

PROTOTYPE - FACT SHEET

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ORGANIZATION: REGIONAL CENTER OF INVESTMENT OF AGADIR

TITLE:

Private Sector Adaptation to Climate Change (PSACC)

Mission statement

The Regional Center of Investment of Souss Massa (CRI-SM) works in the spirit of the dynamization and activation of the process of the development of the region.

CRI-SM is the licensed territorial government service which is privileged by the investors. We accommodate the investor, inform and advise and direct him regarding his choices of investment.

We follow domestic and foreign investors through all the necessary administrative steps until concretization of their projects.

We play the role of a facilitator allowing the promoters to carry their project in the best conditions.

The CRI-SM, animates with its partners the initiatives to implement by facilitating the access to the assistance towards the creation of a company.

The CRI-SM takes actions aiming at bringing into play of the strategic for the development economic and social axes of the region.

The CRI-SM works out reflections on the promising sectors and contributes to the setting up of an economic development monitoring observatory targeting the collection and exploration, at the regional, national and international levels, of the various projects of investment which can be of interest to the region.

Briefly describe your prototype idea

Private Sector Adaptation to Climate Change (PSACC):

The PSACC is a global program that has started early 2014. The program aims to develop and test instruments to strengthen SME's adaptive capacity to climate change.

In Morocco, the project focuses on industrial areas. The objective is to assist SMEs in to perform a solid climate related risks and opportunities assessment process and to develop effective adaptation strategies. For this purpose, the project is helping SMEs through the following points:

- Raising awareness: Using Media, films, Workshops with different private and public partners
- Capacity building and training session: The project is developing manuals, training concepts, training mediators and multipliers such as chamber of commerce, business associations and private sector service providers on how to offer the same kind of training and advisory
- Disseminating knowledge: The project is working to strengthen dialogue and cooperation
- Developing manuals for manager of industrial parks to enable them to assist firms locally in their climate adaptation strategies
- Implementing pilot case studies for SMEs
- Providing training and tools for conducting vulnerability assessments

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Target group

The industrial area of Ait Melloul is a multi-sectoral area that plays a significant socio-economic role for the region. It brings together over 300 companies of which 70% are active in the food and feed industry generating more than 25,000 jobs. It is considered one of the oldest and largest industrial areas of Morocco covering an area of 354 hectares.

Potential partner(s) for implementation

The Regional Investment Center (CRI) is committed to the project ASPCC ass Coordinator of the Operational Management Unit. This unit consists of Souss Massa Regional Council

as Project Facilitator intervention in the region and the Regional Observatory of the Environment and Sustainable Development that Provides climate and environmental data and facilitates access to local and regional climate expertise and ADIZIA, the Association of Investors of the industrial area of “Ait Melloul” which is the pilot zone.

- Association of Investors for the Industrial Zone of Ait Melloul (ADIZIA)
- Regional Center for Investment of Souss-Massa (CRI-SM)
- Regional Observatories for Environment and Sustainable Development in Agadir (OREDD)

During the vulnerability assessment process, other partners were involved through multi-stakeholder workshop like:

- The Regional Council of Agadir Souss Massa
- The National Electricity Office (ONE)
- The local water company (RAMSA)
- The hydrological basin agency
- The urban municipality of Ait Melloul
- Chamber of Commerce, Industry and Services
- The prefecture of Inezgane Ait Melloul. As well as several local actors, clusters industrial associations and firms

Key challenges and opportunities

Challenges:

- How private sector intermediaries (like the CRI's and other regional/national stakeholders like business association) can promote private investments in Climate Change Adaptation at 2 levels: promoting investments in new measures and innovation within SMEs, and unlock new funding opportunities for financing adaptation
- How to set up mechanisms to guarantee the implementation of the various adaptation measures outcomes of the analysis of the vulnerability at the level of the industrial park as well as the commitment of partner and responsible parties of every measures

Opportunities:

- Cooperation model developed under the project ASPCC/GIZ with a focus on Industrial Areas – how to institutionalize this process within the target region and among the different stakeholders and disseminate this strategy first at the regional level (in other industrial areas: old and future ones), and then at the national level (through the network of CRIs in the other regions of Morocco)
- A dozen measures divided between infrastructural, green and soft have been suggested along with each of the key steps for their implementation and the actors involved
- A “Task Force Measurement”, consisting of three groups of works equivalent to the 3 identified priority risk has been set up

Next steps

- The establishment of an action plan for adaptation measures to CC in the short, medium and long terms
- One of the output of this project is the development of a guidebook that will allow the ICC to transfer the experience of the ZI-AM and mainstream the cooperation model / Strategy developed in Ait Melloul to other Industrial Areas in Souss Massa, and maybe later at the national level, through knowledge sharing with other regional CRIs, Associations, Clusters, Ministry of Environment, Ministry of Industry
- Providing advisory services on adaptation as well as financing mechanism for implementation of climate change adaptation strategies