation, local experts,
- Provide cultivation *in-situ* for conservation of threatened species in their natural habitat;
- Transfer appropriate technology to specialized groups about FairWild® certification, sustainable harvesting and product marketing,
- Demonstrate ecological, economical and social sustainability by implementing FairWild® Standard at the targeted project sites for the production, trade and use of at least two of the listed species:
  - *Anacyclus pyrethrum* (Middle Atlas region: Timahdit)
  - *Origanum compactum* (North region: Chefchaouen)
  - *Origanum elongatum* (North region: Chefchaouen)
  - *Rosmarinus officinalis* (Oriental region: Jerada, Tinsilt)
  - *Thymus satureioides* (High Atlas region: Marrakech et Régions)
- For the species not included in FairWild® Standard, targeted zones will have the option of having the demonstration of specific standards based on an agreement between MAP users and HCEFLCD.
- When certified FairWild®, demonstrate the selected species which will bring fair-trade prices and social premium prices to the producer communities, and contribute towards long-term trade relationships with caring buyers,
- Improve capacity of MAP stakeholders to monitor biodiversity and livelihood impacts of wildcrafted MAPs.
- Improve marketing through the launch of a Moroccan branding of indigenous MAP species.

### Value Chain Services

14. Important efforts were made by varied stakeholders working on the MAP value chain to conserve the environment and help local people participate more in the economic benefits of the sector. Private sector entities are fully engaged and many government institutions are doing their best to provide leadership and guidance for those investing in wild crafted MAPs. In addition, there are multiple donor funded projects attempting to assist the Moroccan government institutions and non-governmental organizations in their efforts to have a positive impact on sector growth and livelihood improvement.

15. While there is a lot of individual success on many different pilot efforts, unfortunately is not much unity of effort or partnership development, a must for large-scale impact and value chain strengthening. It is common to hear MAP stakeholders speak of the need for increased coordination and collaboration. While there is, to a certain extent, a superficial level of information sharing, real collaboration, which calls for resource sharing and integrated work planning, is lacking. Some organizations have signed many memoranda of understanding (MOUs) but transforming these good intentions into practice still seems lacking. There is much room for building synergy. It is planned that the project will contribute to this through the development of a Value Chain Services Unit (VCSU). This unit will be charged with providing essential spontaneous MAP value chain services for all stakeholders.

16. The VCSU will provide communications, marketing, and value chain services for the entire MAP sector by providing a “one-stop-shop” for information on wild crafted MAPs where stakeholders, all from public and private entities, can find:
- Value Chain Analysis of Wild Crafted MAPs
  - Local and International Market Information, improved information flow about national and international MAP events
  - Sector Newsletters, Website Postings, and other Educational Documents
  - Improved specialized control for commercialization and exports
  - A Clearinghouse for MAP documentation in Morocco
  - Assistance for Trade Fair Preparation
  - Information about National and International MAP Events
  - Database of MAP Stakeholders
  - Linkages with National and International Private Sector Leaders to support SMEs
  - Promotional and Educational Activities for the General Public
17. The VCSU will organize events for public awareness and targeted advocacy efforts, building the linkages among stakeholders so that a broad part of the population can focus on the close ties between biodiversity stewardship, functional value chains and best wildcrafting practice. It will assist in the creation of strategic partnerships among government institutions internally and media representatives externally. The goal of this unit will be to generate and disseminated information so as to become the “go-to” service when any information on Moroccan wildcrafted plants is needed.
18. The VCSU will work nationally and targeted local areas to ensure that growth at both levels is linked, information is flowing better in all directions, and opportunities for sector growth are optimized. It will:
- Oversee value chain analysis of wildcrafted plants in preparation for higher value commercialization,
  - Provide exposure and access to new markets,
  - Create a communications protocol through a network of stakeholders more willing to share information and collaborate on issues.
  - Improve capacity of institutions to coordinate activities more easily through established communications structures,
  - assist in activating the National Strategy for MAP through the integration of stakeholders,
  - Increase awareness among stakeholders and general public about the significance of wildcrafted MAPs in Moroccan economic growth.
  - Sponsor the creation of a MAP stakeholder committee to establish and regulate the norms of labeling and exporting wildcrafted MAPs
  - Further integrate wildcrafted MAPs in economic growth, including industrial development of pharmaceutical and biochemical sector (antioxidants and other secondary plant products).

### 3. PROJECT RESULTS FRAMEWORK:

<b>This project will contribute to achieving the following Country Programme Outcome as defined in CPAP or CPD:</b>					
<b>Country Programme Outcome Indicators:</b>					
<b>Primary applicable Key Environment and Sustainable Development Key Result Area: 2. Catalyzing environmental finance</b>					
<b>Applicable GEF Strategic Objective and Program: BD SO 2 / SP 5</b>					
<b>Applicable GEF Expected Outcomes:</b> Global certification systems for goods produced in agriculture, fisheries, forestry, and other sectors include technically rigorous biodiversity standards					
<b>Applicable GEF Outcome Indicators:</b>					
<ul style="list-style-type: none"> <li>• Number and extent (coverage: hectares, payments generated) of new payments for environmental service schemes created</li> <li>• Published certification systems that include technically rigorous biodiversity standards</li> </ul>					
<b>Project Strategy</b>	<b>Objectively verifiable indicators</b>				
<b>Goal</b>	Governmental institutions, non-governmental organizations and rural populations have the capacity and motivation to contribute to biodiversity conservation due to increased value of wildcrafted MAPs, accessed markets and applied sustainable land management practices. <b>Indicators:</b>				
	<b>Indicator</b>	<b>Baseline</b>	<b>Target</b>	<b>Sources of verification</b>	<b>Risks and Assumptions</b>
<b>Objective of the project</b>  Mainstream biodiversity conservation in MAD sub-sector value chains	<b>Impact on biodiversity</b>  1. Number of buyer/supplier contracts linking premium prices to biodiversity outcome, by gender*	0	Yr 1- two  Yr 2- four  Yr 3- eight (four will include women)	Field inquiry	<b>Risk:</b> Long-standing mistrust between buyer and supplier and few incentives to encourage collectors to apply sustainable harvesting practices will slow the process of concluding contracts.  <b>Assumption:</b> by supporting MAP sub-sector to provide quality and sustainability assurance to the market while shortening the value chain provides greater benefits to local communities.
	<b>Impact on mainstreaming</b>	0	<b>Yr 1 – a)14 b) 1,250 , c)750 Yr 2 - a) 18</b>	Communications division; distributors of newsletters; web	<b>Assumption:</b> Yr 1: a) 10 monthly newsletters + 6 Press releases, 2 articles, 2 instructional pamphlets; b) distribution to

	2 Number of communication items: a) developed ; b) disseminated and c) visitors to web site		b) 1,625; c) 2,500 <b>Yr 3-</b> a) 24 b) 2,150; c) 3,250	site analytics; recipients; data sheets	800 AMP actors, 200 individuals in AMP related institutions, 250 trainee participants; c) 5 hits/day x 30 days for last 5 months of Yr 1. After that, over 12 month period.  Yr 2 & Yr 3: increment of 25 to 30% in each category;
	<b>Impact on mainstreaming</b>  3 Number of entities benefiting from project technical assistance*	0	Yr 1- 150  Yr 2- 500  Yr 3- 1,100	Data collection sheets	<b>Risk:</b> Resistance to adopting practices or measures provided through technical assistance if they are perceived to limit harvesting; the time-horizon of the impact might be too distant for the economic needs of participants.  <b>Assumption:</b> Measuring numbers of entities and their broad representation is a proxy for “mainstreamed” awareness of biodiversity conservation.
<b>Component 1 Institutional Capacity Building</b>	<b>Impact on mainstreaming</b>  1.1 Number of MAP collections permits granted, by gender*	Base established at time of project start-up	Y1 increase 5% over base Y2 increase 10% over base Y3 increase 15% over base	HCEFLCD and Ministry of Interior	<b>Risk:</b> Complications from overlapping regulatory mandates will discourage collectors for applying for collection permits.  - Permits are granted without being assured of applicant’s plan is sufficient proof and commitment they will implement biodiversity stewardship.  <b>Assumption:</b> That intermediaries and processors will support collectors with guidance and incentives to apply best practices for biodiversity conservation.
	<b>Impact on biodiversity</b>  1.2 Number of enterprises using best practices, tools, and approaches made available through	0	Yr 1: two  Yr 2: five  Yr 3: nine	Survey and data collection sheets	<b>Risk:</b> Value chain participants are not able to access market information, training or tools through buyer/supplier contract mechanism; Training modules are not sufficiently repeated as training usually requires 3 passes for participants to buy-into new best practices, adopt new tools and approaches). Inability to determine

	knowledge management and learning initiatives*				tipping point where enterprise qualifies or remains pre-qualified in “using” best practices, etc. in a survey <b>Assumptions:</b> International firms are open to transfer knowledge & tools to up-stream value chain participant
	<b>Impact on mainstreaming</b>  1.3 Number of farmers and cooperatives meeting international standards*	Initial survey conducted during 1 <sup>st</sup> 4 months of project	Yr 1- increase 10%  Yr 2- Increase 20%  Yr 3- Increase 30%	Annual field collection, data collection sheets, analysis of GIS cell counts; MAPM; Agence Développement Social (ADS)	<b>Risk:</b> Farmers and cooperatives might not necessarily translate market opportunities as incentives to manage resources sustainably. -Climate change that increase soil degradation will negatively impact wildcraft farmers and cooperatives as cost of soil protection systems on concessional lands are beyond their reach. <b>Assumptions:</b> Through meeting international standards, farmers and cooperatives, and others in the value chain, will see the gains as each is made responsible for reliability and product quality.
<b>Component 2</b>  <b>Biodiversity Conservation</b>	<b>Impact on mainstreaming</b>  2.1 Number of export permits reflecting BD mainstreaming*	0	Yr 1: two  Yr 2: four  Yr. 3 seven	Minister of Trade ( <i>Commerce Exterieur</i> )	<b>Risk:</b> Agreement on tipping point between a permit that reflects BD and one that does not; <b>Assumptions:</b> Lead organization will provide input into describing the export permit as reflecting BD mainstreaming.
	<b>Impact on biodiversity</b>  2.2 Number of hectares where ISSC-MAP/FairWild standards are applied *	0	Yr 1 – 12ha  Yr 2 – 80ha  Yr 3 – 220 h	Annual field inquiry confirmed	<b>Risk:</b> That the certification process will not be perceived by the value chain as providing guidance on how to access new market export opportunities. <b>Assumption:</b> Application of ISSC-MAP certification stands will address resource-use rights and land management plans.
	<b>Impact on biodiversity</b> 2.3 Number and area of	Initial survey	Yr 1- one	Field collection, data collection sheets,	<b>Risk:</b> The term “effective” natural resource management might not be understood



	concessions by local cooperatives, demonstrating the amount of globally significant biodiversity under effective natural resource management*	conducted during 1 <sup>st</sup> 4 months of project	Yr 2- four Yr 3- six	analysis of GIS cell counts	evenly among cooperatives <b>Assumption:</b> Communications and stepped training of cooperatives and actors up and down the value chain in natural resource management will have a significant impact. Increased awareness will lead to changed practices.
<b>Component 3</b> <b>Value chain Service</b>	<b>Impact on mainstreaming</b> 3.1 Number of MAP value chain analyses completed that include competitiveness intervention points*	0	Yr 1: two Yr 2: one + updates Yr 3: two updates	Determination by Team leader in conjunction with Lead structure	<b>Risk:</b> Because of time constraint value chain analysis will not be sufficiently participatory or thorough to prevent stakeholders and participants to elaborate an action plan. <b>Assumptions:</b> a Whole-System-in-a-Room approach will provide the basis for work plan development
	<b>Impact on biodiversity</b> 3.2 Number of action plans developed through participative value chain analysis launched and GIE's that became operational through aggregation process *	0	Yr 1 – three Yr 2 – 8 Yr 3 – 16	<i>Agence de Développement sociale, Surveys; data collection sheets</i>	<b>Risk:</b> Time lag between agreement on Action plans and making the plans operational. Putting together GIE's based on aggregating multiple levels of value chain actors introduces a new process of vertical collaboration and might be compromised if the aggregator is not able to bring all actors together. <b>Assumptions:</b> The <i>Agence de Développement Sociale</i> is capable of providing needed support throughout the process of GIE creation.

**TOTAL BUDGET AND WORKPLAN**

<b>Award ID:</b>									
<b>Award Title:</b>	PIMS 4050: Morocco Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco								
<b>Project ID:</b>	0013697								
<b>Project Title:</b>	PIMS 4050 BD MSP: Mainstreaming Biodiversity into Value Chains for Medicinal and Aromatic Plants in Morocco								
<b>Executing Agency :</b>	HCEFLD								
<b>GEF Outcome/Atlas Activity</b>	<b>Res Party (IA)</b>	<b>SoF</b>	<b>Atlas Budget Account Code</b>	<b>Input</b>	<b>Amount (USD) Year 1 (2009)</b>	<b>Amount (USD) Year 2 (2010)</b>	<b>Amount (USD) Year 3 (2011)</b>	<b>Total (USD)</b>	<b>Budget Notes</b>
<b>OUTCOME 1: Capacity building for conservation and sustainable use of MAPs</b>	HCEFLD	GEF	71200	International Consultants	5,000	15,000	10,000	30,000	1
		GEF	71300	Local Consultants	9,000	10,000	7,000	26,000	2
		GEF	72100	Contractual Services - Companies	10,000	50,000	50,000	110,000	3
		GEF	71600	Travel	7,000	8,000	9,000	24,000	4
		GEF	72200	Equipment and furniture	7,000	5,000	5,000	17,000	5
		GEF	74200	Audiovisual and printing production	5,000	8,500	3,500	17,000	6
		GEF	75700	Training Workshops and Conferences	5000	7000	3550	15,550	7
						<b>Total Outcome 1</b>	<b>48,000</b>	<b>103,500</b>	<b>88,050</b>
<b>OUTCOME 2: BD conservation</b>	HCEFLD		71200	International Consultants	4,000	8,000	6,000	18,000	1
			71300	Local Consultants	8,600	15,000	15,000	38,600	2
			74100	Professional Services	1,000	3,000	3,000	7,000	8
			72100	Contractual Services - Companies	3,000	60,000	60,000	123,000	3
			71600	Travel	1,000	10,000	10,000	21,000	4
			72200	Equipment and furniture	1,000	8,000	8,000	17,000	5
		GEF	74200	Audiovisual and printing production	500	2,000	2,000	4,500	6

			75700	Training Workshops and Conferences	6000	5,000	3,000	14,000	7
			74500	Miscellaneous Expenses	500	700	700	1,900	9
				<b>Total Outcome 2</b>	<b>25,600</b>	<b>111,700</b>	<b>107,700</b>	<b>245,000</b>	
OUTCOME 3: Value service chains	HCELF		71200	International Consultants	10,000	10,000	10,000	30,000	1
			71300	Local Consultants	5,000	20,000	10,000	35,000	2
			72100	Contractual services - Companies	60,000	35,000	50,000	145,000	3
			71600	Travel	15,000	10,000	10,000	35,000	4
			72200	Equipment & Furniture	5,000	12,000	14,450	31,450	5
			74200	Audiovisual & Printing Production	12,800	10,000	16,000	38,800	6
			75700	Training Workshops and Conferences	16000	14,000	25,000	55,000	7
		GEF	74500	Miscellaneous Expenses	2,000	1,600	1,600	5,200	9
				<b>Total Outcome 3</b>	<b>125,800</b>	<b>112,600</b>	<b>137,050</b>	<b>375,450</b>	
Project Management	HCELF	GEF	71400	Contractual services / individual	30,000	30,000	30,000	90,000	10
				<b>SUBTOTAL GEF</b>	<b>30,000</b>	<b>30,000</b>	<b>30,000</b>	<b>90,000</b>	
		UNDP	71400	Contractual services / individual	30,000	30000	30,000	90,000	10
		UNDP	71600	Travel	10,000	10,000	10,000	30,000	
		UNDP	72500	Office supplies	15,000	8,000	9,000	32,000	
		UNDP	72200	Equipment	40,000			40,000	11
		UNDP	74500	Miscellaneous	2,000	3,000	3,000	8,000	
				<b>SUBTOTAL UNDP</b>	<b>97,000</b>	<b>51,000</b>	<b>52,000</b>	<b>200,000</b>	
				<b>Total Project Management</b>	<b>127,000</b>	<b>81,000</b>	<b>82,000</b>	<b>290,000</b>	
				<b>TOTAL (GEF)</b>	<b>229,400</b>	<b>357,800</b>	<b>362,800</b>	<b>950,000</b>	
		<b>TOTAL (UNDP)</b>	<b>97,000</b>	<b>51,000</b>	<b>52,000</b>	<b>200,000</b>			
		<b>PROJECT TOTAL</b>	<b>326,400</b>	<b>408,800</b>	<b>414,800</b>	<b>1,150,000</b>			

**Summary of funds:**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>GEF</b>	<b>229,400</b>	<b>357,800</b>	<b>362,800</b>	<b>950,000</b>
<b>UNDP</b>	<b>97,000</b>	<b>51,000</b>	<b>52,000</b>	<b>200,000</b>
<b>HCEFLC</b>	<b>200,000</b>	<b>320,000</b>	<b>300,000</b>	<b>820,000</b>
<b>MAPM</b>	<b>110,000</b>	<b>200,000</b>	<b>210,000</b>	<b>520,000</b>
<b>MEMEE</b>	<b>30,000</b>	<b>160,000</b>	<b>55,000</b>	<b>245,000</b>
<b>MCINT</b>	<b>80,000</b>	<b>40,000</b>	<b>220,000</b>	<b>340,000</b>
<b>ADPPO</b>	<b>130,000</b>	<b>220,000</b>	<b>200,000</b>	<b>550,000</b>
<b>ADPPS</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>150,000</b>
<b>DAT</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>150,000</b>
<b>INPMA</b>	<b>130,000</b>	<b>120,000</b>	<b>100,000</b>	<b>350,000</b>
<b>GTZ</b>	<b>50,000</b>			<b>50,000</b>
<b>Total</b>	<b>1,156,400</b>	<b>1,568,800</b>	<b>1,599,800</b>	<b>4,325,000</b>

## Part II: Budget Notes

### General Cost Factors:

Local consultants are budgeted at anywhere from \$750 per week (for a project assistant) to \$1,990 per week (for senior experts). International consultants (IC) are budgeted at \$3,000 per week.

#### **Budget note 1:**

**International technical assistance** (\$78,000, consisting of 26 consultant weeks of short-term consultant support at the rate of US\$3,000/week; for travel and per diem costs, see travel budget). This is the proportion charged to the GEF budget, which is complemented by another 34 consultant weeks covered from other financing sources.

- Value chain analysis and identification of key leverage points within the sector
- Independent final evaluation
- Certification and marketing specialist to support the set up of certification schemes
- Ecosystems specialist to support with the benchmarking and establishment of carrying capacity, allowed uptake and harvesting practices
- Communications and institutional reviews to support with coordination around the national MAPs strategy.

#### **Budget note 2:**

**Local consultancy outputs** (\$99,600, consisting of 50 weeks of short-term consultant support at the rate of US\$ 1,990/week). This is the proportion charged to the GEF budget, which is complemented by additional local consultancy support provided by other financing sources. This local expertise will be deployed either as stand alone or in tandem with international expertise to provide the executing agency with inputs on the following:

- Socio-economic assessment and valuation of the project's strategy
- Ecological assessment and indicators to determine the impacts of the project
- Independent final evaluation
- Community engagement and facilitation
- Communications specialists for the production of training materials, guidelines, and guidance notes on sustainable harvesting practices
- Legal expertise to review the existing policy framework and support in identifying adjustments, modifications needed to strengthen wildcrafting and sustainable harvesting and trade.

#### **Budget note 3:**

**Contractual services** for companies of US\$378,000 has been budgeted for highly specialized contractual services to be contracted on the basis of open international and national tenders as deemed necessary. They will contribute to the following:

- Training and capacity building programs for continuous learning programs, materials and specific training for the establishment of biodiversity friendly SMEs and establishment of quality control measures.
- Support to the customs office in establishing a system for monitoring and tracking trade in MAPs
- Value chain analysis and support with the acquisition of certification, implementation of standards, support for the establishment of groups and cooperatives

#### **Budget note 4:**

**Travel:** \$80,000 has been budgeted for economy class travel under this outcome by national and international consultants to undertake the required reviews, stakeholder consultations, capacity assessments, training material development and actual training and field-based work. Consultants will

be selected on a competitive basis and may not necessarily be based at the project sites; similarly travel budget will cover for the final evaluation, mid-term review and costs of the project team's movement on the national territory from one target site to the other.

**Budget note 5:**

**Equipment and furniture:** \$65,450 of GEF resources has been budgeted for equipment and furniture attributed to (i) the project offices in Rabat and at the target sites; (ii) supplying cooperatives, SMEs, individual collectors with initial equipment for the establishment of their operations; (iii) provision of measuring and analysis equipment for quality assessment and control of MAP products. The GEF funding attributed to this budget line is very limited and will be significantly supplemented from other sources.

**Budget note 6:**

**Audiovisual and printing production:** \$60,300 has been budgeted for costs of printing and distributing communications material such as guidelines for sustainable harvesting practices, checklists for the identification of MAP species and products at customs, production of sensitisation and awareness materials.

**Budget note 7:**

**Training, workshops and conferences:** \$86,000 has been allocated from GEF resources for the conduct of intensive consultations, trainings, conferences over the lifetime of the project. This is a critical element of the project as the complexity of the sector and diversity of market players within the supply chain necessitate an extensive outreach. In addition, the training element will be critical to provide different actors within the value chain with the requisite skills that will ensure MAP quality is not undermined at any point of the supply chain.

**Budget note 8:**

**Professional services:** \$7,000 has been budgeted under professional services, attributed predominantly to auditing services which will be provided for the project.

**Budget note 9:**

**Miscellaneous** \$7,100 has been budgeted under miscellaneous for the whole project. The precise costs of the site-based activities are difficult to anticipate. Travel and other costs are also likely to rise over the life of the project due to inflation and foreign currency fluctuations. The project will look for cost-savings wherever possible, particularly in relation to travel to the field sites, for example, where it makes sense to pool activities required to deliver outputs under different outcomes and where it is possible to identify qualified consultants capable of delivering these outputs to reduce the number of visits to a particular field site. Miscellaneous expenses will provide the project with a buffer in case of need.

**Budget note 10:**

**Contractual services – individuals:** \$90,000 have been allocated for the finance and administrative staff of the project, who will be dedicated to the project throughout its lifetime.

#### **4. MANAGEMENT ARRANGEMENTS**

19. The 'Mainstreaming Biodiversity Conservation of MAP Value Chains in Morocco' project will be administratively managed by the HCEFLCD and will function under the quality assurance of UNDP Morocco, as a neutral entity serving the entire sector. The mission of the Project will be to provide targeted technical assistance to multiple MAP sector stakeholders through the implementation of three project components and to catalyze increased coordination and collaboration among all MAP stakeholders: government institutions, private sector entities, associations, NGOs, cooperatives, media and the general public. Additionally, it will regularly identify system needs for technical assistance and organize customized trainings and then match these needs with short-term technical

assistance providers, either contracted by the project or rallied through the project to provide services.

20. The project will be implemented over a period of 3 years with the following executing arrangements: the High Commissioner for Water & Forestry and the Fight against Desertification (HCEFLCD), on behalf of the Government of Morocco, will be the overall national designated partner of the project under UNDP support to National Execution (NEX).
21. UNDP will ensure high-quality technical and financial implementation of the project through its local office in Lebanon and will ensure the project assurance and project support roles. All services will be provided in accordance with UNDP procedures, rules and regulations. UNDP CO will be responsible for monitoring and ensuring proper use of UNDP-GEF funds to assigned activities, timely reporting of implementation progress as well as undertaking of mandatory and non-mandatory evaluations. All services for the procurement of goods and services, and the recruitment of personnel shall be provided in accordance with UNDP procedures, rules and regulations.

### **Project Management Unit**

22. The Project Management Unit will be based in Rabat and will be composed of:
  - One **Project Coordinator** with a Natural Resource Management (NRM) background
  - Two **National Level Program Officers/Value Chain Service Providers** who will have communications, journalism, or public relations backgrounds.
  - One **Finance/Administration Officer**
23. The Unit will coordinate all trainings and interventions of the VCSU and the FairWild Foundation team so that stakeholders from across multiple sectors will benefit from project activities. The Unit will ensure that representatives of the HCEFLCD, the Steering Committee/Technical Advisory Group (SC/TAG), and UNDP are kept engaged in project consultation and participating in project activities.
24. The Value Chain Service Units will be based in the four targeted communities and will work full-time from there, as satellite offices, in close collaboration with the two National Level Program Officers/Value Chain Service Providers in the Rabat office.
25. Four Local Level Integration Facilitators who have communications, journalism, or public relations background. They will focus on coordination efforts, event/training management, information flow and monitoring and evaluation activities.
26. The Project Management Unit will be supported by local and international short-term technical assistance whose services will be called upon in times of need according to the demands of the MAP sector, when volunteers or institutional cooperation cannot provide the service to help the system make the required technology leap. The Project Management Unit will always seek guidance from HCEFLCD and the Steering Committee/Technical Advisory Group counterparts before embarking on a targeted technical intervention which will always aim to serve multiple stakeholders in their pursuit of common goals through collaborative actions. Illustrative examples of the sort of technical assistance that is expected to be demanded by Moroccan MAP stakeholders, according to in-depth interviews with representatives of institutions, associations and cooperatives are:
  - Processing technology for essential oils production;
  - Identifying attributes of plants and their extracts to meet client information needs related to uses of MAPs;
  - Recommended use and dosage;

- Commercialization and marketing for opportunities to sell outside of fairs and exhibitions that allow bulk sale;
  - Certification and labeling to add value to their products;
  - Value chain analysis;
  - Strategic communications for systems integration;
  - Sustainable harvesting;
  - Institutional development;
  - SME development.
27. For more information about the concerns, obstacles and aspiration of the local cooperatives and associations engaged in MAP wildcrafting activities, see Annex 2.
28. FairWild Foundation will operate under a project subcontract to offer its training, mentoring and certifying services to Moroccans with a customized program for Morocco. A letter of intent is attached in Annex 3.

### **Roles & Responsibilities of Lead Organizations**

29. After careful visits, contacts and assessment of the institutions, it was decided that the High Commissioner for Water and Forestry and the Fight against Desertification (HCEFLCD) is best fit to be the implementing partner. The HCEFLCD will be responsible for overall management of leadership for the assessment design and stakeholder coordination and implementation phases of the programme. Its role is to serve as the principal point of contact for official interaction through the Project Coordinator with HCEFLCD counterparts, to ensure compliance with terms of contract, to ensure that program goals, deliverables, and results are met on time and on budget in the most cost-effective way possible, to take a leadership role in planning and convening the coordination activities, to actively contribute to improving the implementation plan throughout the life of the project according to sector demands and to provide expertise in communications, promotion, social mobilization, award schemes, etc, during project implementation.
30. The project will work in close cooperation with the Ministry of Agriculture and Maritime Fishing (MAPM), the Agence de l'Oriental (ADO), the Agency for the Economic and Social Promotion and Development of the Southern Provinces (APDESPS), the Ministry of Energy, Mining, Water & Environment (MEMEE), the Directorate for Territorial Management (DAT), the Ministry of Industry and Commerce (MICNT), the national Institute for MAPs (INPMA) and other research institutions, the Ministry of Trade (MCE), as well as several NGOs and the private sector and multilateral organization such as GTZ, AECI and USAID.
31. A steering committee and/or technical advisory group will be created and represent each one the ministries stated above to ensure appropriate representativity and participation of all stakeholders of the MAP sector. The steering committee or technical advisory group will be responsible for project advising, providing oversight and guidance of project implementation, providing expertise in technical areas and providing assistance with information flow among key stakeholders.
32. The project was presented to many potential institutional partners who have all expressed interest in participating in the efforts to formalize the MAP sector and increase the value of wildcrafted plants while ensuring biodiversity conservation. While most of them have yet to provided letters of commitment to the project, due to the timing of the preparation of this report, some of the partners have requested more time to gather their Ministries behind the effort.
33. Upon Project launching, an initial activity would be to gather all of the partners listed below for a collaborative work planning retreat in order to establish common goals around biodiversity



conservation and poverty alleviation, confirm commitments, and elaborate collaborative work plans, which would become the script by which the Project Management Unit would begin to design technical interventions and strategic system integration activities. At this time, the Project Coordinator would present a detailed work plan to the Steering Committee/Technical Advisory Group, to HCEFLCD their counterparts and to UNDP supervisors, modified according to the commitments of the stakeholders, for their approval.

