

## Taghazout Bay Eco-Tourism

by Housna MEDAGHRI ALAOUI / 2016-04-04 11:47:12 / Maroc / 16097 / FR



Urban sprawl

**Address 1 - street** : 80022 TAGHAZOUT, Maroc

**Gross density** : 57.41 logt/ha

**Population** : 12 376 hab

**Number of jobs** : 20 000 emplois

**Starting year of the project** : 2011

**Delivery year of the project** : 2024

**Key words** : Eco-tourism resort / Sustainability / HQE Certification / QSE Certification / Argan tree Preservation / Socio-Economic Development



615 ha



1 048 915 000 €

**Proposed by :**



**Certifications :**



ID CARD

Taghazout Bay sits on an attractive location in the urban area of Agadir. This project embodies the search for a new model of tourism development and is part of a tourism development strategy and socioeconomic both regionally and nationally. The project is one of six planned resorts in the Azure Plan; Morocco's tourism strategy for 2020.

A small village located between internationally recognized surf, prized by connoisseurs since the 1960s and the small town of Aourir is the transition point between the urban area of Agadir and the rural environment. It is anchored in a bay with six kilometers of coastline, featuring a beach without any installation. Taghazout Bay is the first pilot project that implements an HQE Planning Certification Internationally. Applying this scheme, SAPST seeks to achieve the following objectives:

- Highlight actions for sustainable development in the project
- Continuously measure the performance achieved on the issues and targets, and improve it if necessary.
- To recognize their commitment by a third party

The contribution focuses on an original project and an innovative approach of the coastal environment: integrated tourist resort of Taghazout, Morocco, both in urban and rural areas, in a context of high water stress.

The 615-hectare site is designated as a tourism development zone of coastal urban development plan north of Agadir (SDAULT).

## Programme

- Housing
- Businesses and services
- Public facilities and infrastructure
- Green spaces

## Method used to calculate CO2 impact

Bilan carbone en cours de réalisation

Méthode ADEME adaptée au contexte marocain par la Fondation Mohammed VI pour la Protection de l'Environnement

## Project progress

- Delivery phase
- Operational phase

## Procedure type

- Urban développement permit
- 

## Prescriptions and zoning

- Natural protection area

## Key points

- Quality of life
- Economic development
- Biodiversity
- Energy /Climate

## Approaches used

- Others

## Certifications

- HQE for urban planning
- Autre

## More info

<http://www.taghazoutbay.ma/index.php/fr/>

## Data reliability

Self-declared

## TERRITORY

## Type of territory

Taghazout Bay is located between two Berbers villages:

- North, Taghazout (5 348 inhabitants) coastal village, internationally recognized and prized by surf connoisseurs since the 1960s.

- In the South, Tamraght (6390 inhabitants) located within the municipality of Aourir (27 483 inhabitants) is the transition point between the urban area of Agadir and the rural environment.

Tourism development zone of 615 hectares lies north of the coastal urban development plan of Agadir (SDAULT)

## Climate zone

[Csa] Interior Mediterranean - Mild with dry, hot summer.

## More info

<http://www.taghazoutbay.ma/index.php/fr/>

## KEY FIGURES

### Public spaces area

Public spaces area : 46 911 m<sup>2</sup>

### Commercial floor area

Commercial floor area : 11 405 m<sup>2</sup>

### Housing floor area

Housing floor area : 1 083 949 m<sup>2</sup>

### Number of residential units

Number of residential units : 1 935

### Public spaces/inhabitant

3.79

### Total investment costs (before tax)

Total investment costs (before tax) : 1 048 915 000 € HT

## GOVERNANCE

### Project holder

**Name** : Development Corporation and Promotion of Taghazout resort (SAPST)

**Type** : Private company

**General description** :

Founded in July 2011, the Company Development and Promotion of Taghazout station is responsible for the planning, development, marketing and management Taghazout bay station. The round of SAPST consists of four shareholders: - CDG Développement: 45% - FMDT: 25% - SMIT: 5% - South Partners (Akwa): 25%

<http://www.taghazoutbay.ma/index.php/fr/developpement-durable/demarche-et-priorites>

### Project management

**Description** :

SAPST followed the national policy and introduced the local actors with a resource allocation choices, design and concerted development.

- The Taghazout Bay project is promoted by SAPST
- A development agreement commits SAPST and the Moroccan government for the implementation of this project, SAPST embodying the public desire to make this project a success.
- By engaging a HQE-A certification strategy, SAPST wanted to promote these efforts while ensuring that the strategy is well coordinated and controlled, and that most of the central and decentralized public actors involved in the project are mobilized at both national and local level. This will also ensure that the project objectives are maintained over time to the delivery site.