### Initial Work Plan

34. The following table summarizes grouped project activities linked to project outputs. It is followed by a more detailed table that includes a timeline for more specific tasks.

**Table 1. Action Plan Linked to Outputs**

<b>Project Goal</b>	
Governmental institutions, non-governmental organizations and rural populations have the capacity and motivation to contribute to biodiversity conservation due to increased value of wildcrafted MAPs, accessed markets and applied sustainable land management practices	
<b>Outcomes</b>	<b>Activities</b>
<b>Outcome 1:</b> Capacity to apply certified and sustainable harvesting techniques through biodiversity-friendly management plans.	
<b>Output 1.1</b> Capacity to apply certification and sustainable harvesting techniques through biodiversity-friendly management plans	<ul style="list-style-type: none"> <li>• Conduct round table meetings with HCEFLCD and other local partners to introduce FairWild Process and begin preparations for certification process.</li> <li>• Develop and test material for multi-institutions on developing participatory biodiversity-friendly management plans</li> </ul>
<b>Output 1.2</b> Collectors trained in MAP identification and sustainable harvesting methods	<ul style="list-style-type: none"> <li>• FairWild team leads and trains project team and partners to identify appropriate implementation scenario of the FairWild Standard for each species and collection situation, including:               <ol style="list-style-type: none"> <li>1. FairWild® certification using the rating system</li> <li>2. National and site-based resource management /conservation / production practices that meet the ecological criteria of the FairWild Standard and contribute to the National MAP strategy of Morocco</li> <li>3. Adoption of voluntary good practice guidelines by industry partners that meet the criteria of the FairWild Standard</li> <li>4. Conduct same process with other international certification team</li> </ol> </li> </ul>
<b>Output 1.3</b> Collectors trained in standardized system for sustainable harvesting and MAP	<ul style="list-style-type: none"> <li>• One-day workshops in each community - to present FairWild recommendations and outline for four communities about how to prepare for FairWild certification.</li> <li>• Follow-on, repeat workshop and up-date process in each</li> </ul>

processing	community semi-annually.
<b>Output 1.4</b> Sustainable MAP collection quantities and frequencies defined	<ul style="list-style-type: none"> <li>• FairWild Team and other other certifying entities provide technical advisory support to the project team and partners to design and implement certification for selected MAP species, including: <ol style="list-style-type: none"> <li>1. Market and market access risk analysis</li> <li>2. Market development</li> <li>3. Collection site/chain of supply documentation</li> </ol> </li> </ul>
<b>Output 1.5</b> Resource-use land management plans developed in key MAP collection areas	<ul style="list-style-type: none"> <li>• FairWild team leads resource assessment and management planning, including: <ol style="list-style-type: none"> <li>1. situation analysis</li> <li>2. conservation status assessment</li> <li>3. appropriate resource assessment and monitoring strategies for each species/ collection location</li> </ol> </li> </ul>
<b>Outcome 2</b> - National MAP strategy adopted that includes certification systems, strengthened regulatory and policy enabling environment and biodiversity considerations along value chains	
<b>Output 2.1</b> National MAP strategy finalized with national and local support along value chains	<ul style="list-style-type: none"> <li>• Attain FairWild® and one other entity certification for the selected species which will bring fair-trade prices and social premium fund investments to the producer communities and contribute towards long-term trade relationships with caring buyers</li> </ul>
<b>Output 2.2</b> Regulative framework on collection , processing and trade developed	<ul style="list-style-type: none"> <li>• Develop with HCEFLCD, Ministry of the Interior and MAP stakeholders a regulatory framework for processing and increased exposure of Moroccan MAP products in diversified markets</li> </ul>
<b>Output 2.3</b> MAP training modules developed for value chain participants and public agencies	<ul style="list-style-type: none"> <li>• Assistance to Ministry of Industry and Commerce in sourcing MAP products for use in biochemical program</li> <li>• Round table gathering for FairWild Representatives and Moroccan certifying entities</li> <li>• Certifier training and accreditation</li> </ul>
<b>Output 2.4</b> Standards, norms and practices for MAP processing developed and disseminated	<ul style="list-style-type: none"> <li>• Advocacy for creation of MAPs committee at EACCE</li> <li>• Workshop for partners and private sector representatives to present conclusions of FairWild findings</li> </ul>
<b>Outcome 3</b> - Effective channels of communications and improved vertical and horizontal integration among value chain actors allowing quick responses to shifting market demands	
<b>Output 3.1</b> Collaboration, alliances and information flow within the MAP value chain	<ul style="list-style-type: none"> <li>• Introduce all partner organizations to common ground approach of program management</li> <li>• Establish cross-sectoral Advisory Committee</li> </ul>

	<ul style="list-style-type: none"> <li>• Search for Common Ground retreat for partner organizations to determine collaborative work plans</li> <li>• Establish channels and mechanisms of communications with project partners/identification of communications representatives</li> <li>• Stakeholder engagement meetings to rally everyone behind National Strategy for MAPs and specially Biodiversity Conservation and Poverty Alleviation.</li> <li>• Project Management Unit facilitates signing of MOUs and contracts between stakeholders</li> <li>• Update Moroccan MAP stakeholder database</li> <li>• Strategic communications training by project short-term technical assistance for project team and partner organizations</li> </ul>
<p><b>Output 3.2</b> Community based small enterprises trained in biodiversity-friendly processing, produce marketing and technical skills.</p>	<ul style="list-style-type: none"> <li>• Project team provides select technical trainings associated with improving MAP values</li> </ul>
<p><b>Outcome 4 - “Informal” processors, collectors and distributors mainstreamed into value chains</b></p>	
<p><b>Output 4.1</b> Community-based small enterprises for MAP collection and primary processing established</p>	<ul style="list-style-type: none"> <li>• Project team provides select technical trainings associated with improving MAP values</li> </ul>
<p><b>Output 4.2</b> Community-based small enterprises trained in biodiversity friendly processing, produce marketing and technical skills</p>	<ul style="list-style-type: none"> <li>• Assistance to stakeholders in preparing for trade shows</li> <li>• Project team provides select technical trainings associated with improving MAP values</li> </ul>
<p><b>Output 4.3</b> Information awareness and dissemination plan for biodiversity-friendly materials developed and applied along value chains</p>	<ul style="list-style-type: none"> <li>• Call for candidates of plant species to benefit from initial value chain analysis</li> <li>• Decide on initial twenty species of plants for value chain analysis</li> <li>• Collect plant species for identification of chemotype and monograph</li> <li>• Field research for value chain data</li> <li>• Elaborate comprehensive communications strategy</li> <li>• Media information days, round table discussions</li> <li>• Media Awards Program</li> </ul>

	<ul style="list-style-type: none"> <li>• Bi-monthly HRO newsletters</li> <li>• Create information center on one of the partner websites with links to all partners websites</li> </ul>
<b>Project Management</b>	
Program Activities	<ul style="list-style-type: none"> <li>• Finalize staffing, set up office, and create Value Chain Services Unit</li> <li>• Communications Training for Project Management Unit and Value Chain Services Unit</li> <li>• Contrat FairWild Foundation to begin demonstration of certification in four sites around Morocco, focusing on five species.</li> </ul>
Monitoring and Evaluation	<ul style="list-style-type: none"> <li>• Baseline social network analysis and other M&amp;E mechanisms established</li> <li>• Track collaborative actions and partnership development</li> <li>• Final Social Network Analysis to Measure Social Capital Increase</li> </ul>

35. The following table is an initial work plan that will assist each component to pace itself over the life of the project in order to meet progress and impact indicators. It does not include all management tasks required to recruit, train and install staff, establish and put into operation project procedure manual or establish the participatory framework involving the HCEFLCD, the Steering/Advisory Committee, and the lead partner administration and agencies.

**Table 2. Work plan timeline**

Project component	Year 1				Year 2				Year 3			
<b>I. Value Chain Services</b>												
Finalize staffing, set up office, and create Value Chain Services Unit	x											
Communications Training for Project Management Unit and Value Chain Services Unit	x											
Introduce all partner organizations to common ground approach of program management	x											
Establish cross-sectoral Advisory Committee	x											
Baseline social network analysis and other M&E mechanisms established	x											
Search for Common Ground retreat for partner organizations to determine collaborative work plans	x											
Establish channels and mechanisms of communications with project partners/identification of communications	x	x	x	x	x	x	x	x	x	x	x	x

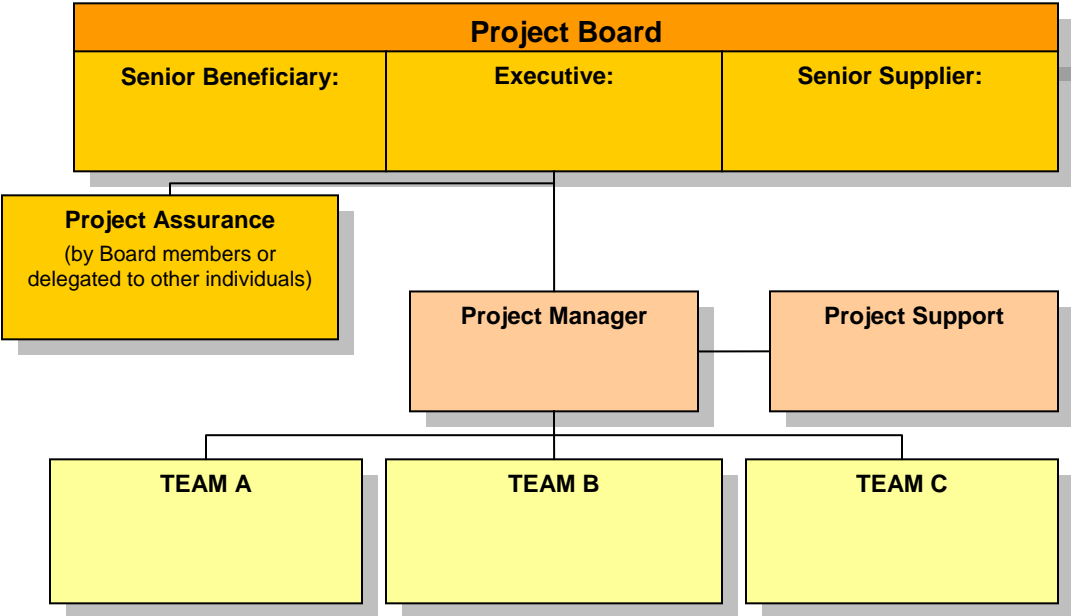
<b>Project component</b>	<b>Year 1</b>				<b>Year 2</b>				<b>Year 3</b>			
representatives												
Call for candidates of plant species to benefit from initial value chain analysis	x											
Decide on initial species for value chain analysis	x											
Collect species for chemotype, monograph identification	x	x	x	x	x	x	x	x	x	x	x	x
Field research for value chain data	x	x	x	x	x	x	x	x	x	x	x	x
Stakeholder engagement meetings to rally everyone behind National Strategy for MAPs and specifically Biodiversity Conservation and Poverty Alleviation.	x	x	x	x	x	x	x	x	x	x	x	x
Elaborate comprehensive communications strategy	x	x										
Project Management Unit facilitates signing and activating of MOUs/contracts between stakeholders			x	x	x	x	x	x	x	x	x	x
Track collaborative actions and partnership dev.	x	x	x	x	x	x	x	x	x	x	x	x
Media information days, round table discussions,			x	x	x	x	x	x	x	x	x	x
Media Awards Program				x		x		x		x		x
Bi-monthly HRO newsletters		x	x	x	x	x	x	x	x	x	x	x
Create information center on one of the partner websites with links to all partners websites	x	x	x	x	x	x	x	x	x	x	x	x
Update Moroccan MAP stakeholder database	x	x	x	x	x	x	x	x	x	x	x	x
Advocacy for creation of MAPs committee at EACCE		x	x	x	x	x	x					
Assistance to stakeholders in preparing for trade shows			x	x	x	x	x	x	x	x		
Assistance to Ministry of Industry and Commerce in sourcing MAP products for use in biochemical program			x	x	x	x	x	x	x	x		
Second and Final Social Network Analysis to Measure Social Capital Increase						x						x
Monitoring and Evaluation		x		x		x		x		x		x
<b>II. Biodiversity Conservation</b>	<b>Year 1</b>				<b>Year 2</b>				<b>Year 3</b>			
Contract FairWild Foundation to begin demonstration of certification in four sites around Morocco, focusing on five species.	x											
Conduct round table meetings with HCEFLCD and other local partners to introduce FairWild Process and begin preparations.		x										
FairWild team leads resource assessment and			x	x								

Project component	Year 1				Year 2				Year 3			
management planning, including: <ul style="list-style-type: none"> <li>situation analysis</li> <li>conservation status assessment</li> <li>appropriate resource assessment and monitoring strategies for each species/ collection location</li> </ul>												
FairWild team leads project team and partners to identify appropriate implementation scenario of the FairWild Standard for each species and collection situation, including: <ul style="list-style-type: none"> <li>FairWild® certification using the rating system</li> <li>National and site-based resource management /conservation / production practices that meet the ecological criteria of the FairWild Standard and contribute to the National MAP strategy</li> <li>Adoption of voluntary good practice guidelines by industry partners that meet the criteria of the FairWild Standard</li> </ul>			x	x								
One-day workshops in each community - to present FairWild recommendations and outline for four communities about how to prepare for FairWild certification.				x								
FairWild Team provides technical advisory support to the project team and partners to design and implement FairWild® certification for selected MAP species where this approach is appropriate and feasible, including: <ul style="list-style-type: none"> <li>Market and market access risk analysis</li> <li>Market development</li> <li>Collection site/chain of supply documentation</li> <li>Certifier training and accreditation</li> </ul>						x		x			x	
Round table gathering for FairWild Representatives				x		x						

Project component	Year 1				Year 2				Year 3			
and Moroccan certifying entities												
Workshop for partners and private sector representatives to present conclusions of FairWild findings				x								
Attain FairWild® certification for the selected species which will bring fair-trade prices and social premium fund investments to the producer communities and contribute towards long-term trade relationships with caring buyers									x	x	x	x
<b>III. Capacity Building/Appropriate Technology</b>	<b>Year 1</b>				<b>Year 2</b>				<b>Year 3</b>			
FairWild team trainings project team and partners on how to do resource assessment and management planning, including: <ul style="list-style-type: none"> <li>situation analysis</li> <li>conservation status assessment</li> <li>appropriate resource assessment and monitoring strategies for each species/ collection location</li> </ul>			x	x								
FairWild provides two-day training for project team and partners to outline how to identify appropriate implementation scenario of the FairWild Standard for each species and collection situation, including: <ul style="list-style-type: none"> <li>FairWild® certification using the rating system</li> <li>National and site-based resource management /conservation / production practices that meet the ecological criteria of the FairWild Standard and contribute to the National MAP strategy of Morocco</li> <li>Adoption of voluntary good practice guidelines by industry partners that meet the criteria of the FairWild Standard</li> </ul>			x	x								
FairWild team provides training/capacity building support to the project team and partners to design and implement FairWild® certification for selected MAP species where this approach is appropriate and feasible,						x		x			x	

Project component	Year 1				Year 2				Year 3			
including: <ul style="list-style-type: none"> <li>Market and market access risk analysis</li> <li>Market development</li> <li>Collection site/chain of supply documentation</li> </ul>												
Strategic communications training by project short-term technical assistance for project team and partner organizations	x	x		x		x		x		x		x
Project team provides select technical trainings associated with improving MAP values			x	x	x	x	x	x	x	x	x	x
Project team provides Value Chain Analysis Training to local cooperatives and partner organizations			x	x	x	x	x	x	x	x	x	x
Project team provides Institutional Development Trainings to local cooperatives and associations			x	x	x	x	x	x	x	x	x	x
Project team provides Marketing Trainings to local cooperatives and associations and partner orgs.			x	x	x	x	x	x	x	x	x	x
FairWild/IMO team provides certifier training and accreditation to local Moroccan certifying entities.						x		x		x		

**Project Organisation Structure**





*The following general text is to be used in the project document though it should be amended to suit the specific requirements of the project and best practice in various RCUs and UNDP GEF focal areas.*

**Project Board** is responsible for making management decisions for a project in particular when guidance is required by the Project Manager. The Project Board plays a critical role in project monitoring and evaluations by quality assuring these processes and products, and using evaluations for performance improvement, accountability and learning. It ensures that required resources are committed and arbitrates on any conflicts within the project or negotiates a solution to any problems with external bodies. In addition, it approves the appointment and responsibilities of the Project Manager and any delegation of its Project Assurance responsibilities. Based on the approved Annual WorkPlan, the Project Board can also consider and approve the quarterly plans (if applicable) and also approve any essential deviations from the original plans.

In order to ensure UNDP's ultimate accountability for the project results, Project Board decisions will be made in accordance to standards that shall ensure management for development results, best value money, fairness, integrity, transparency and effective international competition. In case consensus cannot be reached within the Board, the final decision shall rest with the UNDP Project Manager.

Potential members of the Project Board are reviewed and recommended for approval during the PAC meeting. Representatives of other stakeholders can be included in the Board as appropriate. The Board contains three distinct roles, including:

- 1) **An Executive:** individual representing the project ownership to chair the group.
  - *e.g. Representative of the Government Cooperating Agency or UNDP*
- 2) **Senior Supplier:** individual or group representing the interests of the parties concerned which provide funding for specific cost sharing projects and/or technical expertise to the project. The Senior Supplier's primary function within the Board is to provide guidance regarding the technical feasibility of the project.
  - *e.g. Representative of the Implementing Partner and/or UNDP*
- 3) **Senior Beneficiary:** individual or group of individuals representing the interests of those who will ultimately benefit from the project. The Senior Beneficiary's primary function within the Board is to ensure the realization of project results from the perspective of project beneficiaries.
  - *e.g. Representative of the Government or Civil Society.*
- 4) The **Project Assurance** role supports the Project Board Executive by carrying out objective and independent project oversight and monitoring functions. The Project Manager and Project Assurance roles should never be held by the same individual for the same project.
  - *e.g. A UNDP Staff member typically holds the Project Assurance role.*

**Project Manager:** The Project Manager has the authority to run the project on a day-to-day basis on behalf of the Implementing Partner within the constraints laid down by the Board. The Project Manager's prime responsibility is to ensure that the project produces the results specified in the project document, to the required standard of quality and within the specified constraints of time and cost.

**Project Support:** The Project Support role provides project administration, management and technical support to the Project Manager as required by the needs of the individual project or Project Manager.

## 5. MONITORING FRAMEWORK AND EVALUATION

### a. Project Inception Phase

A Project Inception Workshop will be conducted with the full project team, relevant government counterparts, co-financing partners, the UNDP-CO and representation from the UNDP-GEF Regional Coordinating Unit, as well as UNDP-GEF (HQs) as appropriate.

A fundamental objective of this Inception Workshop will be to assist the project team to understand and take ownership of the project's goals and objectives, as well as finalize preparation of the project's first annual work plan on the basis of the project's logframe matrix. This will include reviewing the logframe (indicators, means of verification, assumptions and risks), imparting additional detail as needed, and on the basis of this exercise finalize the Annual Work Plan (AWP) with precise and measurable performance indicators, and in a manner consistent with the expected outcomes for the project.

Additionally, the purpose and objective of the Inception Workshop (IW) will be to: (i) introduce project staff with the UNDP-GEF *expanded team* which will support the project during its implementation, namely the CO and responsible Regional Coordinating Unit staff; (ii) detail the roles, support services and complementary responsibilities of UNDP-CO and RCU staff vis à vis the project team; (iii) provide a detailed overview of UNDP-GEF reporting and monitoring and evaluation (M&E) requirements, with particular emphasis on the Annual Project Implementation Reviews (PIRs) and related documentation, the Annual Project Report (APR), Tripartite Review Meetings, as well as independent final evaluations. Equally, the IW will provide an opportunity to inform the project team on UNDP project related budgetary planning, budget reviews, and mandatory budget rephasings.

The IW will also provide an opportunity for all parties to understand their roles, functions, and responsibilities within the project's decision-making structures, including reporting and communication lines, and conflict resolution mechanisms. The Terms of Reference for project staff and decision-making structures will be discussed again, as needed, in order to clarify for all, each party's responsibilities during the project's implementation phase.

### b. Monitoring Responsibilities and Events

A detailed schedule of project reviews meetings will be developed by the project management, in consultation with project implementation partners and stakeholder representatives and incorporated in the Project Inception Report. Such a schedule will include: (i) tentative time frames for Tripartite Reviews, Board Meetings, (or relevant advisory and/or coordination mechanisms) and (ii) project related Monitoring and Evaluation activities.

***Day to day monitoring of implementation progress*** will be the responsibility of the Project Coordinator, based on the project's Annual Work Plan and its indicators. The Project Team will inform the UNDP-CO of any delays or difficulties faced during implementation so that the appropriate support or corrective measures can be adopted in a timely and remedial fashion.

The Project Coordinator will fine-tune the progress and performance/impact indicators of the project in consultation with the full project team at the Inception Workshop with support from UNDP-CO and assisted by the UNDP-GEF Regional Coordinating Unit. Specific targets for the first year implementation progress indicators together with their means of verification will be developed at this Workshop. These will be used to assess whether implementation is proceeding at the intended pace and in the right direction and will form part of the Annual Work Plan. The local executing agencies will also take part in the Inception Workshop in which a common vision of overall project goals will be established. Targets and indicators for subsequent years would be defined annually as part of the internal evaluation and planning processes undertaken by the project team.

Measurement of impact indicators related to global benefits will occur according to the schedules defined in the Inception Workshop and tentatively outlined in the indicative Impact Measurement Template at the end of this document. The measurement, of these will be undertaken through subcontracts or retainers with relevant institutions (INPMA agreed to lead the inventory of vegetative population of key species through inventories at the beginning and prior to closing of project).

**Periodic monitoring of implementation progress** will be undertaken by the UNDP-CO through quarterly meetings with the project proponent, or more frequently as deemed necessary. This will allow parties to take stock and to troubleshoot any problems pertaining to the project in a timely fashion to ensure smooth implementation of project activities.

UNDP-CO and UNDP-GEF RCU as appropriate, will conduct yearly visits to field sites, or more often based on an agreed upon schedule to be detailed in the project's Inception Report / Annual Work Plan to assess first hand project progress. Any other member of the Steering/Technical Advisory Committee can also accompany, as decided by the SC. A Field Visit Report will be prepared by the CO and circulated no less than one month after the visit to the project team, all SC members, and UNDP-GEF RCU.

**Annual Monitoring** will occur through the *Tripartite Review (TPR)*. This is the highest policy-level meeting of the parties directly involved in the implementation of a project. The project will be subject to Tripartite Review (TPR) at least once every year. The first such meeting will be held within the first twelve months of the start of full implementation. The project proponent will prepare an Annual Project Report (APR) and submit it to UNDP-CO and the UNDP-GEF regional office at least two weeks prior to the TPR for review and comments.

The APR will be used as one of the basic documents for discussions in the TPR meeting. The project proponent will present the APR to the TPR, highlighting policy issues and recommendations for the decision of the TPR participants. The project proponent also informs the participants of any agreement reached by stakeholders during the APR preparation on how to resolve operational issues. Separate reviews of each project component may also be conducted if necessary. The TPR has the authority to suspend disbursement if project performance benchmarks are not met. Benchmarks will be developed at the Inception Workshop, based on delivery rates, and qualitative assessments of achievements of outputs.

**Terminal Tripartite Review (TTR)** is held in the last month of project operations. The project proponent is responsible for preparing the Terminal Report and submitting it to UNDP-CO and GEF RCU. It shall be

prepared in draft at least two months in advance of the TTR in order to allow review, and will serve as the basis for discussions in the TTR. The terminal tripartite review considers the implementation of the project as a whole, paying particular attention to whether the project has achieved its stated objectives and contributed to the broader environmental objective. It decides whether any actions are still necessary, particularly in relation to sustainability of project results, and acts as a vehicle through which lessons learnt can be captured to feed into other projects under implementation or formulation.

### c. **Project Monitoring Reporting**

The Project Coordinator in conjunction with the UNDP-GEF extended team will be responsible for the preparation and submission of the following reports that form part of the monitoring process. Items (a) through (f) are mandatory and strictly related to monitoring, while (g) through (h) have a broader function and the frequency and nature is project specific to be defined throughout implementation.

A Project ***Inception Report (IR)*** will be prepared immediately following the Inception Workshop. It will include a

detailed First Year/ Annual Work Plan divided in quarterly time-frames detailing the activities and progress indicators that will guide implementation during the first year of the project. This Work Plan would include the dates of specific field visits, support missions from the UNDP-CO or the Regional Coordinating Unit (RCU) or consultants, as well as time-frames for meetings of the project's decision making structures. The Report will also include the detailed project budget for the first full year of implementation, prepared on the basis of the Annual Work Plan, and including any monitoring and evaluation requirements to effectively measure project performance during the targeted 12 months time-frame.

The Inception Report will include a more detailed narrative on the institutional roles, responsibilities, coordinating actions and feedback mechanisms of project related partners. In addition, a section will be included on progress to date on project establishment and start-up activities and an update of any changed external conditions that may effect project implementation.

When finalized the report will be circulated to project counterparts who will be given a period of one calendar month in which to respond with comments or queries. Prior to this circulation of the IR, the UNDP Country Office and UNDP-GEF's Regional Coordinating Unit will review the document.

The ***Annual Project Report (APR)*** is a UNDP requirement and part of UNDP's Country Office central oversight, monitoring and project management. It is a self -assessment report by project management to the CO and provides input to the country office reporting process and the ROAR, as well as forming a key input to the Tripartite Project Review. An APR will be prepared on an annual basis prior to the Tripartite Project Review, to reflect progress achieved in meeting the project's Annual Work Plan and assess performance of the project in contributing to intended outcomes through outputs and partnership work.

The format of the APR is flexible but should include the following:

- An analysis of project performance as compared to the annual workplan over the reporting period, including outputs produced and, where possible, information on the status of the outcome
- The constraints experienced in the progress towards results and the reasons for these

- The three (at most) major constraints to achievement of results as well as facilitating factors that have positively contributed to the achievement of results
- AWP, CAE and other expenditure reports (ERP generated)
- Lessons learned
- Clear recommendations for future orientation in addressing key problems in lack of progress
- Changes in external conditions that may require an adjustment in project strategy, as well as recommended changes for the TPR's approval

The **Project Implementation Review (PIR)** is an annual monitoring report mandated by the GEF. It has become an essential management and monitoring tool for project managers and offers the main vehicle for extracting lessons from ongoing projects. Once the project has been under implementation for a year, a Project Implementation Report must be completed by the CO together with the project. The PIR can be prepared any time during the year (July-June) and ideally prior to the TPR. The PIR should then be discussed in the TPR so that the result would be a PIR that has been agreed upon by the project, the executing agency, UNDP CO and the concerned RCU.

The GEF M&E Unit provides the scope and content of the PIR. In light of the similarities of both APR and PIR, UNDP/GEF has prepared a harmonized format for reference.

**Quarterly Progress Reports:** Short reports outlining main updates in project progress will be provided quarterly to the local UNDP Country Office and the UNDP-GEF regional office by the project team.

**Periodic Thematic Reports:** As and when called for by UNDP, UNDP-GEF or the Implementing Partner, the project team will prepare Specific Thematic Reports, focusing on specific issues or areas of activity. The request for a Thematic Report will be provided to the project team in written form by UNDP and will clearly state the issue or activities that need to be reported on. These reports can be used as a form of lessons learnt exercise, specific oversight in key areas, or as troubleshooting exercises to evaluate and overcome obstacles and difficulties encountered. UNDP is requested to minimize its requests for Thematic Reports, and when such are necessary will allow reasonable timeframes for their preparation by the project team.

**Project Terminal Report:** During the last three months of the project the project team will prepare the Project Terminal Report. This comprehensive report will summarize all activities, achievements and outputs of the Project, lessons learnt, objectives met or not achieved, structures and systems implemented, etc. and will be the definitive statement of the Project's activities during its lifetime. It will also lay out recommendations for any further steps that may need to be taken to ensure sustainability and replicability of the Project's activities.

**Technical Reports:** Technical Reports are detailed documents covering specific areas of analysis or scientific specializations within the overall project. As part of the Inception Report, the project team will prepare a draft Reports List, detailing the technical reports that are expected to be prepared on key areas of activity during the course of the Project, and tentative due dates. Where necessary this Reports List will be revised and updated, and included in subsequent APRs. Technical Reports may also be prepared by external consultants and should be comprehensive, specialized analyses of clearly defined areas of research within the framework of the project and its sites. These technical reports will

represent, as appropriate, the project's substantive contribution to specific areas, and will be used in efforts to disseminate relevant information and best practices at local, national and international levels.

**Project Publications:** Project Publications will form a key method of crystallizing and disseminating the results and achievements of the Project. These publications may be scientific or informational texts on the activities and achievements of the Project, in the form of journal articles, multimedia publications, etc. These publications can be based on Technical Reports, depending upon the relevance, scientific worth, etc. of these Reports, or may be summaries or compilations of a series of Technical Reports and other research. The project team will determine if any of the Technical Reports merit formal publication, and will also (in consultation with UNDP, the government and other relevant stakeholder groups) plan and produce these Publications in a consistent and recognizable format. Project resources will need to be defined and allocated for these activities as appropriate and in a manner commensurate with the project's budget.

## **II. Independent Evaluation**

Given the limited duration of the project, 3 years, it will only be subject to a final independent evaluation. A thorough internal review will be undertaken at mid-term, jointly by the project team, expanded UNDP team and national partners. In particular members of the steering committee and tripartite review committee will take part in this review to ensure full ownership of its results and recommendations. During this review mission, the GEF tracking tool will be completed by the project team and submitted to GEFSEC following the completion of the review report.

An independent Final Evaluation will take place three months prior to the terminal tripartite review meeting, and will focus on the same issues as the mid-term evaluation. The final evaluation will also look at impact and sustainability of results, including the contribution to capacity development and the achievement of global environmental goals. The Final Evaluation should also provide recommendations for follow-up activities. The Terms of Reference for this evaluation will be prepared by the UNDP CO based on guidance from the Regional Coordinating Unit and UNDP-GEF. As part of reporting to the GEF focal area, the final evaluation will complete the relevant tracking tool to enable the monitoring of progress and changes achieved by the time of the evaluation.

## **III. Learning and Sharing Knowledge**

Results from the project will be disseminated within and beyond the project intervention zone through a number of existing information sharing networks and forums. In addition:

- The project will participate, as relevant and appropriate, in UNDP/GEF sponsored networks, organized for Senior Personnel working on projects that share common characteristics. UNDP/GEF shall establish a number of networks, such as Integrated Ecosystem Management, eco-tourism, co-management, medicinal plants etc, that will largely function on the basis of an electronic platform.

- The project will identify and participate, as relevant and appropriate, in scientific, policy-based and/or any other networks, which may be of benefit to project implementation though lessons learned.

The project will identify, analyze, and share lessons learned that might be beneficial in the design and implementation of similar future projects. Identification and analysis of lessons learned is an on- going process, and the need to communicate such lessons as one of the project's central contributions is a requirement to be delivered not less frequently than once every 12 months. UNDP/GEF shall provide a format and assist the project team in categorizing, documenting and reporting on lessons learned. To this end a percentage of project resources will need to be allocated for these activities.

### Indicative Monitoring and Evaluation Work plan and Corresponding Budget

Type of M&E activity	Responsible Parties	Budget US\$ <i>Excluding project team Staff time</i>	Time frame
Inception Workshop	<ul style="list-style-type: none"> <li>▪ Project Coordinator</li> <li>▪ UNDP CO</li> <li>▪ UNDP GEF</li> </ul>	\$1000	Within first three months of project start up
Inception Report	<ul style="list-style-type: none"> <li>▪ Project Team</li> <li>▪ UNDP CO</li> </ul>	None	Immediately following IW
Measurement of Means of Verification for Project Purpose Indicators	<ul style="list-style-type: none"> <li>▪ Project Coordinator will oversee the hiring of short-term consultants to do specific studies, establish monitoring instruments and delegate responsibilities to relevant team members</li> </ul>	To be finalized in Inception Phase and Workshop. Indicative cost: \$4000	Start, mid and end of project
Measurement of Means of Verification for Project Progress and Performance (measured on an annual basis)	<ul style="list-style-type: none"> <li>▪ Oversight by Project GEF Technical Advisor and Project Coordinator</li> <li>▪ Short-term consultants to do specific studies, establish monitoring instruments and delegate responsibilities to relevant team members</li> <li>▪ Measurements by regional field officers and local IAs</li> </ul>	To be determined as part of the Annual Work Plan's preparation. Indicative cost: \$4000	Annually prior to APR/PIR and to the definition of annual work plans
APR and PIR	<ul style="list-style-type: none"> <li>▪ Project Team</li> <li>▪ UNDP-CO</li> <li>▪ UNDP-GEF</li> </ul>	None	Annually
TPR and TPR report	<ul style="list-style-type: none"> <li>▪ Government Counterparts</li> <li>▪ GEF OFP</li> <li>▪ UNDP CO</li> <li>▪ Project team</li> </ul>	None	Every year, upon receipt of APR

	<ul style="list-style-type: none"> <li>▪ UNDP-GEF Regional Coordinating Unit</li> </ul>		
Steering Committee Meetings	<ul style="list-style-type: none"> <li>▪ Project Coordinator</li> <li>▪ UNDP CO</li> </ul>	None	Following Project IW and subsequently at least once a year
Periodic status reports	<ul style="list-style-type: none"> <li>▪ Project team</li> </ul>	\$300	To be determined by Project team and UNDP CO
Technical reports	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ Hired consultants as needed</li> </ul>	\$4000	To be determined by Project Team and UNDP-CO
Mid-term project review	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ UNDP- CO</li> <li>▪ UNDP-GEF Regional Coordinating Unit</li> <li>▪ Project board/steering committee members</li> <li>▪ National executing partners</li> </ul>	\$10,000	At the mid-point of project implementation.
Final External Evaluation	<ul style="list-style-type: none"> <li>▪ Project team,</li> <li>▪ UNDP-CO</li> <li>▪ UNDP-GEF Regional Coordinating Unit</li> <li>▪ External Consultants (i.e. evaluation team)</li> </ul>	\$20,000	3 months prior to the closing of the project
Terminal Report	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ UNDP-CO</li> <li>▪ External Consultant</li> </ul>	None	At least one month before the end of the project
Lessons learned	<ul style="list-style-type: none"> <li>▪ Project team</li> <li>▪ UNDP-GEF Regional Coordinating Unit (suggested formats for documenting best practices, etc)</li> </ul>	\$9,000 (average 3,000 per year)	Yearly
Audit	<ul style="list-style-type: none"> <li>▪ UNDP-CO</li> <li>▪ Project team</li> </ul>	\$4,000 (average \$1000 per year)	Yearly
Visits to field sites (UNDP staff travel costs to be charged to IA fees)	<ul style="list-style-type: none"> <li>▪ UNDP Country Office</li> <li>▪ UNDP-GEF Regional Coordinating Unit (as appropriate)</li> <li>▪ Government representatives</li> </ul>	\$15,000 (average one visit per year)	Yearly
TOTAL INDICATIVE COST			
<i>Excluding project team staff time and UNDP staff and travel expenses</i>		US\$ 71,300	



<b>Key Impact Indicator</b>	<b>Target (Year 3)</b>	<b>Means of Verification</b>	<b>Sampling frequency</b>	<b>Location</b>
Number of hectares where ISSC-MAP/FairWild standards are applied	220 ha	Field inquiry, certification agencies	end	Targeted zones
Number of export permits reflecting BD mainstreaming	15% over base	register of sustainable production plans	Start, mid, end	EACCE
Number and area of concessions by local cooperatives and associations demonstrating the amount of globally significant biodiversity under effective natural resource management	16	Field collection, data collection sheets, analysis of GIS cell counts	Start, end	Targeted and immediately neighbouring zones
Number of farmers, cooperatives and associations meeting international standards	30% over baseline	Field collection, analysis of GIS cell counts, MinAgriculture, ADS, HCEFLCD	Start, end	All PAs

## 6. LEGAL CONTEXT

36. The present project document will be the instrument described in Article 1 of the Basic Standard Program signed by the parties on May 13, 1982. For the purposes of the Basic Standard Assistance Agreement, the execution agency of the host country will refer to the cooperating agency of the Government as described in this Agreement.
37. The UNDP Resident Representative in Rabat is authorized to effect in writing the following types of revision to this Project Document, provided that he/she has verified the agreement thereto by the UNDP-GEF Unit and is assured that the other signatories to the Project Document have no objection to the proposed changes:
- a) Revision of, or addition to, any of the annexes to the Project Document;
  - b) Revisions which do not involve significant changes in the immediate objectives, outputs or activities of the project, but are caused by the rearrangement of the inputs already agreed to or by cost increases due to inflation;
  - c) Mandatory annual revisions which re-phase the delivery of agreed project inputs or increased expert or other costs due to inflation or take into account agency expenditure flexibility; and
  - d) Inclusion of additional annexes and attachments only as set out here in this Project Document

This document together with the CPAP signed by the Government and UNDP which is incorporated by reference constitute together a Project Document as referred to in the SBAA and all CPAP provisions apply to this document.

Consistent with the Article III of the Standard Basic Assistance Agreement, the responsibility for the safety and security of the implementing partner and its personnel and property, and of UNDP's property in the implementing partner's custody, rests with the implementing partner.

The implementing partner shall:

- a) put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the project is being carried;
- b) assume all risks and liabilities related to the implementing partner's security, and the full implementation of the security plan.

UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this agreement.

The implementing partner agrees to undertake all reasonable efforts to ensure that none of the UNDP funds received pursuant to the Project Document are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via

<http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>. This provision must be included in all sub-contracts or sub-agreements entered into under this Project Document.

In order to accord proper acknowledgement to GEF for providing funding, a GEF logo should appear on all relevant GEF project publications, including among others, project hardware and vehicles purchased

with GEF funds. Any citation on publications regarding projects funded by GEF should also accord proper acknowledgment to GEF.

## 7. ANNEXES

## ANNEX 1: Plant and region selection process

### 1.1: Specie and Site Selection process

**Species selection** was based upon three major factors: i) economical importance (market demand and exported quantities); ii) importance in the ecosystem (endemism, proportion in the flora and seriousness of threat) and iii) social role for local population (importance for income assurance for the poorer segments of the population). Considering these three parameters, each given equal importance, five species emerge from the original list of MAPs: Rosemary, oregano, Thyme and pyrethrum. Justification for each is found in the text below.

Rosemary (*Romarinus officialis*) is the most exploited species in term of biomass and the extended area of production. Demand is greater than the plant's regeneration rate; over –harvesting is threatening the survival of the specie.

Thyme (*Thymus saterioides*) is overly exploited and thus unsustainable. Since most Thyme growth areas are in the mountains that are also pressured by degradation factors (deforestation, overgrazing, erosion and climatic change impacts), the specie is justified.

Oregano (*Origanum elongatum* and *O.compactum*) and Pyrethrum (*Anacyclus pyrethrum*) are both in advanced phases of degradation. Unsustainable harvesting and habitat destruction are the most important factors causing this situation. However, the species have promising value added for Morocco and globally. Both are endemic, making Morocco the only country that supplies the plants. Any effort for their conservation will improve the the risk of Morocco losing MAP biodiversity.

**Site selection:** Except for Oregano, which is more widespread within Morocco, the remaining three selected species are found generally in well defined regions :The *Oriental* ( focal point Jerada and Talsint) for Rosemary; the High Atlas (Focal point : Ijoukak, Marrakech region) for Thyme, and the Middle Atlas for Ppyrethrum (focal point : Timahdit). Since the only region where the two oregano species grow simultaneously is the Rif region, Chefchaouen was selected as the fourth target region to work with Oregano. In all of these regions, we easily encountered associations or cooperatives, which are formed with the objectives of local development as a way to reduce poverty and to promote sustainable development. Some have been selected as collaborative partners for the project according to the selected species and target region.

### 1.2 MAP species assessment; Economic, Ecological considerations

#### 1.2.1 Economic Importance

According to the statistics EACCE, Morocco exported each year more than fifty medicinal and aromatic plants, either as herbs (42,000 t) or extract (essential oil, powder, concrete, etc..).

Among the native species most are exported in dry form thus the most exploited are Rosemary, Thyme, wild onions, roots Serghini, fumitory, oregano and pyrethrum (Table 1).While Rosemary is among the most common wild species made into essential oils, there are other species just as interesting and

sometimes with clear economic advantage. These include the camomile, wormwood, Thyme and oregano.

**Table 1. MAP species exported to over 50 t / year for three seasons (ECAA)**

Species	Season			Trend
	2005-06	2006-07	2007-08	
ROSEMARY	2990	4318	3756	Increasing
THYME	1311	1800	1369	Stable
WILD ONIONS *	2432	971	987	Decreasing
ROOTS Serghini	319	244	319	Stable
Fumaria	144	107	110	Stable
OREGANO	77	27	15	In regression
PYRETRES	53	83	73	Stable
* Muscari, squill, crocus, etc..				

**Table 2. Essential oil of wild species exported (Change Office, 2005)**

Essential oil	Quantity (Kg)	Value (Dh)
Rosemary	33993	6359066
Pennyroyal	8019	1658521
Myrthe	1140	669692
Other *	226074	52401176

\* Blue chamomile, wild chamomile, sage, Thyme, oregano, bay leaf sauce, etc..

Besides the international trade interests in these plants, most are a panacea for traditional Moroccan medicine and are consequently in great demand in local markets. Even if prices do not reflect the reality of their therapeutic or aromatic value, a important number of species are disappearing from cooking habits and health practices within Moroccan due to the scarcity of these species; such is the case of Thyme and oregano.

Virtually no data exists on local trade of medicinal and aromatic species. Surveys at some major outlets, such as the big MAP souks in Casa and Marrakech show that the species mostly sold are:

- **Casablanca:** Pyrethrum, Sarghini, Sage, madder, *Ajuga iva*, Jasmine, Rosemary, Withania, Harmel, Fenugreek, Chamomile, Thyme, marjoram;
- **Marrakech:** Oregano, Thyme, Lavender, Pennyroyal, Chamomile, Rosemary, madder, Acinos, iris, Herniaria, Euphorbia, Nard / Valeriana, Atractylis, Caralluna, black mustard, Sage.

### 1.2.2 Ecological significance

#### Endemism

Like the flora of Morocco, where the rate of endemism is about 20%, the MAP does not derogate from this rule and are characterized by a high rate of endemism (see Figure 1). This endemism is particularly seen among Lamiaceae where several species are widely used, such as Thyme, oregano and sage.

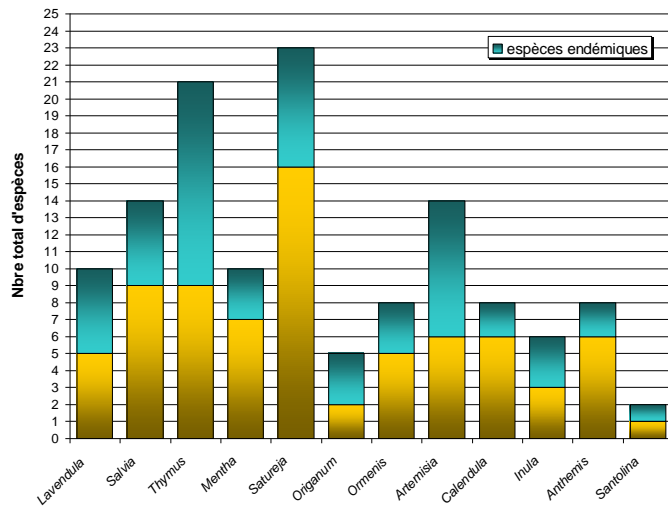


Figure 1. Rate of endemism of some MAP species in Morocco

This endemism places Morocco among the exclusive suppliers of certain products, such as blue chamomile, Thyme of Targuist (*Origanum elongatum*), Moroccan sweet Thyme (*T. satureoides*), Wild Chamomile (*Ormenis mixta*). Like the argan tree, some species may even be designated to the geographical origin to ensure exclusivity and increase the economic value of the product.

#### Operating Pressure

Most species are under pressure of over harvesting, placing the majority of them as threatened species. Table 3 below presents a few cases, their level of threats and causes, including over harvesting and unsustainable wildcrafting techniques.

Table 3. Degree of threat of some species and the significant causes involved

Species	Level of threat	Factors involved
<i>Origanum compactum</i>	Very high	Over harvesting, unsustainable harvesting, drought
<i>Origanum elongatum</i>	Fairly high	Over harvesting and habitat destruction
<i>Thymus broussonetii</i>	High	Over harvesting, unsustainable harvesting, drought

<i>Thymus satureoides</i>	Medium to high	Over harvesting, unsustainable harvesting, habitat destruction
<i>Corigiola telephiifolia</i>	High	Unsustainable harvesting, demand
<i>Anacyclus pyrethrum</i>	High	Unsustainable harvesting, demand
<i>Ormenis mixta</i>	Medium to high	Overexploitation and intensive agriculture
<i>Tanacetum annum</i>	Medium to high	Overexploitation and intensive agriculture
<i>Rosmarinus officinalis</i>	Medium to high	Strong demand, over harvesting, drought

A species that has difficulty of vegetative regeneration and is highly sensitive to over harvesting is **oregano**, which has been severely depleted due to uncontrolled ripping off the entire plant when seeking only the leaves. The plant is so rare it can only be seen in inaccessible places. To preserve this species it will be necessary to apply strict wildcrafting standards. Sustainable gathering can only be achieved by further action such as cultivation. This type of solution is even more justifiable for *Origanum elongatum*, which is subject to frequent conflicts between beekeepers, who seek this particular strain to produce quality honey, and wildcrafters/collectors who sell it in the form of dried herb or for the essential oil market.

At present, the economic potential of oregano is far from being realized. For example, *O. compactum* is a species with highly aromatized chemotypes due to its high carvacrol content. *O. compactum* is one of the few oregans with Thymol, which is used by both the medicinal and aromatic sectors. Marketed under a real label of quality, these two species could reach an important market. This illustrates just one example where, if sustainably exploited and effectively marketed, biodiversity considerations could generate significant revenues.

**Thyme** is generally much a more rustic and hearty plant, but some over harvested species are suffering. *Thymus broussonettii*, for example, which is popular among Moroccans, has virtually disappeared from some parts of Morocco and is quickly disappearing in others. Given its relatively short size and the fact that it grows in sandy soils, its collection often means uprooting. Cultivating Thyme does not pose a problem to the plant; its reintroduction in some areas must be considered. Its cultivation does not pose a problem and its reintroduction in certain areas should be considered.

However, the most exploited Thyme for which Morocco remains the sole supplier is *Thymus satureoides*. This Thyme mainly grows in the High Atlas and is the source of major revenues. Despite its importance, wildcrafting and collecting it follow no norms or standards. Wildcrafting and cutting begin even before the plant flowers, and generally on clumps that are growing older and older, and shrinking by the pace of successive cuts. The survival of this species, from which locals derive part of their annual income, depends on instating a rigorous system of sustainability that would include rehabilitation of entire mountains through reforestation.

If *T. broussonettii* remains unknown in the international market, it is highly sought after in the local market, which explains its virtual disappearance from regions of Morocco due to over-harvesting. If it is



to be saved it will have to be through cultivation in its particular natural environment. The local market may be an excellent outlet for Thyme cannot be neglected.

In contrast, *Thymus satureoides*, which constitutes the bulk of exported Thyme, is wrongly treated as the common Thyme. *Thymus vulgaris*, widely cultivated in Europe is a Thyme Thymol, while *Thymus satureoides* is essentially a Moroccan Thyme borneol with a unique chemotype. Capitalizing on this feature has the potential to significantly increase its value. This characteristic must be the focus of the entire value chain while applying standards to *T. satureoides* will contribute more to raise its value in the international market.

**Rosemary** is unquestionably the most popular species, given the extent of its geographical area and the international demand for its products (herb and essential oil). Standards for its sustainable use already exist which are adequate and only need to be diffused on a large scale. The problem of risk exists at the level of its regeneration capacity, which is seriously diminished because of drought, overgrazing, and over-harvesting; all three have contributed to reducing the Rosemary population. Reforestation, which has been successfully experimented, must be repeated and adopted, accompanied with rules for responsible wildcrafting.

If a FairWild certification is to be considered in the project, Rosemary would be the preferable choice of application. However, an economic, sociological and ecological feasibility study must be conducted beforehand.

**Chamomile Blue (*Tanacetum annuum*) and wild chamomile (*Ormenis mixta*)** usually grows in agricultural regions and is collected for distillation at flowering time. With the growing demand for essential oils from these two species, pressure on the resource stock begins to threaten its regeneration. Moreover, as both grow like weeds in agricultural zone also means it is more exposed to herbicides and mechanical weeding. In this context and with this species, only cultivation of the plant will assure its sustainability and be able to meet growing market demands. Cultivation is relatively easy; what remains a challenge is selecting the right seed genotype to sow.

**Pyrethrum Africa (*Anacyclus pyrethrum*)** is a species that is undergoing the greatest pressure given its high price. Wildcrafters can expect between 300 to 400 Dh / kg. The roots are sought after and is thus uprooted before it seeds can germinate. However, given the opportunity and as an asteraceae, *A. pyrethrum* has a great potential for multiplication and dissemination. It is its saving grace for the moment. But ability will not last long, as pyrethrum that used to grow in mountain regions of Morocco and now only found in one, in Timahdit. Moreover, its habitat has been completely disrupted by overgrazing which disturbs its botanical composition. Sustainable use entails the assuring the plant to pass through undisturbed during its dormant stage for which the duration still needs to be established as well as the modes of best collection practices.

***Corrigiola telephiifolia* (Serghini)** is a species widely used both locally and for export. As with pyrethrum, the roots are the valuable part of the plant and therefore face the same threats. We propose adopting the same methods for its sustainable use, knowing that this species is more amenable to cultivation cosmopolitan than pyrethrum.

### 1.3 Site selection

The species mentioned above have a well defined range as shown in Figure 2 below:

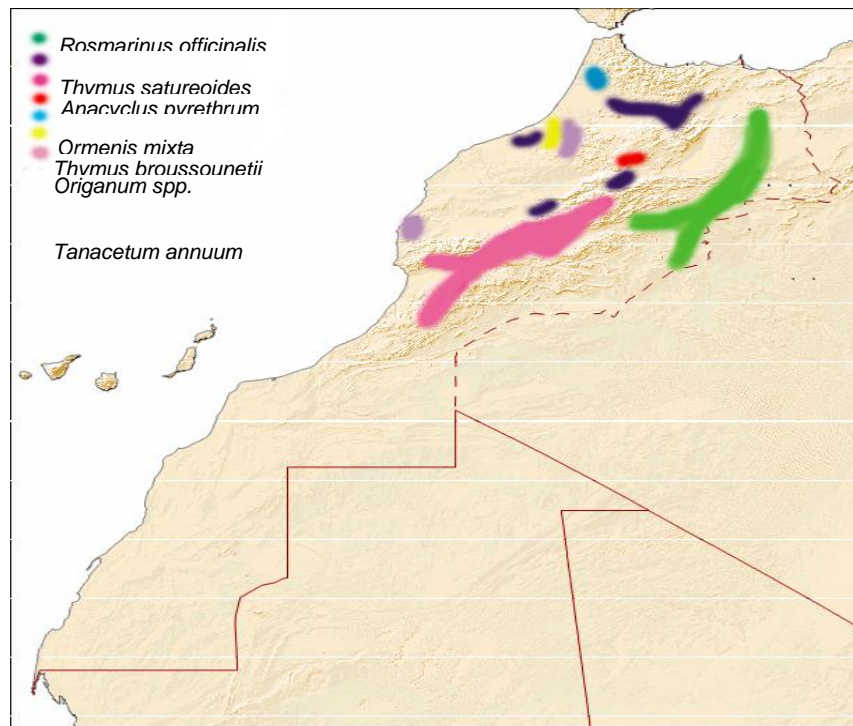


Figure 2. Major areas of distribution of selected species of medicinal and aromatic

By adopting an eco-systemic approach, we can classify regions according to dominant species in three priority ecosystems by order of importance for the project:

- The Rif and pré-rif (*Origanum sp.* And *Tanacetum annuum*)
- The High and Middle Atlas (*satureoides Thymus*, *Rosmarinus officinalis*, *Anacyclus pyrethrum*)
- Coastal strip (*Ormenis mixta*, *Thymus broussonetii*, *Corrigiola telephiifolia*)

The **Rif and Pre-Rif** areas are remarkably rich in biodiversity. The relatively mild weather conditions (high rainfall) and presence of dense forests allow a habitat for a wide range of original flora. However, deforestation coupled with land clearing for cannabis cultivation has begun to strip the soil and exposes it to strong erosion. MAP biodiversity in this region is very rich since the local populous are uninterested. They are more concerned with tree crops, goat farming and the cultivation of cannabis. Yet, as an alternative, sustainable use of MAP offers several advantages, both to raise incomes and protect this unique ecological niche for the residents. The potentially interesting species in the region are, *Origanum compactum*, *O. elongatum*, *O. grosii*, *Myrtus Commins*, *Mentha plugium*, *Cistus ladaniferus*, *Tabnacetum annuum*, *Inula graveolens*, *Calamintha ascendens*, *Centaurium spicatum* *Corigiola telephiifolia*, *Hypericum perforatum*, *Laurus nobilis*, etc.. This region can be subdivided into four regions: The Western Rif (Province Larach), the Central Rif (Chefchaouen Province), The Rif Oriental (Province of Al Houceima) and the Pre-Rif (Province Taounate).

This region holds two large national parks: Talsmtane National Park and Al Houceima National Park.