### Project stakeholders

SAPST

Function : Developer

Housna MEDAGHRI ALAOUI, housna.alaoui@sapst.ma

Construction21 company page :



**SAPST (Société d'Aménagement et de Promotion de la Station Taghazout)**

Angle avenue Mehdi Ben Berka et Rue Eugénia 10000 Rabat Maroc

<http://www.taghazoutbay.ma>

More info : <http://www.taghazoutbay.ma/index.php/fr/sapst>

Function :

Construction21 company page :

## SOLUTIONS

- Citizen participation

## QUALITY OF LIFE

### Quality of life / density

Benefiting of a privileged climate and exceptional natural wealth, Taghazout Bay is built in a "new generation" of seaside concept

### Net density

-0.04

### Culture and heritage

It was designed around four pillars:

- sport destination: Surf Village, Golf, Tennis, Football, Mountain Biking, Trekking, Water sports
- Culture and discovery: Authentic Morocco, innovative architecture and a wide diversity of vegetation
- Nature: An exceptional site with circuits in the backcountry, hiking, Environment
- Sustainable Destination: An incorporated local culture, the integration of the surrounding communities in the project, environmental performance rooted in the DNA of the project.

### Social diversity

Integration of local people in the project

- Creating a platform for exchanging ideas with local people to take into account the different expectations of the project
- Creation of a cooperative of argan trees, providing a sustainable income for women from surrounding communities
- Establishment of a fish market and a craft town allowing fishermen and artisans create local wealth
- Participation of local people in leisure activities on the site

## SOLUTIONS

CO2 Impact : 4 000,00 tCO2

Company :



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<http://www.taghazoutbay.ma>

<http://taghazoutbay.ma>

- Promotion of cultural/ historical identity
- Proximity services

- Air quality

Company :



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## ECONOMIC DEVELOPMENT

### Local development

Contribute to socio-economic development of the region

- Create 20,000 direct and indirect jobs
- Promote new forms of tourism related jobs
- Create opportunities for local companies and entrepreneurs
- Highlight the local heritage, culture and products
- Organizing cultural tours in the backcountry
- Definition of an investment program to improve the surrounding communities's lifestyle

This project embodies the search for a new model of tourism development, and is part of the strategy of tourism development and socio-economic. It is one of six planned sites under the Plan Azur, the Moroccan Tourism Strategy 2020.

### % of public spaces

1

## SOLUTIONS

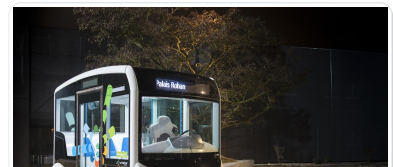
- Business parks

## TRANSPORT

### SOLUTIONS

- Soft transportation
- Electric vehicles

<http://lohr.fr/?s=cristal>



## RESOURCES

### Water management

Major issue in a water-stressed region

Reduce water demand for public areas:

- Using local plants, reduced water consumption
- Plan for preventing leaks and the water quality maintenance

Treatment and reuse of rainwater:

- Creating a second hydraulic system for non-critical uses
- Provide treated water to communities

Mitigation of risks of pollution of the natural environment:

- Using eco-friendly cleaning products
- Releases to a processing water treatment station

## Soil management

Reusing 4000 m3 of stones from the site without external inputs

## SOLUTIONS

- Water management
- Soil management
- Waste management
- Citizen-awareness

Company :

## BIODIVERSITY

### Biodiversity and natural areas

Plantation of 500,000 plants from seeds of 30 species already on the site, grown in a nursery Agadir

## SOLUTIONS

- Environmental charter

## ENERGY/CLIMATE

### Climate adaptation, resources conservation, GHG emissions

To demonstrate its commitment to sustainable development and prove that its buildings meet the requirements of high environmental quality, Taghazout Bay is committed to a progressive approach to achieve triple certification, namely:

- HQE Planning
- HQE Residential buildings
- HQE Non-residential buildings

Compliance with the requirements of these standards will enable Taghazout Bay to better structure its projects. Also provide the framework and tools to perform Secure, with controlled environmental impacts for the future occupants of the station.

### Energy mix

Thus, thanks to this innovative and ambitious approach, Taghazout Bay will offer buyers and visitors:

- An integrated sustainable development territory
- Eco-friendly buildings
- Architecture and design that improve thermic, acoustic and visual comfort
- low energy consumption building and use of water
- natural resources preserved through the protection of the argan trees reserve and wastewater recycling for irrigation needs
- Low consumption lighting of public spaces through photovoltaic panels and LED bulbs
- Waste management and recycling
- A copy guaranteed quality of service through listening and ongoing communication
- constant awareness to ensure sustainability performance

## Contest

### Reasons for participating in the competition(s)

#### Building candidate in the category





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Grand Prix Ville Durable



Coup de Coeur des Internautes