**The High and Middle Atlas** is also an important reservoir of biodiversity, particularly in MAP. The use of MAP is more known and sometimes very destructive, endangering several flagship species of this

ecosystem. Livestock has contributed to the degradation of vegetation transforming some parts into true deserts. where only species indicators of degradation can be sustained (Euphorbiaceae). To focus on this area is justified by the presence of some important species such as *Thymus satureoides*, *T. ciliatus*, *T. zygis*, *Anacyclus pyrethrum*, *Rosmarinus officinalis*, *Origanum compactum*, *O. elongatum*, *Artemisia Inculata*, *Laurus azorica*, *Ziziphora hispanica*, *Satureja sp. Corigiola telephiifolia*, *salvia*, etc.. This region can be subdivided into four sub-regions: Western High Atlas (Marrakech Province-Tahanaout), the Central High Atlas (Province of Beni Mellal-Azilal) the eastern High Atlas (Province Midelt and Errachidia) and the Middle Atlas (Provinces Khenifra, Taza and Boulemane).

In this region there are the National Parks of Ifrane in Tazekka, Upper East and Atlas Toubkal.

**The coastline** covers the area from Agadir to Kenitra. This region supports a wealth of medicinal and aromatic species. Here the problem of urban spraw and intensive agriculture have damaged much of its biodiversity. In the Essaouira region, characterized by a *Argania spinosa* ecosystem, many of the species are either endangered if not completely disappeared. This applies, for example to one of the most endemic of Morocco's Thyme, *Thymus broussonettii* which is in sight of disappearing completely if no concrete steps are taken to safeguard it. The same fate awaits it in the Rabat region (Maamora and Forest Hills Tifelt). The endemic *Ormenis mixta* is bountiful in the Rabat-Kenitra region but not for long. The practice of cutting while flowering greatly compromises its survival. This region can be subdivided into two: the region of Essaouira (Essaouira Province) and the Rabat region (Province of Kenitra and Khemisset)

### **1.3 Scan of international status of selected Moroccan MAP species for the determination of market access potential for project prioritization:**

The following are information provided by Joseph A. Brinckmann of UN

1. ***Artemisia inculata* Delile; syn: *A. herba-alba* Asso. (Asteraceae)**
2. ***Artemisia mesatlantica* Maire (Asteraceae)**
3. ***Origanum compactum* Benth (Lamiaceae)**
4. ***Origanum elongatum* Emberger et Maire (Lamiaceae)**
5. ***Rosmarinus officinalis* L. (Lamiaceae)**
6. ***Thymus capitatus* Hoffm. et Link (Lamiaceae)**
7. ***Thymus satureioides* Coss. (Lamiaceae)**
8. ***Thymus zygis* L. (Lamiaceae)**

1. ***Artemisia inculta* Delile; syn: *A. herba-alba* Asso. (Asteraceae)**

**Chemical Abstracts Service (CAS) Registry Number:** Artemisia herba-alba Oil (from herb, leaf or whole plant): 84775-75-7

**Compendial Status:** No known quality standards monographs or therapeutic monographs.

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:** Artemisia herba-alba Oil (from herb, leaf or whole plant): 283-905-5

**Harmonized System (HS) Tariff Code:** No specific 8- or 10-digit HS Code assigned.

**International Numbering System of the Codex Alimentarius (INS) Number:** No known INS number assigned.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

**AUSTRALIA**

**Cosmetic use:** No information.

**Food use:** No information.

**Medicinal use:** *Artemisia herba-alba* a substance that may be used as an active ingredient in 'Listed' medicines and well as in 'Prescription' medicines for supply in Australia and for export. The Australian Approved Name (AAN) is North African Artemisia.

- **Quality:** For active ingredients of medicines in Australia, the quality standards of the British Pharmacopoeia (BP) is the minimum standard that must be applied in its entirety. The European Pharmacopoeia (PhEur) and United States Pharmacopoeia (USP), respectively, have also been adopted as additional default standards under the Therapeutic Goods Act.
- **Products:** No listed products that contain *Artemisia herba-alba* as an active ingredient are present in the Australian Register of Therapeutic Goods (ARTG) presently

**CANADA**

**Cosmetic use:** Not a substance known to be used in cosmetic or personal care products.

**Food use:** No known use.

**Medicinal use:** None. No compendial monograph. No licensed Natural Health Products (NHPs) contain this species.

**EUROPEAN UNION**

**Cosmetic use:** *The herb essential oil is used for perfuming. Essential oil obtained from the leaf or from the whole plant is used for masking.*

**Food use:** *This species is listed in the European Food Safety Authority (EFSA) "Compendium of botanicals that have been reported to contain toxic, addictive, psychotropic or other substances of concern." The leaf, capitula and essential oil are natural sources of flavourings; Active principles constituents of chemical concern) contained in natural sources of flavourings. See: [http://www.efsa.europa.eu/cs/BlobServer/External\\_Rep/esco\\_compendium\\_en,0.pdf?ssbinary=true](http://www.efsa.europa.eu/cs/BlobServer/External_Rep/esco_compendium_en,0.pdf?ssbinary=true)*

**Medicinal use:** *None. No EMEA monograph. No PhEur monograph. No known licensed or registered herbal medicinal products contain this species as an active ingredient.*

**UNITED STATES OF AMERICA**

**Cosmetic use:** No known use.

**Dietary supplement use:** None. This species is not listed in the Herbs of Commerce, 2<sup>nd</sup> edition which indicates that it is not known to be used in herbal dietary supplement products. Its use in dietary supplement products would likely require a New Dietary Ingredient (NDI) submission with approval by Food and Drug Administration (FDA).

**Food use:** None. Not listed as Generally Recognized as Safe (GRAS) for use in foods. Listed in FDA's Poisonous Plant Database.

**Medicinal use:** None. Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

## 2. *Artemisia mesatlantica* Maire (Asteraceae)

**Chemical Abstracts Service (CAS) Registry Number:** No known CAS registry number.

**Compendial Status:** No known quality standards monographs or therapeutic monographs.

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:** None.

**Harmonized System (HS) Tariff Code:** No specific 8- or 10- digit HS Code assigned.

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

### AUSTRALIA

**Cosmetic use:** No information.

**Food use:** No information.

**Medicinal use:** *Artemisia mesatlantica* is not presently a “listable active” ingredient for use in Listed or Prescription medicines in Australia, nor are there any products containing it occurring in the Australian Register of Therapeutic Goods (ARTG).

### CANADA

**Cosmetic use:** Not a substance known to be used in cosmetic or personal care products.

**Food use:** No known use.

**Medicinal use:** None. No compendial monograph. No licensed Natural Health Products (NHPs) contain this species.

### EUROPEAN UNION

**Cosmetic use:** Not listed in the European Commission’s *Cosmetic Ingredients and Substances (CosIng)* database. Therefore not likely in use.

**Food use:** No known food use.

**Medicinal use:** None. No EMEA monograph. No PhEur monograph. No known licensed or registered herbal medicinal products contain this species as an active ingredient.

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### UNITED STATES OF AMERICA

**Cosmetic use:** No known use.

**Dietary supplement use:** None. This species is not listed in the Herbs of Commerce, 2<sup>nd</sup> edition which indicates that it is not known to be used in herbal dietary supplement products. Its use in dietary supplement products would likely require a New Dietary Ingredient (NDI) submission with approval by Food and Drug Administration (FDA).

**Food use:** None. Not listed as Generally Recognized as Safe (GRAS) for use in foods. Its use in foods could require the submission of a GRAS petition to the FDA.

**Medicinal use:** None. Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

3. ***Origanum compactum* Benth (Lamiaceae)**

**Chemical Abstracts Service (CAS) Registry Number:** No known CAS registry number.

**Compendial Status:** No known quality standards monographs or therapeutic monographs.

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:** None.

**Harmonized System (HS) Tariff Code:** No specific 8- or 10- digit HS Code assigned.

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

**AUSTRALIA**

**Cosmetic use:** No information.

**Food use:** No information.

**Medicinal use:** *Origanum compactum* is not presently a “listable active” ingredient for use in Listed or Prescription medicines in Australia, nor are there any products containing it occurring in the Australian Register of Therapeutic Goods (ARTG).

**CANADA**

**Cosmetic use:** Not a substance known to be used in cosmetic or personal care products.

**Food use:** No known use.

**Medicinal use:** None. No compendial monograph. No licensed Natural Health Products (NHPs) contain this species.

**EUROPEAN UNION**

**Cosmetic use:** Not listed in the European Commission’s *Cosmetic Ingredients and Substances (CosIng)* database. *Not likely in use.*

**Food use:** *No known use.*

**Medicinal use:** *None. No EMEA monograph. No PhEur monograph. No known licensed or registered herbal medicinal products contain this species as an active ingredient.*

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**UNITED STATES OF AMERICA**

**Cosmetic use:** No known use.

**Dietary supplement use:** None. This species is not listed in the *Herbs of Commerce*, 2<sup>nd</sup> edition which indicates that it is not known to be used in herbal dietary supplement products. Its use in dietary supplement products would likely require a New Dietary Ingredient (NDI) submission with approval by Food and Drug Administration (FDA).

**Food use:** None. Not listed as Generally Recognized as Safe (GRAS) for use in foods. Listed in FDA’s Poisonous Plant Database.

**Medicinal use:** None. Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

#### 4. *Origanum elongatum* Emberger et Maire (Lamiaceae)

**Chemical Abstracts Service (CAS) Registry Number:** No known CAS registry number.

**Compendial Status:** No known quality standards monographs or therapeutic monographs.

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:** None.

**Harmonized System (HS) Tariff Code:** No specific 8- or 10- digit HS Code assigned.

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

##### AUSTRALIA

**Cosmetic use:** No information.

**Food use:** No information.

**Medicinal use:** *Origanum elongatum* is **not** a “listable active” ingredient for use in Listed or Prescription medicines in Australia, nor are there any products containing it occurring in the Australian Register of Therapeutic Goods (ARTG).

##### CANADA

**Cosmetic use:** Not a substance known to be used in cosmetic or personal care products.

**Food use:** No known use.

**Medicinal use:** None. No compendial monograph. No licensed Natural Health Products (NHPs) contain this species.

##### EUROPEAN UNION

**Cosmetic use:** Not listed in the European Commission’s *Cosmetic Ingredients and Substances (CosIng)* database. *Not likely in use.*

**Food use:** *No known use.*

**Medicinal use:** *None. No EMEA monograph. No PhEur monograph. No known licensed or registered herbal medicinal products contain this species as an active ingredient.*

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##### UNITED STATES OF AMERICA

**Cosmetic use:** No known use.

**Dietary supplement use:** None. This species is not listed in the *Herbs of Commerce*, 2<sup>nd</sup> edition which indicates that it is not known to be used in herbal dietary supplement products. Its use in dietary supplement products would likely require a New Dietary Ingredient (NDI) submission with approval by Food and Drug Administration (FDA).

**Food use:** None. Not listed as Generally Recognized as Safe (GRAS) for use in foods. Its use in foods could require the submission of a GRAS petition to the FDA.

**Medicinal use:** None. Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).



5. ***Rosmarinus officinalis* L. (Lamiaceae)**

**Chemical Abstracts Service (CAS) Registry Number**

- Rosemary Leaf: 977002-36-0
- Rosemary Leaf and flowering tops Essential Oil: 8000-25-7
- Rosemary Flower Extract; Rosemary Leaf Extract; Extract of Rosemary Leaf, Flower and Stem; Rosemary Leaf Water; Rosemary Stem Essential Oil; Rosemary Stem Extract; Rosemary Wax obtained from the Flowers; Rosemary Whole Plant Extract: 84604-14-8
- Rosemary Extracted Oleoresin: 977029-68-7

**Compendial Status**

- Rosemary Leaf (or extracts or juices of the leaf):
  - Quality Standards:
    - For food use: International Organisation for Standardization (ISO) Specification 11164:1995
    - For medicinal use: European Pharmacopoeia monograph (PhEur 6.0 Rosmarini folium -1/2008:1560)
  - Therapeutic Standards:
    - European Medicines Agency (EMA) Community Herbal Monograph: [http://www.emea.europa.eu/pdfs/human/hmpc/rosmarini\\_folium/1363309en.pdf](http://www.emea.europa.eu/pdfs/human/hmpc/rosmarini_folium/1363309en.pdf)
    - Health Canada Natural Health Products Directorate (NHPD) Compendium of Monographs: [http://www.hc-sc.gc.ca/dhp-mps/prodnatur/applications/licen-prod/monograph/mono\\_Rosemary-romarin-eng.php](http://www.hc-sc.gc.ca/dhp-mps/prodnatur/applications/licen-prod/monograph/mono_Rosemary-romarin-eng.php)
- Rosemary Oil:
  - Quality Standards:
    - Food Flavor: Food Chemical Codex Specification (FCC 6 Rosemary Oil); International Organisation for Standardization (ISO) Specification 1342:2000
    - Medicine: European Pharmacopoeia monograph (PhEur 6.0 Rosmarini aetheroleum 01/2008:1846)
  - Therapeutic Standards:
    - European Medicines Agency (EMA) Community Herbal Monograph: [http://www.emea.europa.eu/pdfs/human/hmpc/rosmarini\\_aetheroleum/23545309en.pdf](http://www.emea.europa.eu/pdfs/human/hmpc/rosmarini_aetheroleum/23545309en.pdf)
- Rosemary Spice Oleoresin:
  - Quality Standards:

- Food Chemical Codex Specification (FCC 6 Spice Oleoresins: Oleoresin Rosemary)

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:**

- Rosemary Flower Extract; Rosemary Leaf; Rosemary Leaf Extract; Rosemary Leaf and Flowering Tops Essential Oil; Rosemary Leaf Water; Rosemary Stem Extract; Rosemary Wax obtained from the Flowers: 283-291-9

**Harmonized System (HS) Tariff Code**

- Rosemary Leaf Extract: No specific 10-digit code and would be exported under a general 6-digit code of 1302.19
- Rosemary Leaf: No specific 10-digit code and would be exported under a general 6-digit code of 1211.90
- Rosemary Essential Oil: 3301.29.5137
- Rosemary Extracted Oleoresin: 3301.90.1050

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

**AUSTRALIA**

**Cosmetic use:** Essential oil, extracts and oleoresins are cosmetic ingredients.

**Food use:** Dried leaf, essential oil, extracts and oleoresins are food ingredients.

**Medicinal use:** The essential oil obtained from the flowering tops of *Rosmarinus officinalis* can be used as an Active ingredient of Australian Listed Medicines, Over-The-Counter Medicines, and of Medicines that are manufactured solely for export. It can also be used as an Excipient ingredient for Medical Devices, Listed Medicines, Over-The-Counter Medicines, and of Medicines manufactured for export only. The Australian Approved Name (AAN) is Rosemary Oil.

- **Quality:** For active ingredients of medicines in Australia, the quality standards of the British Pharmacopoeia (BP) is the minimum standard that must be applied in its entirety. The European Pharmacopoeia (PhEur) and United States Pharmacopoeia (USP), respectively, have also been adopted as additional default standards under the Therapeutic Goods Act.
- **Products:** There are nearly 20 medicinal products that contain Rosemary Oil as an active ingredient listed in the Australian Register of Therapeutic Goods (ARTG).

**CANADA**

**Cosmetic use:** Essential oil, extracts and oleoresins are cosmetic ingredients.

**Food use:** Dried leaf, essential oil, extracts and oleoresins are food ingredients.

**Medicinal Use:** Rosemary leaf and its extracted forms are Natural Health Product (NHP) active ingredients requiring pre-marketing authorization and product license for over-the-counter (OTC) human use.

- **Quality:** Pharmacopoeial standards currently accepted by the Natural Health Products Directorate (NHPD) are the British Pharmacopoeia (BP), European Pharmacopoeia (PhEur) and United States Pharmacopoeia (USP). The active ingredient (Rosemary leaf or Rosemary oil) should comply with the specifications outlined in the monographs published in the European Pharmacopoeia.

- **Products:** There are presently over 150 licensed NHPs that contain Rosemary in some form (dried leaf, extract, essential oil).

### **EUROPEAN UNION**

**Cosmetic use:** *The essential oil is used for perfuming function. Extract of the leaf is used for antimicrobial, refreshing and tonic functions. Extract of the flower is used for antioxidant, deodorant, perfuming and skin conditioning functions. Wax obtained from the flower is used for masking. Rosemary Leaf Water (aqueous solution of the steam distillate obtained from the leaves of the Rosemary) is used for masking function.*

**Food use:** *The leaves, flowering tops and essential oil are natural sources of food ingredients. This species is also listed in the European Food Safety Authority (EFSA) “Compendium of botanicals that have been reported to contain toxic, addictive, psychotropic or other substances of concern.” Active principles constituents of chemical concern) contained in natural sources of flavourings:*

[http://www.efsa.europa.eu/cs/BlobServer/External\\_Rep/esco\\_compendium\\_en,0.pdf?ssbinary=true](http://www.efsa.europa.eu/cs/BlobServer/External_Rep/esco_compendium_en,0.pdf?ssbinary=true)

**Medicinal use:** *The dried leaf, extracts of the dried leaf, juice of the fresh leaf and the essential oil are regulated as active ingredients of Traditional Herbal Medicinal Products (THMP) requiring pre-marketing authorization and product registration. THMPs must be composed of European Pharmacopoeia (PhEur) quality active ingredients. Quality standards monographs for both the dried leaf and the essential oil are official in the European Pharmacopoeia, 6<sup>th</sup> edition 2009.*

### **UNITED STATES OF AMERICA**

**Cosmetic use:** Essential oil, extracts and oleoresins are cosmetic ingredients.

**Dietary supplement use:** This species is listed in the Herbs of Commerce, 2<sup>nd</sup> edition which indicates that it is permitted for use in herbal dietary supplement products. Rosemary leaf ingredients are widely used in dietary supplement products.

**Food use:** The dried leaf, leaf extracts, essential oil and oleoresin are Generally Recognized as Safe (GRAS) for use as food flavor ingredients.

**Medicinal use:** Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

6. ***Thymus capitatus* Hoffm. Et Link (Lamiaceae)**

**Chemical Abstracts Service (CAS) Registry Number**

- Origanum Oil, Spanish Type: 008007-11-2
- Thymus Capitatus Herb Extract: 90131-59-2
- Thymus Capitatus Herb Oil: 90131-59-2

**Compendial Status**

- Origanum Oil, Spanish Type:
  - Quality Standards:
    - Food: Food Chemical Codex (FCC) Specification; International Organisation for Standardisation (ISO) Specification 14717:2008
    - Medicine: No known monographs
  - Therapeutic Standards: None known

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:**

- Thymus Capitatus Herb Extract: 290-371-7
- Thymus Capitatus Herb Oil: 290-371-7

**Harmonized System (HS) Tariff Code:** No specific 8- or 10-digit HS Code assigned.

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

**AUSTRALIA**

**Cosmetic use:** No information.

**Food use:** Essential oil may be used as a food flavouring ingredient.

**Medicinal use:** *Thymus capitatus* a substance that may be used as an active ingredient in 'Listed' medicines and well as in 'Prescription' medicines for supply in Australia and for export. The Australian Approved Name (AAN) is Conehead Thyme.

- **Quality:** For active ingredients of medicines in Australia, the quality standards of the British Pharmacopoeia (BP) is the minimum standard that must be applied in its entirety. The European Pharmacopoeia (PhEur) and United States Pharmacopeia (USP), respectively, have also been adopted as additional default standards under the Therapeutic Goods Act.
- **Products:** No listed products that contain *Thymus capitatus* as an active ingredient are present in the Australian Register of Therapeutic Goods (ARTG).

**CANADA**

**Cosmetic use:** No information.

**Food use:** Essential oil may be used as a food flavouring ingredient.

**Medicinal use:** None. No compendial monograph. No licensed Natural Health Products (NHPs) contain this species.

**EUROPEAN UNION**

**Cosmetic use:** *Thymus Capitatus Herb Extract and Thymus Capitatus Essential Oil are used for perfuming function.*

**Food use:** *Food Flavouring substance.*

**Medicinal use:** *None known. No EMEA monograph. No PhEur monograph. No known licensed or registered herbal medicinal product contain this species as an active ingredient.*

**UNITED STATES OF AMERICA**

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**Cosmetic use:** No known use.

**Dietary supplement use:** None. This species is not listed in the Herbs of Commerce, 2<sup>nd</sup> edition which indicates that it is not known to be used in herbal dietary supplement products. Its use in dietary supplement products could require a New Dietary Ingredient (NDI) submission with approval by Food and Drug Administration (FDA).

**Food use:** The essential oil is used as a flavouring agent. Extracts and oils are Generally Recognized as Safe (GRAS) for use in foods.

**Medicinal use:** None. Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

7. ***Thymus satureioides* Coss. (Lamiaceae)**

**Chemical Abstracts Service (CAS) Registry Number:** No known CAS registry number.

**Compendial Status:** No known quality standards monographs or therapeutic monographs.

**European Inventory of Existing Commercial chemical Substances (EINECS) Number:** None.

**Harmonized System (HS) Tariff Code:** No specific 8- or 10- digit HS Code assigned.

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

**Market Access Status in Selected Countries (Australia, Canada, EU, USA):**

**AUSTRALIA**

**Cosmetic use:** No information.

**Food use:** No information.

**Medicinal use:** *Thymus satureioides* is not presently a “listable active” ingredient for use in Listed or Prescription medicines in Australia, nor are there any products containing it occurring in the Australian Register of Therapeutic Goods (ARTG).

**CANADA**

**Cosmetic use:** Not a substance known to be used in cosmetic or personal care products.

**Food use:** No known use.

**Medicinal use:** None. No compendial monograph. No licensed Natural Health Products (NHPs) contain this species.

**EUROPEAN UNION**

**Cosmetic use:** Not listed in the European Commission’s *Cosmetic Ingredients and Substances (CosIng)* database. *Not likely in use.*

**Food use:** *Appears on the European Herbal Infusions Association (EHIA) list of herbals considered as food.*

**Medicinal use:** *None. No EMEA monograph. No PhEur monograph. No known licensed or registered herbal medicinal products contain this species as an active ingredient.*

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**UNITED STATES OF AMERICA**

**Cosmetic use:** No known use.

**Dietary supplement use:** None. This species is not listed in the *Herbs of Commerce*, 2<sup>nd</sup> edition which indicates that it is not known to be used in herbal dietary supplement products. Its use in dietary supplement products would likely require a New Dietary Ingredient (NDI) submission with approval by Food and Drug Administration (FDA).

**Food use:** None. Not listed as Generally Recognized as Safe (GRAS) for use in foods. Its use in foods could require the submission of a GRAS petition to the FDA.

**Medicinal use:** None. Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

## 8. *Thymus zygis* L. (Lamiaceae)

### Chemical Abstracts Service (CAS) Registry Number

- Thyme Herb: Not known
- Thyme Extract: 084929-51-1
- Thymus Zygis Essential Oil: 85085-75-2
- Thymus Zygis Flower Essential Oil: 85085-75-2
- Thymus Zygis Herb Extract: 85085-75-2
- Thyme Oil: 008007-46-3

### Compendial Status

- Thyme Extract: No known monographs.
- Thyme Herb:
  - Quality Standards:
    - For food use:
    - For medicinal use: European Pharmacopoeia (PhEur 6.0 Thymi herba 01/2008:0865)
  - Therapeutic Standards:
    - European Medicines Agency (EMA) Community Herbal Monograph: [http://www.emea.europa.eu/pdfs/human/hmpc/Thymi\\_herba/23411306enfin.pdf](http://www.emea.europa.eu/pdfs/human/hmpc/Thymi_herba/23411306enfin.pdf)
- Thyme Oil:
  - Quality Standards:
    - For food: Food Chemicals Codex (FCC 6 Thyme Oil); International Organisation for Standardization (ISO) Specification 14715:1999
    - For medicine: European Pharmacopoeia (PhEur 6.0 Thymi aetheroleum 01/2008:1374)
  - Therapeutic Standards:
    - European Medicines Agency (EMA) Community Herbal Monograph: [http://www.emea.europa.eu/pdfs/human/hmpc/Thymi\\_aetheroleum/13190109en.pdf](http://www.emea.europa.eu/pdfs/human/hmpc/Thymi_aetheroleum/13190109en.pdf)
- Thyme Spice Oleoresin:
  - Quality Standards:
    - For food: Food Chemicals Codex (FCC 6 Oleoresin Thyme)

### European Inventory of Existing Commercial chemical Substances (EINECS) Number

- Thymus Zygis Flower Essential Oil: 285-397-0
- Thymus Zygis Herb Extract: 285-397-0
- Thymus Zygis Herb Oil: 285-397-0

### Harmonized System (HS) Tariff Code

- Thyme herb: HS 0910.99.0600
- Thyme oil:
- Thyme oleoresin:

**International Numbering System of the Codex Alimentarius (INS) Number:** None known.

### Market Access Status in Selected Countries (Australia, Canada, EU, USA):

#### AUSTRALIA

**Cosmetic use:** No information.

**Food use:** Flavouring agent.

**Medicinal use:** *Thymus zygis* a substance that may be used as an active ingredient in 'Listed' medicines and well as in 'Prescription' medicines for supply in Australia and for export. The Australian Approved Name (AAN) is Sauce Thyme.

- **Quality:** For active ingredients of medicines in Australia, the quality standards of the British Pharmacopoeia (BP) is the minimum standard that must be applied in its entirety. The European Pharmacopoeia (PhEur) and United States Pharmacopeia (USP), respectively, have also been adopted as additional default standards under the Therapeutic Goods Act.
- **Products:** No listed products that contain *Thymus zygis* as an active ingredient are present in the Australian Register of Therapeutic Goods (ARTG).

#### CANADA

**Cosmetic use:** Not a substance known to be used in cosmetic or personal care products.

**Food use:** Flavouring agent.

**Medicinal Use:** *Thymus zygis* herb and its extracted forms may be Natural Health Product (NHP) active ingredients requiring pre-marketing authorization and product license for over-the-counter (OTC) human use.

- **Quality:** Pharmacopoeial standards currently accepted by the Natural Health Products Directorate (NHPD) are the British Pharmacopoeia (BP), European Pharmacopoeia (PhEur) and United States Pharmacopeia (USP). The active ingredient (Rosemary leaf or Rosemary oil) should comply with the specifications outlined in the monographs published in the European Pharmacopoeia.
- **Products:** There are presently no licensed NHPs that contain *Thymus zygis*.

#### EUROPEAN UNION

**Cosmetic use:** *The essential oil is used for masking function. Thymus Zygis Herb Extract and Thymus Zygis Essential Oil are used for perfuming function.*

**Food use:** *Natural food flavouring substance. This species is listed in the European Food Safety Authority (EFSA) "Compendium of botanicals that have been reported to contain toxic, addictive, psychotropic or other substances of concern." The herb (aerial parts) and essential oil are natural sources of flavourings; Active principles constituents of chemical concern) contained in natural sources of flavourings.* See: [http://www.efsa.europa.eu/cs/BlobServer/External\\_Rep/esco\\_compendium\\_en,0.pdf?ssbinary=true](http://www.efsa.europa.eu/cs/BlobServer/External_Rep/esco_compendium_en,0.pdf?ssbinary=true)

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**Medicinal use:** The dried herb, herbal teas and other extracts of the dried herb, and its essential oil are regulated as active ingredients of Traditional Herbal Medicinal Products (THMP) requiring pre-marketing authorization and product registration. THMPs must be composed of European Pharmacopoeia (PhEur) quality active ingredients. Quality standards monographs for both the dried herb and the essential oil are official in the European Pharmacopoeia, 6<sup>th</sup> edition 2009.

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#### **UNITED STATES OF AMERICA**

**Cosmetic use:** Not known.

**Dietary supplement use:** This species is listed in the Herbs of Commerce, 2<sup>nd</sup> edition which indicates that it is permitted for use in herbal dietary supplement products.

**Food use:** The essential oil is Generally Recognized as Safe (GRAS) for use in foods as a flavor.

**Medicinal use:** Not listed as a Generally Recognized as Safe and Effective (GRASE) active ingredient for use in human over-the-counter (OTC) or prescription drug products. Its use in drug products would require a New Drug Application (NDA) process and approval by Food and Drug Administration (FDA).

### **1.4 Plants of the South of Morocco and Oasis**

#### **Case of the Sahara and sub-Saharan**

MAPs play a key role in the lifestyle of local sedentary and nomadic population in the Saharan parts of Morocco, both in the present and past. Isolated from the modern world and its medicine, MAPs are an integral part of their traditional medicine. They are useful to treat health problems related to the harsh environment (snake and scorpion bites, sunstroke and dehydration and various body diseases). They provide a multiple of usage for the household and for cosmetics. In addition, they are used effectively in the care of camels.

The Sahara has several species used for medicinal purpose, for which have been studied in comparison to their importance. As the flora in other parts of Morocco, these species are characterized by a high rate of endemism, which gives them certain originality. Among the dominant species described by some authors include: *Ammaducus leucotricha* (cumin hairy (Sufi)), *Calotrpis procera* (pomme de Sodom), *Leptadenia pyrotechnica*, *Brocchia cinerea* (Sahara chamomile), *Matricaria pubescens*, *Heliotopium bacciferum*, *Capparis sp.* ( capers), *Cleome arabica* (Lmkhinza Sahara), *Maerua crassifolia*, *Salsola sp.*, *Euphorbia sp.*, *Aristida sp.*, *Reseda sp.*, *Hyoscyamus muticus* (desert henbane), *zygophylulum*, etc..

Some shrubs also have multi-purpose usage such as : *Accacia gummifera*, *A. radiana*, *A. ehrenbergiana*.

Most of these MAP species are traded informally or sold locally at Southern herbal wholesale markets such as Marrakech and Agadir. Within project context, integrating this biodiversity on the level of value chains should be based on capitalizing the important local expertise that exist for widely-used species of the area. If sustainably exploited, processed and packaged along para-medical norms, they could be sold on the local (Sahara) as well as national markets

## **ANNEX 2 Concerns, obstacles and aspiration of the local cooperatives and associations engaged in MAP wildcrafting activities**

### **Data collected from a sample of professional organizations**

#### **1. Structure and legal status**

Most of the contacted professional organizations (POs) were young having been created in the past 8 or 9 years. They are either cooperatives with generally low membership or associations with much higher numbers. The makeup of the POs is mixed but there is a predominance of women among member. The work is done by the members themselves but on rare occasions they employ casual labor, most often in the collection.

#### **2. Land use**

Wildcrafted land is mostly under the control of the Water and Forestry (HCDELD) but some wildcrafting is also done on communal land (control by the Ministry of the Interior). Access is open to anyone but in some areas (Oriental, for example) discussing are under way measures, particularly with POs and to a lesser extent the general population, to limit excessive plant collection.

#### **3. Predominant wildcrafted plants**

See attached tables.

#### **4. Main constraints**

Field collected information helped to identify the major constraints hindering adding value to aromatic and medicinal plants by POs. These constraints are mainly technical or economic, namely:

- Issue of seasonality of production, which negatively affects the time occupying women for the ability to generate income throughout the the year;
- Lack of market information;
- Lack of skills in commercialization and marketing;
- Lack of availability of plants or seeds to replacement overly gathered plants especially those in the forests;
- Lack of infrastructure specific to PO, including processing plants in proximity to where women live;
- Inefficient equipment; low capacity and high energy consumption;
- High packaging and handling costs (purchase of packing material, labels, etc.).

#### **5. Strengths and opportunities**

The POs contacted have advantages and/or opportunities that will improve their performance if implemented in an efficient manner, namely:

- An ancestral knowledge of MAP drying and extraction operations (use of traditional extractors);
- Knowledge about attributes and uses of plants;
- large surface areas that can wildcrafted;
- Very motivated towards technological change to improve productivity;

- Partnership with the NHRI program, Provincial Directorates of Agriculture, Waters and Forests and other national and international agencies (INPMA, IAV Hassan II, INRA, Meknes NAS, Universities, USAID, GTZ, etc.)
- Entrepreneurial spirit of young women reaching out to earn income from MAP (in the case of women in the Taounate region after a dramatic decline in cannabis growing areas);
- The value of MAP spices in staple foods such as couscous;
- Integrating tourism and MAP activities (i.e.; the Ttzer Thread and Color Association)

## **6. Grievances and expectations**

The PO contacted expressed with enthusiasm their commitment in working in the MAP sub-sector. They have concerns, which in their view, should be addressed by the public institutions or international donors interested in the sub-sector. These concerns include:

- Establishment of processing facilities closer to where the women live;
- Training of members in the areas of:
  - Processing technology for essential oils production;
  - Identifying attributes of plants and their extracts to meet client information needs related to uses of MAPs;
  - Recommended use and dosage;
  - Commercialization and marketing for opportunities to sell outside of fairs and exhibitions that allow bulk sale;
  - Certification and labeling to add value to their products.

## **7. Possible engagement with the project**

All POs are ready to sign a commitment with the project if their roles and responsibilities are clearly including the rights and obligations of all partners involved.

## **ANNEX 3: Verifiable Indicators: Description and Summary Tables**

### **Clarification of indicators**

- The description of indicators should be agreed upon by all concerned parties at the Project Inception Workshop. If during the course of project implementation indicators or descriptions need to be changed, the Project Steering Committee along with UNDP and the project team to determine needed changes.
- There are two levels of indicators; indicators that have impact biodiversity and those that have more impact on mainstreaming; both measure achievement towards meeting project objective and advancement towards project outcomes;
- Each indicator must be clearly defined and understood by the Lead Institution (HCEFLCD), the Project Steering Committee, and the implementing staff.
- Unit of measures of the indicator: numbers
- Data collection sheets are used to collect data and baseline figures (where appropriate) and are the tools used to collect and update information from the source points. Data collection methods are provided in each data collection sheets. A baseline or a reference situation is required for each indicator; for most the baseline will be zero at the beginning of project activities.
- Indicators for which there are existing relevant numbers such as aggregated exports figures of the PAM sector from EACCIE and Customs will be used as Baseline updated at least annually; more often if required for progress reports.
- The project team is responsible for data collection, but aggregation and report preparation is the responsibility of the M & E person; Collect of reliable data on some indicators is often difficult. This section includes elements that provide the project information to ensure data is of high quality and anticipates eventual collection problems or the unreliability of data. The project technical and M & E person will ensure daily quality control at the level of data collection of the different indicators. They will be aided by an external specialist from the PNUD's country office, and during certain periods, by one of the consultants linked to the FairWild certification process, who will need to conduct comprehensive studies of progress being made in meeting FairWild standards.

Summary tables that contain the project's twelve indicators and definition of terms are presented in the following pages. They provide details of impact and progress indicators that were developed in the Results and Resource Framework. Some tweaking will be needed, which will be done at the Project Inception Workshop.

## Project Objective Indicator #1: Impact on Mainstreaming biodiversity conservation

*Number of buyer/supplier contracts linking premium prices to biodiversity outcome*

<b>Indicator statement</b>	Number of buyer/supplier contracts linking premium prices to biodiversity outcome		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>Buyer/supplier contracts</b> are signed agreements between supplier groups of plant material (generally in their harvested state) and buyers who either conduct processing (drying, sorting, cleaning) or who further process the plant material with the intent to wholesale, retail or export it. <b>Premium prices</b> means prices superior to what the non-linked supplier receives and these prices are usually announced prior to the harvest season. <b>Linking</b> refers to a win-win relation between buyer announced conditionality (who usually has access to financing) to purchase at a superior price from wildcrafters if the plant material meets announced standards, testing and quality control. <b>Biodiversity outcome</b> refers to actions undertaken by two of the parties that upgraded their product to higher standard of biodiversity conservation (e.g.; certification; announcement of a better price to wildcrafter who practiced collection best practices)</p>		
<b>Relevant information</b>	The indicator provides milestone in the desired evolution of the MAP sector as outlined in proposed National MAP strategy where large number of small suppliers (who do not have links to financing or to price information) are linked to a group of intermediaries, who with the processor/wholesaler/exporter form a GIE, which is a more rational economic entity for all actors up and downs the value chain.		
<b>Unit of measure</b>	Number		
<b>Data source</b>	Survey and Minister of Agriculture and Maritime Fisheries		
<b>Data collection methods</b>	Inquiry		
<b>Data collection periodicity</b>	Semi-annually		
<b>Baseline situation</b>	To be determined via an inquiry with AMAPAM and INPMA		
<b>Target</b>	Year 1 – 2	Yr 2 – 4	Yr 3 – 8
<b>Data collection responsibility</b>	M & E specialist, technical staff		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> The time it takes to put a GIE or similar entity together usually requires at least a full cycle growing period.</p> <p><b>Action to be taken to ensure data quality:</b> Establish benchmarks of levels needed to reach a “linked” arrangement during the first trimester of project implementation, and provide grades of a “linked” contract.</p>		
<b>Data quality control (UNDP/GEF)</b>	M&E team		

## Project Objective Indicator #2: Impact on Mainstreaming biodiversity conservation

*Number of communication items and communications activities implemented: developed, disseminated, visitors to website, development of social capital.*

<b>Indicator statement</b>	Number of communication items: developed, disseminated and visitors to web site		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>Communication items</b> is a wide range of media products used to transmit a message, provide basic information regarding a specific topic, explain how and why certain practices are applied all with the objectives of informing a targeted audience. For the project, communication items are developed to improve biodiversity conservation, market sensitivity and technical skills of a population that depends on Aromatic and Medicinal plants for their livelihood. Items can be anything written, designed, spoken or filmed and applied to a communication media. <b>Developed</b> means to conceive and output a communication product. <b>Disseminated</b> is when the product has appeared on a public media or distributed to the target audience. <b>Visitors to web site</b> refers to the number of “hits” the project website receives during a particular period determined through website analytics . Social Capital refers to social well-being improved through establishment of links, network, relations and better understanding among individual and groups, who prior, had little or “hear say” information about others outside one’s group.</p>		
<b>Unit of measure</b>	Numbers		
<b>Relevant information</b>	The three indicators measure a key project output which is to develop and apply an information and dissemination plan for Biodiversity friendly practices along the value chains.		
<b>Data source</b>	Communication division, receiving institutions, training sessions, press releases, newsletters, website analytics		
<b>Data collection methods</b>	Data provided by communication unit, field collection, training attendance, website		
<b>Data collection periodicity</b>	Quarterly		
<b>Baseline situation</b>	0		
<b>Target</b>	Yr 1 – total 2,141	Yr 2 – total 4,143	Yr 3 – 5,424
<b>Data collection responsibility</b>	M & E and technical staff , INPAM		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> If press release, radio media or film clip, it will not be able to collect the end number of people hearing, seeing or learning about biodiversity conservation.</p> <p><b>Action to be taken to ensure data quality:</b> Decision to tabulate only products and items; then conduct a sampling of targeted population regarding what they heard, learned saw and applied based on the communication outputs.</p>		
<b>Data quality control (UNDP/GEF)</b>	UNDP		

## Project Objective Indicator #3: Impact on Mainstreaming biodiversity conservation

*Number of entities benefiting from project technical assistance*

<b>Indicator statement</b>	Number of entities benefiting from project technical assistance		
<b>Type of indicator</b>	Progress indicator		
<b>Definition of the indicator</b>	<p><b>Entities</b> are defined as institutions, NGOs, associations, GIE, cooperatives and enterprises (formal or informal) directly or indirectly linked to the various operations and functions of the sub-sector. Project <b>technical assistance</b> is defined as the assistance provided to a sub-sector/enterprise in terms of facilitating access to training, markets, information, advisory services, technical expertise, organization, finance, capacity building and other services to enhance the competitiveness of the sector/enterprise. This indicator is meant to measure the number of entities that have an effective positive impact on their sector, directly or indirectly, following project provided technical assistance. This does not include training.</p>		
<b>Unit of measure</b>	Numbers		
<b>Data source</b>	TA project reports; enterprises and other entities benefiting directly from the project technical assistance.		
<b>Data collection methods</b>	Review of data collection sheets		
<b>Data collection periodicity</b>	Biannually		
<b>Means of data collection</b>	Data collection sheet INPMA		
<b>Baseline situation</b>	0		
<b>Target</b>	Yr 1- 150	Yr 2 - 500	Yr 3 – 1,100
<b>Data collection responsibility</b>	Team leader, local consultant, staff teamed with specialist, or if needed, international expert, INPMA		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	None		
<b>Data quality control (UNDP/GEF EG)</b>	M&E external consultant		

## Outcome 1: Indicator 1.1

### Impact on Value Chain Scaled up

*Number of value chain analyses completed that include competitiveness intervention points*

<b>Indicator statement</b>	Number of MAP value chain analyses completed that include competitiveness intervention points		
<b>Type of indicator</b>	Progress indicator		
<b>Definition of the indicator</b>	A <b>value chain analysis</b> is an in-depth examination of different linkages within a MAP sub-sector to help a product or service achieve a more competitive position in the market place. It involves all stages from input suppliers to production, processing, wholesaling, exporting and retailing. A value chain analysis is considered <b>completed</b> when it has covered all important factors, actors, and relationships and recommendations to make the value chain more competitive. The project <b>intervention points</b> are selected based on the greatest economic impact.		
<b>Relevant information</b>	Value chain analyses are to cover the targeted aromatic and medicinal plants identified for project. The results of the analysis will help define appropriate action plans acceptable to all parties.		
<b>Unit of measure</b>	Number		
<b>Data source</b>	Key stakeholders and enterprises involved in the sub-sector		
<b>Data collection methods</b>	Review of reports, field surveys, meetings with stakeholders		
<b>Data collection periodicity</b>	Annually/Biannually (Completed value chains need to be updated annually)		
<b>Means of data collection</b>	Analysis of the present status of the specific plant sector through secondary data, field visits to collect first-hand information and data on the activities, and meetings with stakeholders, workshops.		
<b>Baseline situation</b>	0 – no analyses of value chains completed or available		
<b>Target</b>	Yr 1 – three	Yr 2 – two + updates	Yr 3 – two updates
<b>Data collection responsibility</b>	M & E staff person, Value chain analyst specialist, INPMA		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> Non availability/limited published data</p> <p><b>Action to be taken to ensure data quality:</b> field surveys, contact sub-sector stakeholders</p>		
<b>Training responsibility</b>	Where possible, train local staff in international value chain analysis standard		



## Outcome 1: Indicator 1.2

### Impact on Value Chain Scaled up

*Number of action plans developed through participative value chain analysis launched, and GIE's that become operational through aggregation or similar process*

<b>Indicator statement</b>	Number of action plans developed through participative value chain analysis launched and GIE's that become operational through aggregation or similar process		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>Action plans</b> are descriptions of “what, where, by whom and within what time frame” actions are undertaken by the interested group. <b>Participatory value chain analysis</b> is the product and the process of analyzing the dynamics and steps through which a product moves down the chain using actual members of the chain as the main source of information. The objective of the analysis is to reduce transaction costs and to strengthen vertical and horizontal linkages among value chain stakeholders. <b>GIEs</b> are legal businesses entities that bind people and groups through seller/buyer contracts. It is pyramid based, where the larger numbers of farmer/wildcrafters are the base. They are linked by purchase agreements with several intermediaries in the middle of the pyramid. These, by similar agreements are linked to an investor/ exporter who is the closest to information from and has contacts with the end market. <b>Operational</b> is when information flows and knowledge sharing occurs effectively up the chain, from market intelligence to the wildcrafter, and where quality standards and biodiversity practices are guaranteed from the farmer/collector on up to the investor/buyer to deliver a product to end-markets seamlessly with a certification of sustainable biodiversity practices at every level. <b>Aggregation</b> refers to the process initiated by an aggregator who brings the groups and parties together, facilitating contract negotiations.</p>		
<b>Relevant information</b>	As the project will work with all levels in a value chain, one way to strengthen and scale-up MAP product is to foster the creation of legal organizations that move associations or cooperatives to better respond to market transformations.		
<b>Unit of measure</b>	Numbers		
<b>Data source</b>	Field visit reports, project reports, assessments by the HCEFLCD		
<b>Data collection methods</b>	Inquiry, assessments, survey of importers		
<b>Data collection periodicity</b>	Annually		
<b>Baseline situation</b>	To be determined via an inquiry with MADRPM		
<b>Target</b>	Yr 1 – one	Yr 2 – two	Yr 3 – two
<b>Data collection responsibility</b>	Technical staff, M & E, INPMA		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> The time it takes to establish a functioning cooperative or association dedicated to the MAP sector and the point by which the entity becomes “operational” can be long.</p> <p><b>Action to be taken to ensure data quality:</b> Work with socio-organizers to have the “entity in creation” determine the conditions under which they consider the association/entity become operational.</p>		
<b>Data quality control</b>	UNDP		

### Outcome 1: Indicator 1.3

#### Impact on Value Chain Scaled up

*Number of small enterprises created by women implicated in wildcrafting that can be traced to project activities.*

<b>Indicator statement</b>	Number of small enterprises, created by women implicated in wildcrafting that can be traced project activities.		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<b>Small enterprises</b> are businesses that are generally perceived as small by the owner and the observer, and generally employ less than 5 people, and low capitalization of initial activities. <b>Implicated in wildcrafting</b> refers to being directly or indirectly involved part time collection, drying, sorting, cleaning or other activity. <b>Traced to project activities</b> refer to an acknowledgement by and observation of the person that funds and knowledge learned from the project were used to establish the small business.		
<b>Relevant information</b>	As a proxy indicator, improved livelihood and poverty reduction implies the ability of individuals, and particularly homemakers the chance to establish their own economic generating activity. It implies increased income to the point of being able to save enough and to feel confident enough to risk going into a business.		
<b>Unit of measure</b>	Numbers		
<b>Data source</b>	Field visit reports, project reports, local authorities		
<b>Data collection methods</b>	Inquiry, survey		
<b>Data collection periodicity</b>	Annually		
<b>Baseline situation</b>	0		
<b>Target</b>	Yr 1 – 0	Yr 2 – 6	Yr 3 – 18
<b>Data collection responsibility</b>	Technical staff, M & E staff		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> The thin line between establishing a business and doing very small ad-hoc commerce.</p> <p><b>Action to be taken to ensure data quality:</b> Clear understanding among project staff and support organization of the difference between an on-going business with expansion plans and a status quo buying a product with the hope of selling it for a bit more than the purchase price.</p>		
<b>Training responsibility</b>	<i>Agence pour le Développement Sociale, Crédit Agricole</i> (for lending capital)		
<b>Data quality control (UNDP/GEF)</b>	UNDP		

**Outcome 2: Indicator 2.1**

**Impact on certification system and capacity to apply**

*Number of MAP collection permits granted*

<b>Indicator statement</b>	Number of MAP collection permits granted		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>Collection permits</b> are defined as documents officially authorized by a competent national or regional entity that has granted a permit to formal or informal institutions, cooperatives, associations, enterprises, or individuals to operate within a defined region and applying specific practices that lead to biodiversity conservation.</p> <p><b>Granted</b> is defined as a sigend and legalized document.</p>		
<b>Relevant information</b>	The indicator measures the incremental numbers of permits granted to individuals or entities in targeted and non-targeted regions if the latter can be reasonably assumed that that have switched from unclassified plant collection and processing practices to one that is determined to be internationally accepted as sustainable and environmentally as non-harmful.		
<b>Unit of measure</b>	Numbers		
<b>Data source</b>	HCEULCD and Ministry of the Interior, project survey		
<b>Data collection methods</b>	Inquiry		
<b>Data collection periodicity</b>	annually		
<b>Baseline situation</b>	Requires a base-line survey		
<b>Target</b>	Yr 1 – 5% increase over base		
<b>Data collection responsibility</b>	Technical staff, M & E, INPMA	Yr 2 – 10% increase over base	Yr 3 – 15% increase over base
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> The constraint will be to geo-reference the new concession zones as they are granted, as it requires someone going to the field and finding plotting the exact location in order to enter into data bank</p> <p><b>Action to be taken to ensure data quality:</b> Begin the project by dividing the targeted zone into GIS cells. Assign responsible information collector in each cell, and aggregate findings.</p>		
<b>Training responsibility</b>	GIS and M&E service provider to train staff		
<b>Data quality control (UNDP/GEF)</b>	M&E Specialist		

## Outcome 2: Indicator 2.2

### Impact on certification system and capacity to apply

*Number of enterprises using best practices, tools and approaches made available through management and learning initiatives*

<b>Indicator statement</b>	Number of enterprises using best practices, tools and approaches made available through management and learning initiatives		
<b>Type of indicator</b>	Progress indicator		
<b>Definition of the indicator</b>	<p><b>Enterprises</b> are defined as small, medium and large entities engaged directly or indirectly in MAP value chains. It does not refer to an individual wildcrafter unless that person does only that art during the course of the year. <b>Best practices, tools and approaches</b> are planned commitments and their implementation methods designed and tested to improve biodiversity conservation. The application of a best practice, a tool or an approach are counted together as one for each enterprise. If an enterprise applies a second best practice or tool or approach, that enterprise will have counted as “2” in the numerical count. <b>Made available through management and learning initiatives</b> refers to training, technical assistance, technical guidance/tools passed up the value chain and demonstrations site visits.</p>		
<b>Relevant information</b>	The indicator measures the incremental impact as gained through direct project’s mainstreaming activities. It refers specifically to entities in targeted regions or of enterprises from non-target regions that attended a project activity or visited a project demonstration site.		
<b>Unit of measure</b>	Number		
<b>Data source</b>	Data collection sheets		
<b>Data collection methods</b>	Field collection, attendance sheets from project supported events and site visits.		
<b>Data collection periodicity</b>	Quarterly ; aggregated annually		
<b>Baseline situation</b>	0 (although a preliminary survey of “enterprises” in the targeted zones will determine the target base line and universe of potential firms)		
<b>Target</b>	Yr 1 - 4	Yr 2 – 8	Yr 3 –15
<b>Data collection responsibility</b>	Technical staff, M & E, INPMA		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> Definition of size of enterprise; duration of adopted best practice, tool and approach.  <b>Action to be taken to ensure data quality:</b> An enterprise is defined as an economic activity conducted over at least 5 months of the yr. The best practice, tool or approach must be tried/applied for at least 3 months. If abandoned, will still qualify after 3 months; proof they were tried but were not sufficiently profitable to continue.</p>		
<b>Data quality control (UNDP/GEF)</b>	UNDP		

## Outcome 2: Indicator 2.3 Impact on certification system and capacity to apply

*Number of farmer, cooperatives and associations meeting international standards*

<b>Indicator statement</b>	Number of farmers, associations and cooperatives meeting international standards		
<b>Type of indicator</b>	Progress indicator		
<b>Definition of the indicator</b>	<p><b>Farmer</b> refers to any individual practicing or involved part or full time in wildcrafting AMP. <b>Cooperatives and associations</b> refers to any entity whose members practice or are involved part or full-time in wildcrafting AMP. <b>International standards</b> cover a broad range of internationally agreed upon practices for sustainable, traceable, collected in the wild or cultivated, processed, packaged and handling of a product from production/harvesting to its consumption that requires following verifiable norms.</p>		
<b>Relevant information</b>	The indicator tracks the incremental number of individuals and cooperatives that have learned and are practicing for at least one season ISSC-MAP or FairWild or Organic certification-type standards.		
<b>Unit of measure</b>	Number		
<b>Data source</b>	Implicated farmers, cooperatives, associations, enterprises, GIS		
<b>Data collection methods</b>	Field collection, data collection sheets, Communication component, analysis of GIS cell counts		
<b>Data collection periodicity</b>	annually /biannually		
<b>Baseline situation</b>	0		
<b>Target</b>	Yr 1 5 cooperative/assoc 1000 people	Yr 2 10 cooperatives/assoc 2000 people	Yr 3 10 cooperatives/assoc 4000 people
<b>Data collection responsibility</b>	Technical staff, if needed, outside GIS consultant, INPMA.		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> Difficulty in determining which standards and whether all criteria are met, especially during year one, since the requirement is for at least one season.</p> <p><b>Action to be taken to ensure data quality:</b> Inform community leaders, cooperatives and training participants of the need to track targets. Establish for each a contact point and maintain contact through the communication component.</p>		
<b>Data quality control (UNDP/GEF)</b>	M&E Specialist		

### Outcome 3: Indicator 3.1 Impact on applying sustainable harvesting techniques

*Number of export permits reflecting biodiversity mainstreaming*

<b>Indicator statement</b>	Number of export permits reflecting biodiversity mainstreaming		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>Export permits</b> are signed authorization approved by EACCE (Etablissement Autonome de Controle du Commerce à L'Export). <b>Reflecting biodiversity mainstreaming</b> are MAP products that bear a certificate or determination that they meet international standards either in the end product, in the manner they were produced or best practices adopted during their collection, processing, storing or packaging.</p>		
<b>Relevant information</b>	The indicator measures the incremental impact as gained through direct project's mainstreaming activities. It refers to permits obtained by entities either in targeted or non-target regions if it can be shown that the beneficiary learned from or had been influenced by a project generated activity or communication. The permit zone should be entered onto the GPS map.		
<b>Unit of measure</b>	Number		
<b>Data source</b>	Minister of Trade ( <i>Ministère du Commerce Extérieur</i> )		
<b>Data collection methods</b>	Inquiry		
<b>Data collection periodicity</b>	Semi-annually		
<b>Baseline situation</b>	To be determined via an inquiry with EACCE.		
<b>Target</b>	Yr 1 – 2	Yr 2 – 4	Yr 3 – 7
<b>Data collection responsibility</b>	Technical staff, M & E staff, INPMA		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> Definition of biodiversity mainstreaming.</p> <p><b>Action to be taken to ensure data quality:</b> A more precise definition of BD mainstreaming after project start-up over the first quarter of project implementation.</p>		
<b>Training responsibility</b>	GIS and M&E service provider to train staff		
<b>Data quality control (UNDP/GEF)</b>	M&E Specialist		

### Outcome 3: Indicator 3.2 Impact on applying sustainable harvesting techniques

*Number of hectares where ISSC-MAP/FairWild standards are applied*

<b>Indicator statement</b>	Number of hectares where ISSC-MAP/FairWild standards are applied		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>A hectare</b> is the land surface that measures a plot of 100 by 100 meters or the equivalent of 10,000 square meters. Portions of a hectare are estimated by dividing the land surface into smaller square or rectangular units than can be aggregated into square meters. <b>ISSC-MAP/FairWild</b> standards are internationally developed practices and compliances levels designed for sustainable wildcrafting of medicinal and aromatic plants. They are designed to help those involved in the harvest, management, trade, manufacture, and sale of wild-collected medicinal and aromatic plant.</p>		
<b>Unit of measure</b>	Numbers		
<b>Relevant information</b>	<p>The indicator measures the incremental surface that is being converted from an unclassified plant collection practiced areas to one that is determined and agreed upon through training, testing and certification to be in compliance with the ISSC-MAP/FairWild standardization organization. Collected data will be aggregated for the MAP plants under consideration by the project and other spontaneous MAP plants that are harvested but not necessarily among the targeted list.</p>		
<b>Data source</b>	Implicated communities, enterprises, possibly GIS		
<b>Data collection methods</b>	Field collection, data collection sheets, analysis of GIS cell counts, INPMA		
<b>Data collection periodicity</b>	annually /biannually		
<b>Baseline situation</b>	0		
<b>Target</b>	Yr 1 – 12	Yr 2 - 80	Yr 3 – 220
<b>Data collection responsibility</b>	Technical staff, if needed, outside GIS consultant		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> completeness and coverage of space under FairWild review and certification; accuracy of measurements and estimative nature of land size covered.</p> <p><b>Action to be taken to ensure data quality:</b> Begin the project by dividing the targeted zone into GIS cells and obtain reliable maps of the region. Establish visible land marks that define boundaries of certified fields.</p>		
<b>Training responsibility</b>	GIS and M&E service provider to train staff		
<b>Data quality control (UNDP/GEF)</b>	M&E Specialist		

### Outcome 3: Indicator 3.3 Impact on applying sustainable harvesting techniques

*Number and area of concessions by local cooperatives and associations demonstrating the amount of globally significant biodiversity under effective natural resource management.*

<b>Indicator statement</b>	Number and area of concessions by local cooperatives and associations demonstrating the amount of globally significant biodiversity under effective natural resource management.		
<b>Type of indicator</b>	Impact indicator		
<b>Definition of the indicator</b>	<p><b>Concession</b> is a legal contract that transfers exclusive stewardship and rights over to an entity to farm, collect, improve and have general use over a particular area of land well defines, for a set period of time and a set “rental” amount. <b>Area</b> is defined as a emarcated land surface, structures, natural habitats, surface water and biomass that exist on the demarcated lot. It does not include mineral or other elements below, on or above the lot’s surface. The areas should be mapped on GIS cells. <b>Local cooperatives and associations</b> are legally constituted and operational entities registered and recognized by the competent GoM agency. <b>Globally significant biodiversity</b> is the presence of diversified plants and animals indigenous and traditional to the <b>area</b> under <b>concession</b>. <b>Effective natural resource management</b> is process applied over a period of two successive seasons (dry and rain) that follows a written NRM plan, agreed upon by local cooperatives and the legal local authorities.</p>		
<b>Unit of measure</b>	Numbers		
<b>Relevant information</b>	The indicator measures the increment in number of areas and total surface area that are under an effective NRM plan for which there is a visible and measurable reduction in natural resource degradation and a perceptible improvement in plant and animal diversification, particularly an increase in spontaneous biomass.		
<b>Data source</b>	Implicated cooperatives, communities, GIS		
<b>Data collection methods</b>	Field collection, data collection sheets, analysis GIS cell counts		
<b>Data collection periodicity</b>	annually /biannually		
<b>Baseline situation</b>	0		
<b>Target</b>	Yr 1 – 1	Yr 2 - 8	Yr 3 – 16
<b>Data collection responsibility</b>	Technical staff, if needed, outside GIS consultant .		
<b>Anticipated limitations for data collection and actions to be taken to ensure data quality</b>	<p><b>Anticipated limitations for data collection:</b> completeness and coverage of space under ISSC-MAP review and certification; accuracy of measurements and estimative nature of land size covered. <b>Action to be taken to ensure data quality:</b> Begin the project by dividing the targeted zone into GIS cells and obtain reliable maps of the region. Establish visible land marks that define boundaries of certified fields.</p>		
<b>Training responsibility</b>	GIS and M&E service provider to train staff		
<b>Data quality control (UNDP/GEF)</b>	M&E Specialist		



## ANNEX 4 FairWild Foundation Letter of Intent



CH-8570 Weinfelden, Weststr. 51  
Telefon 0041-(0)71-626 0 626  
Telefax 0041-(0)71-626 0 623  
e-mail info@fairwild.org

17 September 2009

To: Mr. Patrick Papania  
Senior Communications Strategist  
Academy for Educational Development (AED)  
1825 Connecticut Ave., NW, Washington, D.C. 20009-5721  
USA

Concerning: Proposed contributions of FairWild Foundation to implementing the  
UNDP-GEF medium-sized project "Mainstreaming Biodiversity into  
Value Chains for Mediterranean Medicinal and Aromatic Plants"  
February 2010 - January 2013

Dear Mr. Papania,

This letter is to confirm the interest of FairWild Foundation in contributing to the implementation of the UNDP-GEF medium-sized project "Mainstreaming Biodiversity into Value Chains for Mediterranean Medicinal and Aromatic Plants" during the proposed project period February 2010 - January 2013.

Attachment 1 provides a summary of FWF's proposed contributions based on our current understanding of the overall project objectives and activities of the in-country project team and partners. Attachment 2 provides an estimated budget of expenses and fees related to the proposed FWF contributions to this project. Please note that fees and expenses associated with certifier training and accreditation are not included in attachment 2. These will be provided next week.

We understand that we will have an opportunity over the coming week to review and revise the proposed FWF contributions and our estimated budget of expenses and fees, based on your further development of the overall project documents.

Sincerely,

A handwritten signature in black ink, appearing to read "Danna J. Leaman".

Danna J. Leaman, PhD  
Chair, FairWild Foundation Executive Board  
E-mail: djl@green-world.org

## **ANNEX 5: Detailed budget**

## **ANNEX 6 : Additional Information on INPAM**

### **1.1. INPAM/CEDDEM Partnership**

#### **I. Services Value Chain Services**

The INPMA has signed partnership agreement in May 2009 for the creation of the Euro-Mediterranean Center for Sustainable Development (CEDDEM)

CEDDEM Euro-Mediterranean, regroups several international partners:

France:

Cpparm / IHFFC,  
Fnpapam,  
France-Agrimer,  
UESS,  
CRIEPPAM,  
Office Corsica  
INRA PACA

Italy: Regions Calabria, Sardinia

Spain: Association Interprofessional MAP

Greece: Athens University

Morocco: INPMA,

Tunisia

Egypt: Machalico SA

The main missions of CEDDEM (INPMA) and within the CEDDEM framework (see detailed description) is to work in tandem to implement a ENPI MEREU program .Project Cost: € 2 million commitment over 4 years, we see that amount for a maximum over 3 years.

#### **Objective CEDEM (INPMA)**

The goal is to create a support tool for the sustainable development of aromatic, medicinal and perfume plants at to add value to the

perfumery, cosmetics, food, medicine, culture and tourism sector based on partnerships contained with the countries of the Mediterranean.

For this, the Euro-Mediterranean Center for Sustainable Development (CEDDEM)

has a fivefold mission:

- Research
- Development
- Training
- Valuation
- Cooperation

The Center will have initiate or support research activities aimed at reducing production costs, improve quality and respect the environment, to facilitate industries to use these plants and their extracts. The

Center will also assist the businesses in developing their projects as well in the search for partners looking for a Euro-mediterranean presence.

The Center will enhance these projects in proposing and carrying out actions promotion partnership with the participant's regions.

The Center will finally play a lead a role in cooperation between North and South of the Mediterranean in a Euro-Mediterranean Partnership.

Activities of the CÈDE:

4 priorities axes;

-Establishment of a space and platform for collaborative information exchanges and cooperation across the Mediterranean;

-Establish a digital resources center of documents on the economics and sustainable development of MAPs

-Create a market observatory of MAPS

-Facilitate a network of Euro-Mediterranean Partnership experts.

Promoting sustainable production and and MAPs in the Mediterranean:

Provide training to develop sustainable networks of MAPs.

Provide training support to develop strategies and charters of sustainable development of MAPs.

Certify charters for sustainable development of MAPs.

Organization of seminars and other events that provide add valut to the sustainable developmentof MAPs;

Research and engineer research projects on sustainable developmentof MAPs particularly in terms of Global warming.

Support for producers and users of natural products in the under the REACH laws:

Research on the impact on human health and environmental of MAPs.

Represents producers to the ECHA (European Agency

Implement REACH) and relevant government agencies;

Organize a vigil on the implementation of REACH to natural products.

Identify outlets for Mediterranean MAPs

Create a database of Mediterranean plants with a focus objective to be a principal source on all geographic, economic, technical and scientific data.

Provide support, training and Eur-Mediterranian development projects of MAPs and particularly in respect of plants of medium to semi-arid condition.

#### 1. Facilitation, Communication

2. Facilitation and foreshadowing within the frame of CÈde to establish legal and organizational bases of a future international structure that will look for partners and provide content:
  - Structuring sub-sectors
  - Economic Observatory:
  - Collaborative Platform:
  - Regulatory dimensions:
  - Training modules / seminars
    - Establish and manage courses titled "sustainable development"
  - Diversify and develop new value-added products
  - Optimize procedures and methods
    - Value-added tourism related PAPAM and ethno-food products

## **6.2 Has signed agreements with National and International Universities and Institutions:**

### **At National level**

1. Collaboration Agreement with University BENMSIK Casablanca;
2. Collaboration Agreement with University Abdelmalki Essad, Tetouan;
3. Collaboration agreement with the University Ibn Tofail, Kenitra;
4. Collaboration agreement with the Ministry of Agriculture and Rural Development;

### At International level:

5. Collaboration agreement with the University of Neuchatel in Switzerland;
6. Convention in collaboration with the University Degli Studi Di Palermo, Italy;
7. Convention in collaboration with the University of Corsica Pascal Paoli (Corte);
8. Convention in collaboration with the University of Liege Belgium;
9. Collaboration agreement with the French Cooperation, Embassy of France in Morocco (Accompaniment, capacity building);
10. Collaboration agreement with the Pole of Competitiveness CEDEM (PACA Region, ONIPAM, flavor and fragrance University, France; Cpparm / IHFFC, Fnpapam,

France-Agrimer, CRIEPPAM, Office Corsica, INRA PACA Italy Regions Calabria Sardinia, Spain, Greece, Tunisia, Egypt)

Signed agreements with industry:

(Research / Development / Innovation and Technology Transfer)

## **6.3 Signed Agreements with the following associations and cooperatives**

At the National level:

## **11. At National level)**

Collaboration agreement with Crédit Agricole (Development and support for SMEs);

12. Project in collaboration with the company VIALIS - Casablanca (Analysis and Valuation);
13. Project in collaboration with the Society AGRI MOROCCO Fez (Culture and Enrichment);
14. Project in collaboration with the Society AICHA (Establishment of a Garden of MAP and Valorisation of by-products);
15. Project in collaboration with the Society ZNIBER (Establishment of plantations MAP);
16. Project in collaboration with the company BIOPAM-Taounate (Culture, Analysis, distillation and formulation);
17. Collaboration agreement with CCA Taounate (Development and support for cooperatives and associations);

## **At International level**

18. Collaborative project with the European Union, INCO project RUBIA (8 countries);
19. Project collaboration with National Cancer Institute and National Institute of Health, USA (Research / Development);
20. Collaborative project with CNRS, Gif sur Yvette, France, in the field of natural substances (R / D);
21. Collaborative project with the Forestry Technology Center Catalan, Spain (Support, capacity building associations);
22. Collaborative project with the American program AP3 (draft Agricultural Partnerships for Productivity and Prosperity) USAID (Communication and Capacity Building);
23. Project in collaboration with the center of Phytotherapy, Toulouse (Accompaniment, formulation and capacity building);
24. Project in collaboration with the Society dual careers, Belgium;
25. Collaborative project with the Society HOFIGAL, Romania;

## **Agreements with associations and cooperatives:**

26. Collaboration agreement with the Joint 'Alghair' comprising 49 municipalities in the province of Taounate (Organization, Training, and support for SMEs);
27. Project in collaboration with the Association of Women Development Initiative and human works-Oudrzagh (Organization, Training, Coaching, culture, collection and distillation of MAP);
28. Project in collaboration with the Association Ariaf Kissane. Kissane, Taounate (Organization, Training, Coaching, culture, collection and distillation of the Rose, Saffron);
29. Project in collaboration with the Association SAHL, Taounate (Organization, Training, Coaching, culture, collection and distillation of MAP);
30. Collaborative project with the Association Zitouna Ghafsai, Taounate (Organization, Training, Coaching, culture, collection and distillation of MAP);

## **Agreements signed with local communities:**

31. Collaboration agreement with the Provincial Council Taounate;

## ANNEX 8: Potential MAP Cooperatives and Associations with whom to link project activities

Name of Cooperatives and Associations	Contacts
Association ELWAHDA pour le développement et le partenariat -Oudrzagh -Taounate	Oudrzagh Taounate,Pr,Taounat
Association AKDSS, Kissane Taounate	Kissane Taounate,Pr,Taounate
Association Amis De la terre pour l'environnement	Oudrzagh Taounate Pr,Taounate
Association Feminine de Production des PAM,	CR,Bouadel, Pr,Taounate
Coopérative Association Attadamoune	CR,Mezraoua Pr,Taounate
Association Ezrizar pour le developpement et la coopération	CR,Ezrizar,Pr,Taounate
Association locale Des Besoins Essentiels de Développement	CR,Ain Maatouf-Pr,Taounate
Association Féminine ALWAHDA-Ghmara,	CR,Mezraoua,Pr,Taounate
Fondation Mjid et INDH	Casablanca
Coopérative Ariaf Kissane	CR,Kissane,Cercle Ghafsai,Pr,Taounate
Coopérative Elhassania Boulemane	CR,Awlad Ali Ayoussef ,Pr,Boulemane
Association Feminine Alwahda pour le developpement SAHLA	CR,Mezraoua,Pr,Taounate
Association Initiative de developpement et Ouvres Humaines	CR,OudrzaghTaounate
Goupement Commune "Elkhaire" province Taounate	Siege Province Taounate
Association Alwifaq pour le developpement et la solidarisation Ghafsai	CR, sidi Yahya Bni Zeroual ,Ghafsai,Pr,Taounate

Source: INPAM

**ANNEX 9: Database of Moroccan MAP players; as of September 2009**



## Base de données PAM-Maroc

## Catégorie: Producteurs

Date Mise à jour: Sept2009

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone 1	Téléphone 2	Portable	Fax	Adresses	Ville
Ferme "Haj Taoufik Mohamed "	Producteur PAM	Haj Taoufik Mohamed			068 25 60 29		Rue Atlas 279 Oujda	Oujda
Ferme Ain Smar Sfrou	Producteur PAM	Brahim Cherif Haouat			061660726		84 Rue Imam Malik N 6 Fes	Fes
GAIATECH	Producteur & exportateur de PAM				06 61 95 09 95		11 Av; ibn khladoun	Meknes
L'Herbier de L'Atlas	Production et exportation en gros de plantes aromatiques et médicinales.	Mr. Mohamed Benider	024 33 58 34			024 33 58 35	187 Q.I SIDI GHANEM- route de Safi, Marrakech. Maroc	Marrakech
LAKHAL Mustapha "Pharmacien"	Producteur des PAM.	LAKHAL Mustapha			061 34 58 94		Pharmacie le cèdre Avenue Hassan II Boulemane	BOULEMANE
Les Amandiers	Producteur de PAM.	Mouhagire Fatima	037 64 20 18		067 87 48 55		Les Moulins Ain Atiq Zone Industrielle BP: 4088 Temara	Temara
Les AROMES du MAROC	Production et commercialisation des huiles essentielles, des concrètes et des absolues pour la parfumerie fine, la cosmétique et l'aromathérapie.	Boubker LATRACH	022 89 69 15			022 89 69 15	Agroparc, Km 5, Route d'Azemmour 21000 Casablanca	Casablanca
Ouest Marocain	Producteur de PAM cultive.	Zine Al Abidine Aziz			061 49 25 29	055 52 29 97	Ste Ouest Marocain 17 rue pasteur V. N. Meknes	Meknes
Pepiniere Elkhatibi	Agriculteur de PAM.	El Kahtabi Mohamed (France) Mustapha El Khatabi (Khnifra)			061 17 16 34	035 38 42 58	10 Bld. Hassan II Hay Esalam El Kbab	Khenifra
Producteur de Debdou	producteur des PAM a Debdou.	ZAROOUK Abd El Kader			066 05 61 77		CR Sidi AliBen Kacem kayadat El Gaada, Dairat Debdou Provence de Taourirt.	Debdou
SANTIS	Société de production et exportation des PAM.	Khalid Bennani	022 23 74 07	022 23 74 16		022 23 68 57	7 rue Abou Ghaleb Chiani 20100 Casablanca Maroc	Casablanca
SBA	Distillation des PAM.	Benkiran Ahmed	037 90 77 51		061 22 86 77	037 90 85 70	SBA Quartier Industriel, route de Fès B.P. 43 , 16200 Ouazzane	Ouazzane
Société civile Agricole YCHAFA	Production de PAM, agrumes, production miel et autre production agricoles.	Sliman Ziani	022 22 06 91	022 20 57 85		022 27 16 95	10, rue El Oraibi Jilali, Casablanca 20000	Casablanca
Société Herbox	Producteurs de tisanes a base de PAM.	Mr. Derham Salah	023 32 32 60			023 32 35 96	Plage tilal N° 342 El Manssoria BP 130 Mohamedia	Mohamedia
Société Planet Azul	Agriculteur des PAM.	Gourrari Zhou			066 25 55 08	036 69 67 46	Azul Boustane 2 p N° 37 Zone industrielle Oujda	Oujda
SOCOPRAG	producteurs et Exportateur des PAM	Mohamed BENIDER	0524 44 66 72			0524 44 60 34	46, Lot Akioud-Semlalia Marrakech	Marrakech
Sté. Rachidi	Producteur PAM	Mr. Rachidi	037 36 05 58		061 21 23 05	037 37 33 05	423 Rue Souhil Ben Kacem Bir Rami EST Kenitra	Kenitra
TAROMED	Producteur des huiles essentielles.	Moatbid Amina	0537 71 69 00			035 58 91 56	I'AV Hassan II BP 6202 Rabat-Instituts Rabat	Rabat
Wadnaselixer	la production, la transformation et la commercialisation des PAM: PAM à l'état brut. Les huiles essentielles. Miels de PAM (lavande, romarin, thym, origan)	Anas AMRANI JOUTEY. - Wdie RIAHI	062568669			060793067		Rabat

## Base de données PAM-Maroc

## Catégorie: Exportateurs

Date Mise à jour: Sept2009

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone1:	Téléphone2:	Portable	Fax	Adresses	Ville	E-mail1	Email2	Site Web
4 SEASONS PLANTATIONS SARL	Producteur et exportateur des PAM fraîches et seches.	Karim Belkher Goutr.	037 65 60 23			037 65 60 22	239 Hay Nahda Complement 1. RABAT	Rabat	4SP@mail.com		N/A
ALBIO	Exportateur de PAM	Souhail Lamsouber	0523 37 70 93				280, Zone Industrielle	El Jadida			
AGRIN MAROC	Producteur, Transformateur & Exportateur de Plantes Aromatiques & Médicinales Séchées.	Mouhsine Chami	0535 64 14 63	0535 64 24 37		0535 64 02 26	Q.I Sidi Brahim, BP 1683	Fes	agrin@agrinmaroc.ma		www.agrinmaroc.ma
AL JEFAS	Exportateur de PAM	Moha	0661 21 41 36				121, km 7, C.My Abdellah	El Jadida			
Alkaoutar Import Export	Exportation des huiles essentielles et des plantes Aromatiques.	Mohamed ELKOUSSAIMI	0522 23 04 54				Rte d'Eljadida, km 39,4 Ouled Messoud Bir JDID	Bir Jdid			
Alsalam Al Quabida	Exportateur de PAM	Ahmed CHATER	0524 34 94 03				82, bis Quartier industriel Azli	Marrakech			
Ard Guisser	Exportateur de PAM	Sebti	0535 65 50 07				Lot 61, Q.I Bensouda	Fes			
Aromweb	Exportation des huiles essentielles et des plantes Aromatiques.	Mourad El Hassouni			062 81 79 85				info@aromweb.com		www.aromweb.com
Aromafresh	Exportateur de PAM	Jaime Visquet Gonzales	0537 90 40 98	0537 90 40 90			Cda 904 douar d'ala, caida lala mimouna, My Bousseham	Kénitra			
Atlas Fresh Moutia	Exportation des huiles essentielles et des plantes Aromatiques.	Moutia	0522 32 13 14				Lot dandoune n°126 GUISSER	SETTAT			
Atlas Naturel Products	Exportateur, distillateur d'huiles essentielles.	Chamark Mohamed			061 25 05 06	035 20 05 43	CR Mrija par Guercif Bp: 56	Guercif			
Baba Sidi Herbs	société spécialisée dans la production, l'exportation de plantes médicinales, Aromatiques et huiles essentielles.	Hakam Abdelmajid	024 30 43 89			024 30 52 87	BP 7034 Sidi Abbad Marrakech	Marrakech	babasidi-herbs@menara.ma		www.babasidi-herbs.com
Biolandes Maroc.	Producteur, Transformateur, exportateur.	Philippe Marchadour	037 55 26 18			037 55 45 74	BP 87 Khemisset, Maroc	Khemisset	biolandes@iam.net.ma		N/A
C.H.C.I	Exportateur de PAM	Abdellatif Bahous	0535 55 09 29	0535 53 81 89			Z.I Sidi Bouzekri Rte Elhajib, PB 111	Meknès			
CELEG MAROC	Exportateur de PAM	Boujema Mourid	0522 35 46 10	0522 35 46 41			Sis Rue Chefchaoun, Angle Rue Oukacha				
Deborel Maroc SA			022 27 48 75					Casablanca	deborel@casanet.net.ma		
Derrij & Fils	Producteur et exportateur des PAM, épices et huiles essentielles depuis 1988.	Derrij Mohamed	022 26 88 68			022 27 76 14	25 Av. Hassan II Casablanca. Maroc.	Casablanca	derrijherbs@wanadoo.net.ma		http://derrijetfils.iranice.com/
Ets. Benchaib	Import Export Herboristerie, Huiles essentielles et épices.	BENCHAIB Mohamed	022 62 02 98	022 61 81 55		022 62 02 78	Rue Soldat Raphael Mariscal Ain Borja 20300 Casablanca Maroc	Casablanca	benchaib@benchaib.net		www.benchaib.ma
ERELEM	Exportateur de PAM	Thierry Bardies	0522 96 44 26				Z.I du Sahel, BP 46. Had Soualem	Casablanca			
FORAFRIC	Exportateur de PAM	Mme Yasmina Benjelloun	0522 22 41 32			0522 20 31 85	24, Bd Mohamed V Casa	Casablanca	forafri@menara.ma		
Florarome	Exportateur des huiles essentiel.	IDRISSI OMAR			061 25 02 97		54 Lot Ennamae QI Bensouda Fes	Fes	moroccanols@yahoo.com		
GAIA TECH	Producteur & exportateur de PAM				06 61 95 09 95		11 Av; ibn khladoun	Meknes	a.elasri@gmail.com		
GRECOM	Exportateur de PAM	Driss Terrab	0522 61 92 52				23, Rue Salmame Elfarissi, Ain Borja	Casablanca			
Haddou EL Younoussi et Fils	Exportateur et producteur des huiles essentielle.	El Younsi Redouane	039 96 72 91	039 70 49 00	061 15 37 95	039 96 45 15	5, Rue M,Hammad Al Khatib. Tetouan	Tetouan	haddou@haddou.ma		http://www.haddou.ma/
IB MAROC	Exportateur de PAM	Mohamed Boukssim	0673 43 14 81				Hay Msala, Centre Wawmana	Khenifra			
IMPERIAL des Thés et infusions (SITI)	Exportateur de PAM	Mustapha Baroudi	0524 38 85 00				89, bis Q.I Azli	Marrakech			
Jean Marie Bailliot	Exportateur de PAM	Jean Marie Bailliot	0537 37 27 66				39, Bd Ahmed Chaouki	kenitra			
KEMINORD			022 24 66 10				96, rue de Sijilmassa, Casablanca-2030	Casablanca			
LANA S.A.			022 27 14 30			022 27 85 16	10, place Nations Unies ex place, Casablanca-20000	Casablanca			
Lancaster International	Exportateur de PAM.	John M. Peterson	022237044				N° 11 Rue La Gramta APTT: 4 Oasis Casablanca	Casablanca	peterson@securenym.net		
L'atlas du Caroubier	Exportation de graines de caroube et plantes médicinales et aromatiques en l'état.	Bassit Hakim	064 78 77 01					Fes	hakim34@yahoo.fr		N/A
LEDEYMA	Exportateur de PAM	Mris Merran	0523 31 60 92				3, Bd Hassan II,	Mohammedia			
Les Domaines ELBOURA	Exportateur de PAM	Abdellah Radouani	0528 85 24 43	0528 85 35 33		0528 85 23 06	BP 259, Taroudant	Taroudant	elboura@menara.ma		www.elboura.com
MAGEL	Exportateur de PAM										
MARJAC	Exportateur des produits de PAM.		022 26 04 47			022 26 50 54	11, rue Ibrahim Hafid-ex Chateaubriand, Casablanca-20000	Casablanca			
MAZHAR S.A.			022 23 78 78			022 23 79 79	75, rue de Normandie, Casablanca-20100	Casablanca	mazhar@winner.net.ma		
MIGAROMES	Exportateur et producteur des aromes.		022 91 43 97			022 90 54 27	186, bd. Oued Sebou (hay El Oulfa), Casablanca-20200	Casablanca			

## Base de données PAM-Maroc

## Catégorie: Exportateurs

Date Mise à jour: Sept2009

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone1:	Téléphone2:	Portable	Fax	Adresses	Ville	E-mail1	Email2	Site Web
Mokawalat Al Antaki	Exportateur des PAM	Khadija Rachdi	035 70 31 83		0669 53 05 3		Z3, R 15 Hay Benis Bel khayat,Fès	Fès	rachdi_int_aintaki@hotmail.com		
Mustaphas Of Morocco	Exportation d'huiles essentielles et de PAM	Mostapha Haddouch	0535 52 31 39				109; Z.I Mejjat Meknès	Meknès			
NASSIMO EL WARDE Sarl	Distillation et exportation d'huiles essentielles de plantes.	El Hassane ABOULKASSIM	035 52 17 84			035 40 20 03	1, Rue GHANA Meknès	Meknès	nassimo-el-warde@menera.iam.ma		
Naturex	Distillation et extraction de plantes aromatiques et médicinales.	-Mr. Axel D'Hauthuille -Mr. Benoit Doithiere	022 53 89 41			022 53 89 95	Technopole Nouasser BP42 20240 Nouasser, Casablanca. Maroc.	Casablanca	naturexmaroc@naturex.com		<a href="http://www.naturex.com">www.naturex.com</a>
Raha Huile	Société spécialisée dans la fabrication de produits cosmétique a base de PAM.	Lemsaki Abdesslam	024 30 78 65	011 021 491	0664 17 79 67		490 Rue Mssala Sidi youssef BenAli Marrakech				
Santis	Exportation des huiles essentielles et des plantes Aromatiques.	Bennani	0522 23 74 07				km 8,5 Rte Mediouna, Casa	Casablanca			
Senteurs de l'Atlas	Exportateur des PAM	Ali ACHABOUR	0661 36 96 92				Bmloc pam1, ouled dlala, caida lalla mimouna, My Bouselham	Kénitra			
SMAHEP	Exportateur des PAM	Lazrak	0535 65 51 80				Q.I Bensouda, Fes	Fès			
SOCOPRAG	producteurs et Exportateur des PAM	Mohamed BENIDER	0524 44 66 72			0524 44 60 34	46, Lot Akioud-Semlalia Marrakech	Marrakech			
SOMAPAM	transformateur & Exportateur des PAM	Pr. Ismaili Alaoui	0537 77 23 01				BP 6202 Rabat Institut IAV Hassan II	Rabat	somapam@yahoo.fr		
SOPLARMA	Exportateur des PAM	My EL Bachir	0524 44 49 59	0524 44 49 19		0524 34 18 47	Lot 82 bis, Q.I Azli Marrakech	Marrakech			
Sté Civile Agricole Mokala ( Mokala s.c.a. )	Exportateur des produits de PAM.		022 27 16 95	022 22 06 91			10, rue El Oraibi Jilali -ex Foucauld, 4 <sup>ét</sup> .	Casablanca			
Sté Fettah	Import & Export de produit agro-alimentaires : Epices, herbes, médicinales et aromatique, féculents.	Mme. Boudour Fettah	022 31 11 23	022 31 10 54			51, Bd Rahal El Meskini, Casablanca	Casablanca	stefettah@menara.ma		
Sté Laboratoire générika	Herboriste	Franck Levy	022 36 79 55	022 36 79 56			42 Rue Sanhaji Khaili II Hay Mohamadi Casablanca	Casablanca	labogenerika@yahoo.fr		
Ste Said Al Anwar	Exportateur de PAM.	Sayed Makhlouf	061 40 41 50					Casablanca	alanwar5@hotmail.com		
VIALYS	Exportateur, distillateur d'huiles essentielles.	Mr. Mounir KOUHEN	022 44 89 52			022 44 99 46	119, Av. Des FAR Casablanca	Casablanca	karimatak@vialys-export.com		<a href="http://www.vialys-export.com">www.vialys-export.com</a>
ZAKAMEX	Collecte des P.A.M, transformation en huiles essentielle plus emballage.	KAMEL Fouad				074 10 96 93	035 46 91 22	B.P107MEKNES	Meknès	zakamex@yahoo.fr	

## Base de données PAM-Maroc

## Catégorie: Sté. Étrangères

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone 1	Fax	Adresses	Ville	E-mail 1	Site Web
Balla Abdelouahab "Intemediaire France"	Intemediaire France, Import et export.	Balla Abdelouahab	+33611256124			France		
Bemiddelaar bij import groenten en fruit.	Importer hollandes des fruits et PAM.	Driss El Fillali	+31 174 54 06 22	+31 174 54 06 22	Lepenhof 10 2678 SL De Lier	Hollands	drissellfillali@hotmail.com	
Champon Millennium Chemicals, Inc.	Société Américaine qui fabrique des pesticides pour l'agriculture a base de PAM.	Louis Champon	+1 703 766 3787		Inc. 570 Herndon Parkway, Suite 500, Herndon, VA 20170	USA	champon@ix.netcom.com	
Herbes de Vie	Vente des produits - herbes aromatiques et médicinales, huiles essentielles, tisanes, sirops etc -	Thierry Thevenin	+33 5 55 67 23 25		Merinchal 23420 France	France	thevenin@herbesdevie.com	<a href="http://www.herbesdevie.com">www.herbesdevie.com</a>
IABVenture.com	Société Américaine qui offre des solutions soutenables pour le marché biologiques des PAM.	Carole Addison Goyne, Trinity Ava Rizzi.			705 Goodwin Ave., Penngrove, CA 94951	USA	carole@iabventure.com	<a href="http://www.iabventure.com">www.iabventure.com</a>
Inproplant GmbH	International Procurement of Plants, est une société Allemande qui produit des PAM	Werner Leikert	08061 39 26 56	08061 39 26 58		Allemagne	leikert@inproplant.de	<a href="http://www.inproplant.de">www.inproplant.de</a>
Mustapha's	Importateur des PAM.	Mustapha Haddouch	+1206-382-1706	+1206-382-1958	Haddouch Gourmet Imports, Inc. 1417 Elliot Ave. W. Seattle WA, 98119	USA	mustapha@mustaphas.com	<a href="http://www.mustaphas.com">www.mustaphas.com</a>
OM Organics	Société internationale productrice des PAM, huiles essentielles BIO.		+1 707 824 8601	+1 707 824 8601	3245 Prairie Avenue, Suite A, Boulder, CO 80301	USA	herbs@omorganics.com	<a href="http://www.omorganics.com/">www.omorganics.com/</a>
Pacific Botanicals	Société Américaine spécialisée on production des herbes médicinale et les épice.	Mark Wheeler	+1 541 479 7777	+1 541 479 7780	4840 Fish Hatchery Road, Grants Pass, OR 97527	USA	wildfarm1@esrthlink.net	<a href="http://www.pacificbotanicals.com">www.pacificbotanicals.com</a>
Simplers Botanical CO.	Société Américaine qui produit des huiles essentielles, des herbes pour l'aromathérapie BIO.	Oren Wool	+1 8006527646 ( ext. 110)	+1 707 887 7570	PO Box 2534, Sebastopol, CA 95473	USA	tech@simplers.com	<a href="http://www.simplers.com">www.simplers.com</a>
The Nature of Interpreting	Interprète certifié	Shelly Browning	+1 707 953 67 12	+1 707 536 73 62	528 Humboldt St. Santa Rosa, CA 95404	USA	shellybrowning@hotmail.com	
Traditional Medicinals	Société Américaine qui produit des tisanes de PAM biologiques.	Josef Brinckman			4515 Ross Road, Sebastopol, CA 95472	USA	jbrinkmann@tradmed.com	<a href="http://www.traditionalmedicinals.com/">http://www.traditionalmedicinals.com/</a>
Vertigris Ventures	Société Américaine qui offre des solutions soutenables pour le marché biologiques des PAM.	Scott Goyne	+1 800 543 4372		705 Goodwin Ave., Penngrove, CA 94951	USA	scott@vertigris.com	<a href="http://www.vertigris.com">www.vertigris.com</a>

Nom de l'établissement	Typologie des ad	Nom de la personne responsable	Téléphone1	Portable	Fax	Adresses	Ville	E-mail	Site Web
Herboristrie El khatib	Herboristrie	El khatib		064 89 16 49			Rabat		
Herboristrie Elarbi Hechlaf	Herboristrie	Elarbi Hechlaf		063 04 58 14		07, Derb Bab Jdid, Beni mhamed Meknes	Meknes	etoilledunord@hotmail.com	
Herboristrie Elhaj Elhassan Afidi	Herboristrie	Elhaj Elhassan Afidi	037 60 10 25		037 60 10 31				
HERBORISTRIE ELMADINA	Herboristrie	EL IDRISSI MOUSSA	073063122	067 89 59 49		N 1 PAM 1 HAY EDAKHLA BLOC 6 SOUK SEBTT BENI MALAL	BENI MALAL		
Herboristrie Elmarhraoui Mustapha	Herboristrie	Marhraoui Mustapha		072 98 69 54		Blv hassan II 250 Berkane	Berkane		
Herboristrie Eltaoussi Mohamed	Herboristrie	Eltaoussi Mohamed		068 35 79 14					
Herboristrie Erachedi Khadija	Herboristrie	Erachedi Khadija		069 53 05 37					
Herboristrie Essalam	Herboristrie	NAAMAN ABDESLAM		061 73 18 44		N° 1833 NAKHLA I EL KELAA DES SRAGHNA	KELAA DES SRAGHNA		
Herboristrie Fadlaoui Rahma	Herboristrie	Fadlaoui Rahma		067 14 20 01	022 54 32 40	11 Janvier Rue AL Wahda N 31 Casablanca	Casablanca		
Herboristrie Hanou Abdelmalek	Herboristrie	Hanou Abdelmalek		067 97 53 19				anasbouayadi@hotmail.com	
Herboristrie Ibn Sahara	Herboristrie	El Houari Ali	064 40 11 96			N 51 RUE MOULAY YOUSSEF KHEMISSET	KHEMISSET		
Herboristrie Ifzarhen Driss	Herboristrie	Ifzarhen Driss		068 19 37 95					
Herboristrie IHEN IHEN	Herboristrie	EL LAMRANI RACHID, MOULAY TAJ ELMEHDI		068 15 97 99		N° 102 RUE 64 SALAM 2 SIDI SAID-MEKNESS	MEKNESS	polene2@hotmail.com	
Herboristrie Kaoutar El Ibrahim	Herboristrie	Kaoutar El Ibrahim	063 22 78 70		035 73 33 31			kka_pam@yahoo.fr	
Herboristrie Maadan Abd ullah	Herboristrie	Maadan Abd ullah		062 01 70 47	022 75 36 24	Block 36 N 41 Mansour III Barnousi, Casablanca	Casablanca	maadan01@gmail.com	
Herboristrie MOKHLESS AHMED	Herboristrie	MOKHLESS AHMED		063 87 62 40		N° 25 MARCHÉ KASBA ZANKAT ESSAKIA- MOHAMMEDIA	MOHAMMEDIA		
Herboristrie Nabil Boudra	Herboristrie	Nabil Boudra		068 75 64 44					
Herboristrie Naouar Echams	Herboristrie	Rachid Elsawab		061 44 96 25		Borj moulay Omar HAY Bilaire hay nouart echams Meknes	Meknes		
Herboristrie Said Raji	Herboristrie	Said Raji		061 77 40 42			CASABLANCA	makh01@hotmail.com	
Herboristrie Tabarani	Herboristrie	TABARANI YOUSSEF				N° 55 RUE 39 HAY TARIK SIDIBERNOUSSI-CASABLANCA	Casablanca	youssef_tabarani75@hotmail.com	
Herboristrie Zawra	Herboristrie	LAMZABI ABDERAHIM		071 42 61 06		N° 59 BIS RUE 85 QUARTIER LAAZIFAT-TANGER	Tanger		
Herbosif	Herboristrie	Saif Eddine Mostafa		061 61 79 18		N° 48 BIS BLOC 9 CITE JAMAA Casablanca	Casablanca	herbosif@ayna.com	
HILLAKAT MABCHOUR	Herboristrie	MABCHOUR MOHAMED	022 38 85 28	061 86 38 37		N° 49 BD GOUERA , HASSANIA II, Casablanca	Casablanca		
La Maison du Miel	Herboristrie	EL GOURRANY EL MOKHTAR		065149899		N° 4 RUE BEN GHAZI QUARTIER BALADIA, Casablanca	Casablanca	gourany56@hotmail.com	
Maashaba	Herboristrie	El Mouman Hassan	037 79 72 56	068 14 26 09		Block D N79 Dyour AL Malk, CYM Rabat	Rabat		
Maashabat Dariouch Ejjilali et Fils	Herboristrie	Ejjilali Drwash	022 73 10 45	061 98 40 81		Amal 1 Rue 5, N 38 Sidi Al Bamousi casablanca	Casablanca	abdeljalil25@hotmail.com	
Maashabat Shifaa	Herboristrie	Konoun Bendaoud	035 58 76 25	066 36 65 53	035 58 84 86	Rue Oujda N 92, Khenifra	Khenifra		
Mashabat Asalam	Herboristrie	Abdennabi Intissar		064 97 37 68		Bld. Al Hizam Al Kabir, Darb Mouman Rue 5, N 50 Hay Al Mohamadi Casablanca	Casablanca	abdelmajid_instissar@hotmail.fr	
Monde des herbes "herboristrie des Indalos"	Herboristrie			061 15 15 83	037 80 11 33	N° 10( lotissement andalos, Blv Abd rahim bouabid hay essalam salé	Sale		
Ould Mahdi Mohamed Najib	DES HERBORISTE	Ould Mahdi Mohamed Najib	037 29 07 31	067 66 78 58		lexe El Manal Ave Massira El Manzah Rabat	Rabat		
Societe phto plante	Herboristrie	-Ms. Laila Zahour, - Mr. Fathi Abdaziz		063 80 11 94	035 55 26 59	111 lotissement Grawa Zitoun Meknes	Meknes	zahour2000@hotmail.com	
TADAQUI BI AACHAB	Herboristrie	KAMAL M'BAREK		072 54 45 17		N° 72 RUE ELKFAF - KHOURIBGA	KHOURIBGA	kamalmobark@caramail.com	
Union des herboristes au Maroc.	Herboristes au Maroc.	Ben Mouloud Rachid	035 70 31 83	064 90 42 35		Rue 3 N° 15 Hay Benis Belkhiat Ain Haroun Elsoffia Fes.	Fes	benmouloud_int_intaki@hotmail.com	benmouloud.site.voila.fr

Nom de l'établissement	Description des activités	Nom du Responsable	Téléphone 1	Portable	Fax	Adresses	Ville	E-mail 1	E-mail 2	Site Web
Cabinet Bendaoud	Bureau de consulting.	- Bendaoud Hamza. - Mohamed Bendaoud		064 16 17 18		85 BD Lalla yacout Casablanca	Casablanca	m.bendaoud@menara.ma		
Conseiller technique avec Zakamex.	Bureau de consulting.	ITTOBANE Najim		061 53 26 97		Faculté des Sciences de Meknès BP: 11 201 Zitoun Meknes	Meknes	Najim.ittobane@caramail.com		
Ecocert	Bureau de consulting et de certification BIO.	Daoud Moha	028 22 07 42	061 43 12 24	028 22 07 42	B.P. 3916 Bureau de Poste Talborjt, Agadir.	Agadir	office.morocco@ecocert.com		<a href="http://www.ecocert.de">www.ecocert.de</a>
EUROPALLIANCES CONSULTING	Bureau de consulting.	Aicha MOUHADDIR	0 74 99 99 43			Technopark, bureau 305, Rte de Nouaceur, Casablanca	Casablanca			
Fellah Conseil	Cabinet conseil spécialisé en stratégie et marketing des filières agricoles	Ali ELISSIGUI	0 522 40 37 37	06 61 38 55 53	0 522 40 38 38	Imm.Mansouria, n°4, Place Alyassir, Belvédère 20300	Casablanca	<a href="mailto:dq@fconseil.ma">dq@fconseil.ma</a>	<a href="mailto:contact@fconseil.ma">contact@fconseil.ma</a>	
"Free Lance" Chrif Haouat Houriya	Consultante	Chrif Haouat Houriya	022 50 59 60	064 95 08 52		AC 42 Résidence Al Kasbah Appt 19 Ain Chack Casablanca	Casablanca	houriyache@yahoo.fr		
Global Quality Consulting	Bureau de consulting.	Youness Laayouni	022 39 49 84	061 10 16 75	022 39 57 41	Appt 7, Imeuble 10, boulevard Ghandi Casablanca	Casablanca	gqc@menara.ma		
Ingénieur conseil Horticulture	Bureau de consulting en horticulture.	- Laassili thami		061 34 74 00				laassili@hotmail.com		
INTERP	Bureau de consulting.	MAA HASSAN	022 24 78 23	061 09 19 29		357 Boulevard Mohamed V Casablanca	Casablanca	interp@menara.ma		
Link One	Bureau de consulting.	- Ali El Ayoubi	037717515		037717515	Residence Ryad Soundouss II Rue Allim n°4 Hay Riad , Rabat	Rabat	elayoubi@skynet.be		
MERCATUM	etudes & consulting en Marketing et Communication	My Hachem El M'hammedi Alaoui	022 86 04 91	065 10 09 00	022 86 04 90	13, Bd d'Alexandrie quartier des hopitaux casablanca 20100	casablanca	rachalaoui@yahoo.fr	rachalaoui@menara.ma	
ORH Group	Bureau de consulting.	Youssef Diouri		061 20 18 04	022 25 39 17	75 Boulevard Al Massira Khadra. Casablanca	Casablanca	y.diouri@orghgroup.com		
Phyto Consulting	Bureau de consulting.	- Mohamed Ayoub	028246638		028246638	N°6 P2 Imm Elharch, Rte Biogra BP: 784 Ait Melloul Agadir	Agadir	Phytoing@menara.ma		
UNICONSULT	Bureau de consulting.	BOUKIL AHMED	037 79 08 30	061 25 97 0	037 79 08 30	920. Ave des FAR Appt 6 Al Manzah RABAT		boukilahmed54@yahoo.fr		

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone 1	Téléphone 2	Fax	Adresses	Ville	E-mail 1	E-mail 2	Site Web	Pays
Centre de Recherche Forestière (CRF) Rabat	Valorisation des plantes aromatiques et médicinales avec nombreuses publications.	-Abderrahman Aafi - Mohamed Ghanmi - Ismaili My Rchid - Aberchane mohamed - EL Abid Ablehak	037673830		037671151	Centre de Recherche Forestière (CRF) Rabat	Rabat				Maroc
Ecole Nationale d'Agriculture de Meknès. (ENAM)	formation d'ingénieur agronome, recherche académique et un partenariat industriel	- Pr. Bahri Hakima - Pr. BOUABID Rachid - Pr. Ghizlane Echchgadda	035 30 02 39	035 30 02 40	035 30 02 37	km. 10, Route Haj Kaddour, B.P. S/40, Meknès, 50001.	Meknes	ena@enameknes.ac.ma		<a href="http://www.enameknes.ac.ma/">http://www.enameknes.ac.ma/</a>	Maroc
ENFI (ECOLE NATIONALE FORESTIERE D'INGENIEURS)	Ecole public de formation des cadres.	- Benrahmoune Idrissi Zineb	037 78 97 04	037 86 37 04	037 78 71 49	BP: 511 Tabriquet., Salé	Sale				Maroc
ENIM ( Ecole National de l'industrie Minérale )	L'ENIM dispense une formation d'ingénieur renouvelée, s'appuyant sur une coopération académique et un partenariat industriel	- Said Hachimi	037 68 02 30		037 77 10 55	BP 753, Agdal, Rabat.	Rabat			<a href="http://www.enim.ac.ma/">http://www.enim.ac.ma/</a>	Maroc
FACULTE DES LETTRES SAISS	Faculte des lettres Fes Saiss.	- Hjjij El Hassan	035 64 41 12		035 64 09 84	B.P. 59 Fès	Fes				Maroc
FACULTE DES SCIENCE de Oujda	FACULTE DES SCIENCE de Oujda	- Ahmed MELHAOUI - ELMALIANI	036 74 47 47		036 74 47 49	B.P. 524 Oujda	Oujda			<a href="http://www.univ-oujda.ac.ma/">http://www.univ-oujda.ac.ma/</a>	Maroc
FACULTE DES SCIENCES d'Agadir	FACULTE DES SCIENCES d'Agadir	- Miloud EL Hadek	028 22.02 67		028 22 01 00	B.P. 28 Agadir	Agadir				Maroc
Faculté des sciences de Casablanca	Faculté des sciences de Casablanca	-	022 23 06 82		022 23 06 74	B.P 5366 Casablanca	Casablanca				Maroc
FACULTE DES SCIENCES de Meknes	Faculté des Sciences de Meknes	- Ittobane Najim	035 53 78 96		035 53 68 08	B.P.4010 Meknes	Meknes				Maroc
FACULTE DES SCIENCES ET TECHNIQUES de Mohammedia	FACULTE DES SCIENCES ET TECHNIQUES de Mohammedia	- Mohamed Akssira - Taoufiq FECHTALI	023 31 46 77		023 31 53 53	B.P 146 Mohammedia	Mohammedia				Maroc
FACULTE DES SCIENCES ET TECHNIQUES de Settat	FACULTE DES SCIENCES ET TECHNIQUES de Settat	- Boussen ratiba	023 40 09 40		023 40 09 69	B.P. 577 Settat	Settat				Maroc
Faculté des Sciences Kenitra	Faculté des Sciences Kenitra.	- Gmira Najib - Aznague fatima - Fatna Bssaibis - Najib Gmira	037 37 22 01	037 37 22 03	037 37 27 70	B.P 133 Kénitra 14 000Kénitra	Kénitra			<a href="http://www.univ-ibntofail.ac.ma/">http://www.univ-ibntofail.ac.ma/</a>	Maroc
FACULTE DES SCIENCES SEMLALIA	Faculté des Sciences de Marrakech	- Ahmed Benharref	024 43 46 49	024 43 20 76	024 43 74 08	B.P.S. 15 Marrakech	Marrakech			<a href="http://www.ucam.ac.ma/">http://www.ucam.ac.ma/</a>	Maroc
Faculté Polytechnique de Mons	Faculté Polytechnique de Mons	- Christian Broche	+3265374121		+3265374120	Bd Dolez 31 7000 Mons, Belgique	Mons			<a href="http://www.fpm.ac.be">www.fpm.ac.be</a>	Belgique
Faculté sciences Dhar Mehraz Fes	Faculté sciences de Fes	- REMAL Adnane	035 64 23 89	035 64 23 94	035 64 25 00	B.P. 1798 Atlas Fès MAROC	Fes			<a href="http://www.fsdmfes.ac.ma/">http://www.fsdmfes.ac.ma/</a>	Maroc
FSR (La Faculté des Sciences de Rabat)	L'enseignement est assuré par 474 enseignants-chercheurs. Il comprend un cycle de licence de trois années, un cycle de master de deux années sanctionné et une formation doctorale.	- Pr. Charouf Zoubida - Pr. Achour Redouane	037 77 18 34	037 77 18 35	037 77 42 61	4 Avenue Ibn Battouta B.P. 1014 RP, Rabat.	Rabat			<a href="http://www.fsr.ac.ma/">http://www.fsr.ac.ma/</a>	Maroc
FUCAM	Facultés Universitaires Catholiques de Mons Académie Universitaire Louvin	- Fouad Riane	+32-0-65323433		+32-0-65323363	chaussée de Brinche 151 -B- 7000 Mons Belgique	Mons	international@fucam.ac.be		<a href="http://www.fucam.ac.be">www.fucam.ac.be</a>	Belgique
I.S.T.A BERKANE	Formation pour les technicien spécialisé en gestion des entreprises, technicien comptable d'entreprises, conseiller clientèle à distancet, technicien en secretariat bureautique, electromecaniques des systemes automatisés et technicien en froid industriel.	- ABDELLAOUI Abdelghani	036 61 2789		036 61 27 89	Hay Eddakhla B.P. 184	BERKANE				Maroc
IAV Hassan II, Agadir	Institut de formation supérieur dans l'horticulture, protection des plantes, et l'environnement et l'aménagement des ressources naturelles.	- Pr. El Fadl - Pr. Bouhida Med - Pr. Lahcen Kenny	028 24 10 06		028 24 22 43	Km 2 Route de Taroudant, Agadir BP : 18/S Agadir	Agadir			<a href="http://www.iav.ac.ma">www.iav.ac.ma</a>	Maroc
IAV Hassan II, Rabat	Institut de formation supérieur dans les domaines de l'agronomie, la médecine vétérinaire.	- Pr. Ismaili Alaoui - El HIMDY Badre - Bachir benjlali - Abdelhadi Abousalim - Mohamed Bouhaloua - Faïcale Benchakroune - Hmed Skiredj - Mr. Ahmed Achhal Elkadmiri	037 77 17 45	037 77 14 58	037 77 81 35	BP 6202-Instituts,10101 Rabat	Rabat			<a href="http://www.iav.ac.ma">www.iav.ac.ma</a>	Maroc
INPMA (Institut National des Plantes Médicinales et Aromatiques.)	Entreprendre, élaborer et conduire des projets de recherche et de développement dans le secteur des PAM.	Pr,Dr Med Hmamouchi Directeur INPMA	035 68 95 00	035 60 84 51	035 60 86 65	BP 159, Taounate principale, Taounate	Taounate	inpma@hotmail.com		<a href="http://www.usmba.ac.ma/inpma/">http://www.usmba.ac.ma/inpma/</a>	Maroc

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone 1	Téléphone 2	Fax	Adresses	Ville	E-mail 1	E-mail 2	Site Web	Pays
INRA Kénitra	Le Centre Régional de la Recherche Agronomique de Kénitra couvre la zone d'action de l'Office Régional de Mise en Valeur Agricole (ORMVA) du Gharb, les Directions Provinciales d'Agriculture (DPA) de Kénitra et Sidi Kacem et une partie de l'ORMVA du Loukou	- Benselmane El Hassane	037 37 47 88		037 37 47 27	14, Rue Abou Temmam B.P. 257 Kénitra Maroc	Kénitra	sbaghi@inra.org.ma		<a href="http://www.inra.org.ma">www.inra.org.ma</a>	Maroc
INRA Rabat	Le Centre Régional de la Recherche Agronomique de Rabat couvre les zones d'action des Directions Provinciales D'agriculture (DPA) de Ben Slimane, Khemisset et Rabat-Salé.	- Dr. LAGE Mounira - Dr. Chawki Al Faiz - Dr. IMANE THAMI ALAMI	037 77 09 55	037 77 26 39	037 77 00 49	Avenue de la Victoire B.P. 415 - Rabat R.P. Maroc	Rabat	contact@inra.org.ma		<a href="http://www.inra.org.ma">www.inra.org.ma</a>	Maroc
INRA Settat	Le Centre Régional de la Recherche Agronomique de Settat couvre la zone d'action de l'Office Régional de Mise en Valeur Agricole (ORMVA) des Doukkala et les Directions Provinciales d'Agriculture (DPA) de Casablanca, El Jadida, Khouribga, Settat et Safi.	- Moutiq Rkia	023 72 93 00		023403209 023 40 32 09	Route tertiaire 1406 A 5 Km de Settat Maroc	Settat	gharous@inra.org.ma		<a href="http://www.inra.org.ma">www.inra.org.ma</a>	Maroc
ISDD	Institut des Sciences & Developpement des Deserts.	- Mr. Abdelkader Mribiha				BP 184 Oujda Maroc	Oujda				Maroc
ISTA de Tetouan	Formation pour les technicien spécialisé en developpement informatique, gestion des entreprises, technicien comtable d'entreprises, conseiller clientele a distance et technicien en secretariat bureautique.	- OULMAATI Jilali	039 97 05 25		039 97 05 25	Route de Sebta B.P. 57	Tetouan				Maroc
Mr. Pierre Blieck, Ingenieur Agronome	Mr. Pierre est un ingénieur agronome, développement rural- transfert de technologie- gestion et logistique de projets de développement et d'aide humanitaire.	Pierre Blieck	+32 81 57 07 60		+32 81 57 07 60	14 Rue de l'Eglise 5340 Faulx-les Tombes Belgique.	Belgique	pierre.blieck@tiscali.be			Maroc
The Stat Université Of New Jersey	The Stat Université Of New Jersey	- DR. Ramu Govindasamy	+732/932-info (4636)			Rutgers The state University of New Jersey 55 Dudley Road New Brunswick New jersey 089018520	New jersey			<a href="http://www.rutgers.edu/">http://www.rutgers.edu/</a>	USA
Université Abdelmalek Essaâdi. Faculté des Sciences	Faculté des Sciences de Tétouan.	- Lamarti Ahmed - Ahmed lamarti	039 97 24 23		039 99 45 00	B.P. 2121 Mhannech II. 93002 - Tétouan	Tétouan			<a href="http://www.fst.ac.ma/">http://www.fst.ac.ma/</a>	Maroc



## Base de données PAM-Maroc

## Catégorie: ONG

Date Mise à jour: Sept2009

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone	Fax	Adresses	Ville	E-mail	Site Web	Téléphone 1	Portable	E-mail 2
AMABE	(Association marocain de l'agriculture biologique et l'environnement)	Madrani Abdellah					madrani_agribio@hotmail.com			061 95 85 97	
ADPAM	Association pour le développement des plantes aromatiques et Médicinales.	Pr. Zrira Saadia	037 77 17 45		Institu Agronomique et vétérinaire Hassan II BP: 6202 Rabat Institut Rabat	Rabat	s.zrira@iav.ac.ma				
AMAPPAM	l'Association Marocaine des Professionnels des Plantes Aromatiques et Médicinales.	Mr. Haj Marzouk, Mr. Drissi Mohamed	067 63 71 76		9 Rue Daraa, Apt. 9 Agdal, Rabat (Adresses provisoire).	Rabat	fidanature@menara.ma		063 48 45 40		
AMAPPE (Association Marocaine d'Appui à la Promotion de la Petite Entreprise)	Accueil, information et orientation des porteurs de projets: conseil et accompagnement durant les étapes d'élaboration de l'étude de faisabilité et de montage du projet formation en création d'entreprises et gestion, etc.	M. Abdeljalil Cherkaoui	037 68 69 14	037 68 29 88	29, Rue jabal Toubkal Appt. 08 Agdal Rabat	Rabat	amappe@mtds.com	<a href="http://www.amappe.ma">www.amappe.ma</a>			
ANADEC	Association Nationale pour le Développement du Cactus (ANADEC)	Meryam Alaoui			B.P : 74 Al Qods Kelaa des Sraghna - 43000 Maroc	Kelaa des Sraghna	anadec13@yahoo.fr			061 20 58 38	
Association Adrar	Association pour l'environnement et le développement	M. Boularbah	035 67 95 86	035 67 95 86	138 Av. Al Atlas Apt. 128 Tahla 35300	Tahla	tahladrar@yahoo.fr			072427349	
Association Ain Al Ati		-Youssef El Asimi - Youssef Maassou	022 23 25 25	035779935	c/o Clinique vétérinaire Palmiers 20 Rue Rodin Quartier Palmiers 20100 Casablanca	Casablanca					
Association AL AMAL des PAMs Assila		Malika El Bouaanani			Dar El chaoui Nouvelle Cercle de Assila Tanger, BP: 4 Assila	Assila				072698426	
Association Attadamoun		Lahcen Dahmouni			Douar Oulad Ettahr Commune de Mezraoua Taounate	Taounate				067 74 21 85	
Association de TARGA		- El Fassi Afaf - Ben said Amrani Abdeslam Moustni Mohamed	037 68 17 05	037 77 58 01	Targa Aide BP 6284 Madinat al irfane Instituts 10101 Rabat - Maroc	Rabat	targa@targa-aide.com	<a href="http://www.targa.aide.com">www.targa.aide.com</a>			targa@targa.aide.com
Association des Coopératives Agricoles de Figuig	Association des Coopératives Agricoles de Figuig	Mohamed Amine Mimouni		056 68 53 85	Blv. Mohamed V, 122 Oujda	Oujda	amireq@caramail.com			061 36 33 18	
Association Espace sciences et Vie Sefrou		Pr. Badiia Lyoussi		035 73 30 59	Mme Badiia Lyoussi 67 Avenue My Rachid Immeuble Ansar Fes	Fes	aesv@caramail.com			061 35 42 46	lyoussi@menara.ma
Association féminine des Herbe aromatique et médicinal de Beni Yedar	Association féminine des Herbe aromatique et médicinal de Beni Yedar	- El Bagouri Mohamed - Zouhra Redam			CR Ben Yadar, Ben Karich, Tetouane	Tetouane				061 55 44 92	
Association maroc agriculture biologique	Association maroc agriculture biologique a Casablanca et Bensliman.	-Madrani Abd Lah		037 65 60 22	Hay Moulay Abd Lah, Rue 74 N 30 Ain Chouk Casablanca	Casablanca				061 95 85 97	
Association Marocaine d'Appui aux Initiatives de Développement (AMAIID)	La mission de l'AMAIID est d'œuvrer pour un développement durable et solidaire à travers la promotion du : - Développement local - Développement économique - Développement institutionnel	Fatima-Zohra CHERGUI AKALAY	037 68 11 08	037 68 10 96	N° 10, rue Jabal Tazekka, Appartement N° 5, Rabat - Agdal	Rabat	akalay@menara.ma				
Association marocaine d'appui à la promotion pour la petite entreprise	Association marocaine d'appui à la promotion pour la petite entreprise.	-Abd Ejali Cherkaoui	037 68 69 14	037 68 29 88	Siège Rabat 29, Rue Jbel Toubkal, appt. 8Agdal, Rabat 10000	Rabat	amappe@mtds.com				
Association Marocaine pour l'action au développement	Association Marocaine pour l'action au développement.	Ali Bachiri	036 71 09 29	036 71 09 29	université Mohamed Premier , BP 524 Oujda	Oujda					
Association Marocaine pour l'Agriculture Biologique et l'Environnement.	Association Marocaine pour l'Agriculture Biologique et l'Environnement.	Madrani Abd Lah		037 65 60 22	B.P 70414 Hay Rmila Ain Chouk Casablanca	Casablanca	madrani_agribio@hotmail.com			061 95 85 97	madrani_agribio@yahoo.fr
Association PAM (les femmes rurales et la biodiversité) ASSILA		Bahia ZALAI			Dar El chaoui Nouvelle Cercle de Assila Tanger, BP: 4 Assila	Assila				065 35 69 93	
Association PAM TAOUNATE		Saida tayebi	035 68 8747		Commune Rurale Bouadel , Taounate	Taounate	Saida_tayebi@yahoo.fr			065 43 19 21	

## Base de données PAM-Maroc

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Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone	Fax	Adresses	Ville	E-mail	Site Web	Téléphone 1	Portable	E-mail 2
Association Zitoune		Chinoune Mohamed			Corps de la paix Beni Sohane Sefrou Lindsey LUDWIG BP 91 Ribat El Khir Bni Sohane, Maroc 31350	Bni Sohane				064 25 50 04	
Association Marocaine de l'Agroéconomie		- Sarghini Idrissi Hassan - HAMID IMRANI	037 69 84 07	037 69 84 01	Av. Hassan II kl 4 Station dbagh Rabat		amaeco@dpae.gov.ma		037 69 84 08		
Centre d'Azrou pour le développement communautaire		Benbella Malika	035 56 14 73	035 56 14 66	Université Al Akhawayne Ifrane	Ifran	m.benbella@aiui.ma		035 56 14 92	061 06 24 78	
CNOP pharmaciens		Zouine Khalid	035 53 71 31	035 53 71 31	22 bd Ahmed el melouli Zitoune Meknes	Meknes	zouinekhalid@yahoo.fr			061 28 24 85	
Cooperative Apicoles Bouyablane & Elkhayr	une cooperative d'apiculture.	Abdellah Rachmoune			Hay El Mahata (En Face du Souk) Ribat El Khayr, Province de Sefrou. Region Fes- Boulmane	Ribat El Khayr	miel_bouyablane@hotmail.com	<a href="http://www.bouyablane.com">www.bouyablane.com</a>		070 19 06 29	
Coopérative des agriculteurs de Taounate		DAHMOUNI Lahcen			Douar Oulad Ettahr Commune de Mezraoua Taounate	Taounate				069 97 61 84	
CURDO (Centre Universitaire pour le Développement de la région de l'Oriental)	CURDO (Centre Universitaire pour le Développement de la région de l'Oriental)	Irzi Zoulikha	065 09 32 80		université Mohamed Premier , BP 524 Oujda Maroc	Oujda	inter_cudro@yahoo.fr				
ENDA MAGHEB	La principale mission que s'est assignée Enda Maghreb consiste en la promotion d'un développement humain respectueux de l'environnement. Enda Maghreb œuvre ainsi, au travers de programmes opérationnels de développement intégré, en milieux urbain et rural	Dr. Magdi Ibrahim	037 67 10 61	037 67 10 64	12, rue Jbel Moussa Appt 13 - Joli Coin Rabat Agdal, Maroc	Rabat	endamaghreb@menara.ma	<a href="http://www.enda.org.ma">www.enda.org.ma</a>	037 67 10 62		
Espace de Solidarité et de la Coopération de l'Oriental		Benatta					oujdaesco@yahoo.fr			066 58 05 41	
Federation Sebou		Driss Slassi Moutabir			Direction Provincial d'Agriculture BP: 18 A Fès	Fès				034 77 01 64	
Fondation crédit agricole pour le micro crédit		Boudache Malika	037 26 39 03	037 26 39 06	4 Avenue Tripoli Rabat	Rabat	bodach@creditagricole.ma	<a href="http://www.creditagricole.ma">www.creditagricole.ma</a>	037 26 39 04		
Fondation Norsys		- Zidi Tarik - Khalid El Baji	024 43 83 30		279, Semlalia 40000 Marrakech	Marrakech	tzidi@norsys.org	<a href="http://www.norsys.org">www.norsys.org</a>			khalidopharm@yahoo.fr
Fondation ZAKOURRA "Tourisme rural"		AMINA Miliani	022 22 64 61	022 22 65 05	6, rue Najib Mahfoud Quartier Gauthier Casablanca	Casablanca	Miliani.amina@voila.fr			069 217 591	
FONDEP	Microt Crédit	Marie Alix le charles	037 75 62 81	037 75 63 18	BP: 4089 Elwafa Larache Maroc	Larache	marie_alix@fondep.com	<a href="http://www.fondep.com">www.fondep.com</a>	037 75 48 09		iamrani.mustapha.ma@caramail.com
RADEV		LAMRANI Mustapha	039 50 09 43	039 50 09 43			radeve@menara.ma			061 81 40 92	
SOMAPAM	Société Marocaine des Plantes Aromatiques et Médicinales.	Pr. Ismaili El Alaoui, Pr. El Rhaffari Lhousaine.	061 53 27 77		9 Rue Daraa, Apt. 9 Agdal, Rabat (Adresses provisoire).	Rabat	m.ismaili@iav.ac.ma		061 50 31 45		elrhaffari@yahoo.com
Union des herboristes du Maroc.	Union des herboristes du Maroc.	Ben Mouloud Rachid			Rue 3 N° 15 Hay Baniss Belkhatate Ain Harroun Fes	Fes			035 70 31 83	064 90 42 35	
Association Initiative pour le développement et les œuvres humaines -ourtzagh	Production des PAM	Fatima Mziouaq	61050570	35689549	Centre Ourdzagh -Ghafsai	Taounate					
Association des producteurs du Cosmétique	Production du Cosmétique					Csablanca					
Association Taounate -Ourdzagh	Développement local					Taounate					

Nom de l'établissement	Description des activités	Téléphone 1	Téléphone 2	Fax	Adresses	Ville	E-mail 1	E-mail 2	Site Web
AAI	AAI est un projet de l'USAID qui travaille sur la mise a niveau de l'agriculture et de l'agro-industrie marocaines en termes de productivité et de compétitivité sur le marche national et international.	037 75 01 02		037 75 00 01	138, Avenue Hassan Ben Annouemane, quartier OLM, Souissi Rabat	Rabat	info@agromaroc.com		<a href="http://www.agromaroc.com/">http://www.agromaroc.com/</a>
ADS	L'Agence de Développement Social (ADS) fait partie de l'arsenal mis en place par l'Etat pour lutter contre la pauvreté et promouvoir le développement durable du Maroc.	037 65 54 65		037 65 55 29	5 rue Cadi Dinia - Souissi - Rabat B.P 6816 - Maroc	Rabat			<a href="http://www.ads.gov.ma/">http://www.ads.gov.ma/</a>
Agence de l'Oriental	Agence chargé du développement de la région oriental sur les plans infrastructure, économique et social	0537 63 35 80		0537 75 30 20	Agence de l'Oriental, 12, Rue Mekki Bitauri - Souissi	Rabat	<a href="mailto:contact@oriental.ma">contact@oriental.ma</a>		<a href="http://www.oriental.ma">www.oriental.ma</a>
Agence du Nord	Agence chargé du développement de la région du Nord sur les plans infrastructure, économique et social	0537 56 59 02	0537 56 59 17	05 37 56 59 08	33, angle Avenue Annakhil et Mehdi Ben Barka - Hay Riad - Rabat	Rabat	<a href="mailto:contact@apdn.ma">contact@apdn.ma</a>		<a href="http://www.apdn.ma">www.apdn.ma</a>
Agence du Sud	Agence chargé du développement des régions Sud sur les plans infrastructure, économique et social	0537 21 92 50		0537 70 49 38	Angle Avenue Moulay Rachid et rue Patrice Lumumba, Rabat	Rabat	<a href="mailto:lagencedusud@lagencedusud.gov.ma">lagencedusud@lagencedusud.gov.ma</a>		<a href="http://www.lagencedusud.gov.ma">www.lagencedusud.gov.ma</a>
AECI	l'Agence Espagnole pour la Coopération Internationale	037633921	037633922	037656404	Ambassade d'Espagne, Rue Ain Khalouiya, Route des Zaers, km 5,300 Souissi, Rabat	Rabat	otcma@menara.ma		
CEFA	Association italienne, opere dans la region de settat dans le domaine de l'agriculture biologique (olive, menthe).				BP : 02 beni khlog C.P 26 150 settat	Settat	cefa01@menara.ma		<a href="http://www.cefa.bo.it">www.cefa.bo.it</a>
Corps de la Paix (Peace Corps)	Le Corps de la Paix est un organisme de développement Americain qui met à la disposition des pays en voie de développement des Volontaires qualifiés dont ils ont besoin pour réaliser le progrès socio-économique et améliorer les conditions de vie de leur	037 68 37 80		037 68 37 99	Corps de la Paix 2, Rue Abou Marouane Essaadi, Agdal, Rabat 10100.	Rabat	melkadi@ma.peacecorps.gov		<a href="http://www.peacecorps.gov/index.cfm?shell=learn.wherepc.northafr.morocco">http://www.peacecorps.gov/index.cfm?shell=learn.wherepc.northafr.morocco</a>
FAO	L'Organisation fournit une aide directe au développement, recueille, analyse et diffuse des informations, conseille les Gouvernements en matière de politique et de planification et sert de Forum international pour débattre des questions d'alimentation et	037 65 43 38	037 65 43 08	037 65 45 52	4 Bd. Al Amir Sidi Mohamed Rabat 10100	Rabat	MAR@field.fao.org		<a href="http://www.fao.org">www.fao.org</a>
Fondation Mohammed V pour la Solidarité	Qui travaille sur des actions humanitaires comme l'assistance aux sinistrés, opérations Ramadan, soutien aux associations, etc.	037 26 36 37	037 26 36 38	0 37 26 36 39	3, Rue Arrissani Hassan Rabat	Rabat			<a href="http://www.fm5.ma/fr/home.htm">http://www.fm5.ma/fr/home.htm</a>

Nom de l'établissement	Description des activités	Téléphone 1	Téléphone 2	Fax	Adresses	Ville	E-mail 1	E-mail 2	Site Web
GTZ	La coopération technique maroco-allemande a pris corps dans les années soixante et elle avait jusqu'ici, et sur plus de trois décennies, apporté son soutien et concentré son action essentiellement sur les secteurs relevant de l'agriculture et de la recher	037 20 45 17	037 20 45 18	037 20 45 19	14, avenue de Fès, Rabat Maroc	Rabat	gtz_maroc@mts.net.ma		
IESC (International Executive Service Corps)	IESC a pour fonction de réaliser, pour le Maroc, le programme "Morocco Fast Track Trade", initié par le Ministère américain des Affaires Etrangères dans le cadre du MEPI (Middle East Partnership Initiative) et financé par l'USAID.	022 20 88 37	022 20 88 38	022 20 88 40	17, Boulevard Moulay Youssef Casablanca	Casablanca	zbenbrahim@iesc.org		<a href="http://www.iesc.ma">www.iesc.ma</a>
Japan International Cooperation Agency (JICA)	La coopération de la JICA pour le Maroc touche les trois domaines traditionnels que sont la pêche maritime, le développement rural, et la coopération au niveau des populations locales (programme de volontariat JOCV ainsi que de nouvelles méthodes de coopé	037 63 87 08	037 63 87 09		6 rue Rif Souissi, Rabat	Rabat			<a href="http://www.jica.go.jp/morocco/">http://www.jica.go.jp/morocco/</a>
La Délégation de la Commission Européenne.	La Délégation au Maroc a pour objectif principal de consolider les relations de partenariat entre l'Union européenne et le Maroc et de soutenir les réformes économiques, développer la coopération et soutenir l'équilibre socio-économique du pays.	037 57 98 00		037 57 98 10	RIAD BUSINESS CENTER Aile Sud, Boulevard Er-Riad Quartier Hay Riad RABAT MAROC	Rabat	delegation- morocco@cec.eu.int		<a href="http://www.delmar.cec.eu.int">www.delmar.cec.eu.int</a>
PNUD (Programme des Nations Unies pour le développement)	Le PNUD est le réseau mondial de développement dont dispose le système des Nations Unies. Il prône le changement, et relie les pays aux connaissances, expériences et ressources dont leurs populations ont besoin pour améliorer leur vie.	037 70 35 55	037 70 15 66		Casier ONU, Angle My Hassan et Rue My Ahmed Loukili - Rabat - Maroc		fo.mar@undp.org		<a href="http://www.pnud.org.ma">www.pnud.org.ma</a>
Projet Alef	Le Projet ALEF de l'USAID perpétue l'engagement du peuple américain pour accompagner le peuple marocain dans l'amélioration de son système éducatif.	037 65 23 30		037 75 34 82	8 rue Rif Souissi, Rabat	Rabat	info@alef.ma		<a href="http://www.alef.ma">www.alef.ma</a>
SAPAN	Le but du SAPAN est d'apporter une contribution en vue de l'opérationnalisation des principes de la stratégie nationale de lutte contre la désertification et les effets de la sécheresse.	037 65 82 65		037 65 82 65	5 rue Cadi Dinia - Souissi - Rabat B.P 6816 - Maroc	Rabat			
USAID	Agence Américaine pour le Développement International.	037 60 20 01		037 23 20 12	10, Bd Mehdi Ben Barka, Souissi	Rabat			<a href="http://www.usaid.gov/">http://www.usaid.gov/</a>
USDA	United States Department of Agriculture.	037 70 11 35		037 76 54 93	Ambassade des Etas-Units -2, Av. Mohamed El Fassi	Rabat			<a href="http://www.usda.gov">www.usda.gov</a>
WWF MedPO (WWF Mediterranean Programme Office) - Morocco	Le but du WWF est la conservation des ressources naturelles. Il réalise six grands programmes de conservation : 1. Programme Changements climatiques, 2. Programme Forêts, 3. Programme Eaux douces, 4. Programme Océans, 5. Programme Espèces, 6. Program	037 86 53 44		037 86 53 47	Ecole nationale forestiere d'ingenieurs Bp. 511, tabriquet, sale maroc		AOusmaneDia@wwfmedpo.org		<a href="http://www.panda.org/mediterranean">www.panda.org/mediterranean</a>

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone1	Téléphone 2	Portable	Fax	Adresses	Ville	E-mail	E-mail 2	Site Web
ALIF METAL & BATIMENT	Fourniture d'inox, aluminium, outillages.	-Wali Alami Youssef - Abdelali Bousfiha	037 78 56 56	037 78 15 15		037 78 59 59	2 Lot. Fouad, Rte de Kenitra-Sale	Sale	alifmetal_2@menara.ma		
CAPLAM	Fournisseur de caoutchoucs et plastiques.	Amine AIT SAID	022 75 35 68	022 75 35 73		022 75 35 67	Km 11.5 Atoroute Casablanca-Rabat, BP 2618 Ain Sebaa. Casablanca	Casablanca	a.aitsaid@caplam.ma		
Dima Metal	Forgeront a Casablana	Abdelhadi Kably	022354599			022674684	50 Route Cotiere 111 Km 8400 Ain Sebaa Casablanca	Casablanca	dimameta@iam.net.ma		
Haj Driss, Soudour Moulay Driss Al Azhar	Atelier de soudure et construction des caroustris.	Haj Driss			070 15 58 40		Ave Moulay Driss Al Azhar N° 18 Larache	Larache			
ITRAMEP	Ingénierie et travaux mécaniques de précision.	Aissaoui Khalid	035 52 77 98		061 21 46 58	035 40 23 44	74 Bld. Essadine les vn Meknes	Meknes	itramp@hotmai.com		
LT+ (Laser Tolerie Plus)	Conception graphique, découpe laser, oxycoupage plasma, jet d'eau, soudure MIG, etc.	Fatima Zouini	022 40 90 71			022 40 90 75	Angle rue Maâmoura et Bd. Moulay Ismail- Casablanca	Casablanca	ltplus@ltplus.ma		<a href="http://www.ltplus.ma">www.ltplus.ma</a>
MAGVCL	Fabrication de verrerie de laboratoires et industriels.	- Mohamed Akksira - Abderrahim Mardhy	023 31 29 12	023 31 28 97		023 31 69 52	2, Rue de Sebta 20650 Mohammedia	Mohammedia	magvel@iam.net.ma		<a href="http://www.magvel.ma">www.magvel.ma</a>
Mr. ABD EIKhader BOULI "Forgeront"	Forgeront a Ain Arma a Meknes	ABD EIKhader BOULI			065 02 82 22		98, Ain Arma Meknes	Meknes			
New Tech			037 70 18 99					Sale			<a href="http://www.newtechm.ma">www.newtechm.ma</a>
Sérima (Société d'Etudes et Représentation Industrielles au Maroc)	Fourniture d'inox, aluminium, outillages, réparation et assistance technique, etc.	Abdenbi Alaoui	022 40 90 71	022 63 94 51		022 40 90 70	Angle Bd. Moulay Ismail et rue Maâmoura - Casablanca	Casablanca	serima@serima-maroc.com		<a href="http://www.serima-maroc.com">www.serima-maroc.com</a>
Sté MINDEQ	Découpage par lazer et fabricant de machines industrielles.	Ziggi Mohamed	035 53 75 35	035 53 76 88	061 18 36 48	035 45 18 83					
Sté SACMI	Société de fabrication de distillateurs et bâtiments modulaires préfabriqués.	Kamal Abd Elhamid	023 32 49 03	023 32 49 05		023 32 31 03	26, Ave. des FAR Mohammedia 20800	Mohammedia	abdelhamid@sacmionline.com		<a href="http://www.sacmionline.com/">http://www.sacmionline.com/</a>
UNIVET s.a.r.l.	Fourniture de matériel d'extraction et de séchages des plantes aromatiques et médicinales et recherche des marchés extérieurs pour exportation des huiles essentielles.	MOHAMMED ZAARI	035 54 61 57			035 54 72 14	Complexe Ibn Sina Imeuble A5 Appt 1 B.M.O. Meknes	Meknes	univet@menara.ma		

## Base de données PAM-Maroc

## Catégorie: Média

Date Mise à jour: Sept2009

Nom de l'établissement	Description des activités	Nom de la personne responsable	Téléphone 1	Téléphone 2	Fax	Adresses	Ville	E-mail 1	E-mail 2	Site Web
Sada Taounate	Journal regional en Arab.	Idriss El Ouali (Directeur)	035 68 84 34			Ave. du 20 Aout (Ex route Rmila) PB: 13, Taounate	Taounate	sada_taounate@caramail.com		
2M	Deuxième chaîne de télévision marocaine.	Omar Salim (Directeur des programmes).	022 35 44 44	022 35 40 86	022 66 73 92	Km7,3- Route de Rabat Ain Sebaa- Casablanca	Casablanca	ouasti@tv2m.co.ma		www.2m.tv
Agriculture du Maghreb	Magazine francophone spécialisé dans l'agriculture au Maghreb	Gerard Couvreur	0522 23 62 13		0522 25 20 94		Casablanca	agriculturemaghreb@gmail.com		
Al Hadath	Journal en Arab.	Zahr Eddine Taybi (Directeur)	036 70 16 95	035 70 16 95	036 70 16 87	Ave. Idriss Al Akbar, Immeuble Belkhaïd, 2eme étage Oujda	Oujda	alhadath@menara.ma		
Assabah	Quotidien marocain en arabe.							assabah@assabah.press.ma		www.assabah.press.ma
Assahra Al-Maghribiyya	Un journal quotidiens d'information générale en Arab.	Hicham Senoussi	022 26 91 21	022 48 91 28	022 20 30 50	17, Rue Othman Ben Affane, Casablanca	Casablanca	techniquesahara@lematin.press.ma		http://www.almaghribia.ma/
Aujourd'hui le Maroc	Magazine francophone d'information générale au Maroc.	Khalil Hachimi Idrissi (Directeur de la publication)	022 26 26 74		022 26 24 43	213, Rond-Point d'Europe CASABLANCA	Casablanca			www.aujourd'hui.ma
L'Economiste	le premier quotidien économique du Maroc.	Nadia Salan (Editeur en Chef)	022 27 16 50		022 29 72 85	201, Boulevard de Bordeaux, Quartier Bourgogne, Casablanca	Casablanca	info@leconomiste.com		www.leconomiste.com
Le Matin du Sahara	Un journal quotidiens d'information générale francophones au Maroc.	Hicham Senoussi (Directeur general)	022 48 91 00	022 48 91 37	022 20 30 48	17, Rue Othman Ben Affane, Casablanca	Casablanca	contact@lematin.ma	web.master@lematin.ma	www.lematin.ma
Le Monde Agricole	Bi-Mensuel marocain francophone spécialisé dans l'agriculture						Casablanca			
Libération	Un journal quotidiens d'information générale en langue française.	Mokhtar Ghailani (Editer en Chef)	022 61 94 00		022 62 09 72	33, Rue Amir Abdelkader, Bp: 2165, Casablanca	Casablanca	jliberation@mis.net.ma	jliberation@menara.com	www.liberation.press.ma
L'opinion	Premier quotidien Marocain d'informations en langue française.	Mohamed Idrissi KAITOUNI (Directeur) - Jamal HAJJAM(Rédacteur en chef)	037 29 30 02	037 29 30 03	037 29 26 39	Ave. Hassan II, Lotissement Vita, Rabat	Rabat	lopinion@lopinion.ma		www.lopinion.ma
MAP (Maghreb Arabe Presse)	la MAP est l'agence officielle du gouvernement sous la surveillance du ministère de la communication.	Mohamed Khabbachi (Directeur general)	037 76 40 83	037 76 16 72	037 76 50 05	122, Ave, Allal Ben Abdellah, B.P. 1049 RP Rabat 10000	Rabat	map@map.co.ma		www.map.ma
Maroc Hebdo	hebdomadaire marocain francophone édité à casablanca.	Mohamed SELHAMI (Directeur de la rédaction Redacteur en Chef)					Casablanca	mhi@maroc-hebdo.press.ma		http://www.maroc-hebdo.press.ma/
Pack Info	Magazine mensuel marocain francophone spécialisé dans la filière F&L et agricole	Ali ELISSIGUI	0 522 40 37 37		0 522 40 38 38	Imm.Mansouria, n°4, Place Alyassir, Belvédère 20300	Casablanca	dg@fconseil.ma	contact@fconseil.ma	
SNRT	La télévision marocaine est un service audiovisuelle public, qui fournit le contenu d'information, et de divertissement pour l'audience marocaine, à l'intérieur du royaume et à l'intérieur du royaume et à l'étranger.	Ali Bouzerda(Directeur d'information)	037 76 68 80	037 70 49 63	037 76 68 88	1, Rue El Brihi, BP 1042- Rabat	Rabat			http://www.rtm.ma/
SNRT (RADIO)	Radio marocaine.	MHammed El Boukili (Directeur)	037 70 20 09		037 70 25 00	1, Rue El Brihi Rabat	Rabat			www.rtm.ma
Tanmia.ma	Le portail de Développement www.tanmia.ma est un portail Internet national destiné à renforcer la capacité des associations marocaines grâce à l'utilisation d'outils technologiques d'information et de communication.	Majda Bessaih (Responsable des formations).	037 68 13 48		037 68 13 48	66, Av. Fal Oud Oumeir, 4eme etage- Appt. 8, Agdal, Rabat	Rabat	info@tanmia.ma		www.tanmia.ma



**Agreed by (UNDP):**

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Date/Month/Year

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