



# DEVELOPMENT AND PROMOTION OF GREEN JOBS, AN OPPORTUNITY FOR PUBLIC EMPLOYMENT SERVICES

Conakry, 18 to 21 December 2023



**Green Employment - Potential to Create Opportunities for Economic Inclusion**  
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**Mr Noureddine BENKHALIL**

Managing Director of the National Agency for the Promotion of  
Employment and Skills (ANAPEC)  
Kingdom of Morocco





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# **DEVELOPING AND PROMOTING GREEN JOBS AN OPPORTUNITY FOR PUBLIC EMPLOYMENT SERVICES**

*Conakry, 18 - 21 December 2023*

## **PROMOTING GREEN JOBS IN MOROCCO**

*Speaker: Mr Noureddine BENKHALIL*

*Managing Director of the Agence Nationale de Promotion de l'Emploi et des Compétences (ANAPEC) - KINGDOM OF MOROCCO*



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# Agenda

1. **Key concepts**
2. **Morocco's sustainable development strategies**
  - 2.1 *Morocco's commitment to sustainable development*
  - 2.2 *National Sustainable Development Strategy - SNDD 2030*
  - 2.3 *Long-term low-carbon development strategy*
3. **Impact of the transition to a green economy on employment worldwide**
4. **Potential for creating green jobs in Morocco**
5. **Role of a PES in promoting green jobs**



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# KEY CONCEPTS

**Economy  
green**

An economy that improves human well-being and social justice, while significantly reducing environmental risks and ecological shortages

**Growth  
green**

It seeks to reconcile the pursuit of the economic growth necessary for a country's development, enabling poverty to be reduced and human well-being to be improved, with consideration for environmental issues, particularly climate change.

**Green jobs  
(OIT)**

Decent jobs that contribute to preserving and restoring the environment, either in traditional sectors such as manufacturing and construction, or in new and emerging "green" sectors such as renewable energies and energy efficiency.

**Green business**

A business whose purpose and skills contribute to measuring, preventing, controlling and correcting (negative) impacts and damage to the environment.

**Greening jobs**

A business whose purpose is not really environmental, but which incorporates new skills aimed at taking significant and quantifiable account of the environmental dimension



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# MOROCCAN SUSTAINABLE DEVELOPMENT STRATEGIES

# MOROCCO'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

## Speech 1992

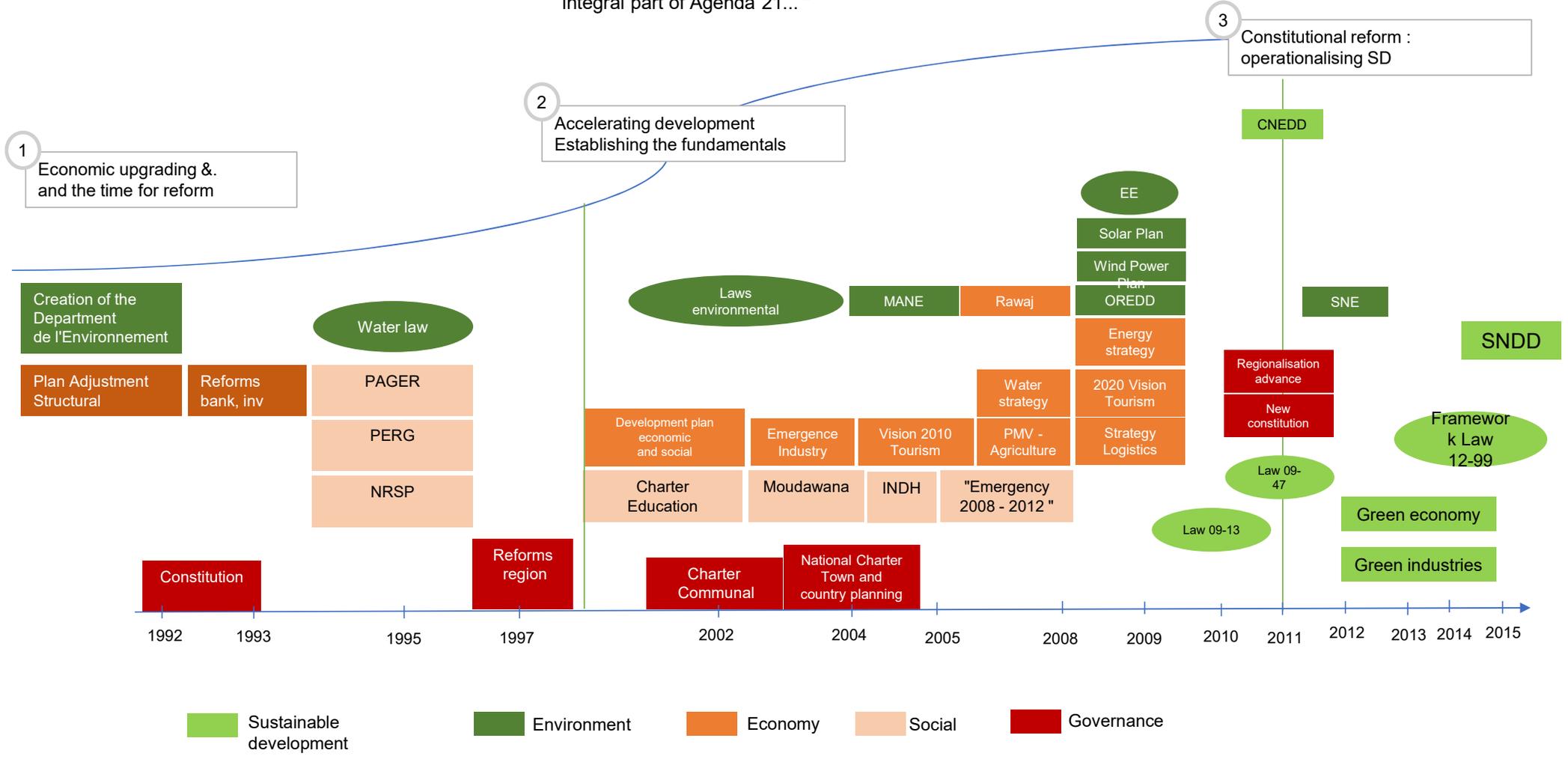
Crown Prince Sidi Mohammed: Vision the fundamentals of construction a new model for society

## Johannesburg 2002 speech

His Majesty King Mohammed VI: "Weak international commitment..." and "deficiencies that have prevented the application integral part of Agenda 21..."

## Speech on 9 March 2011

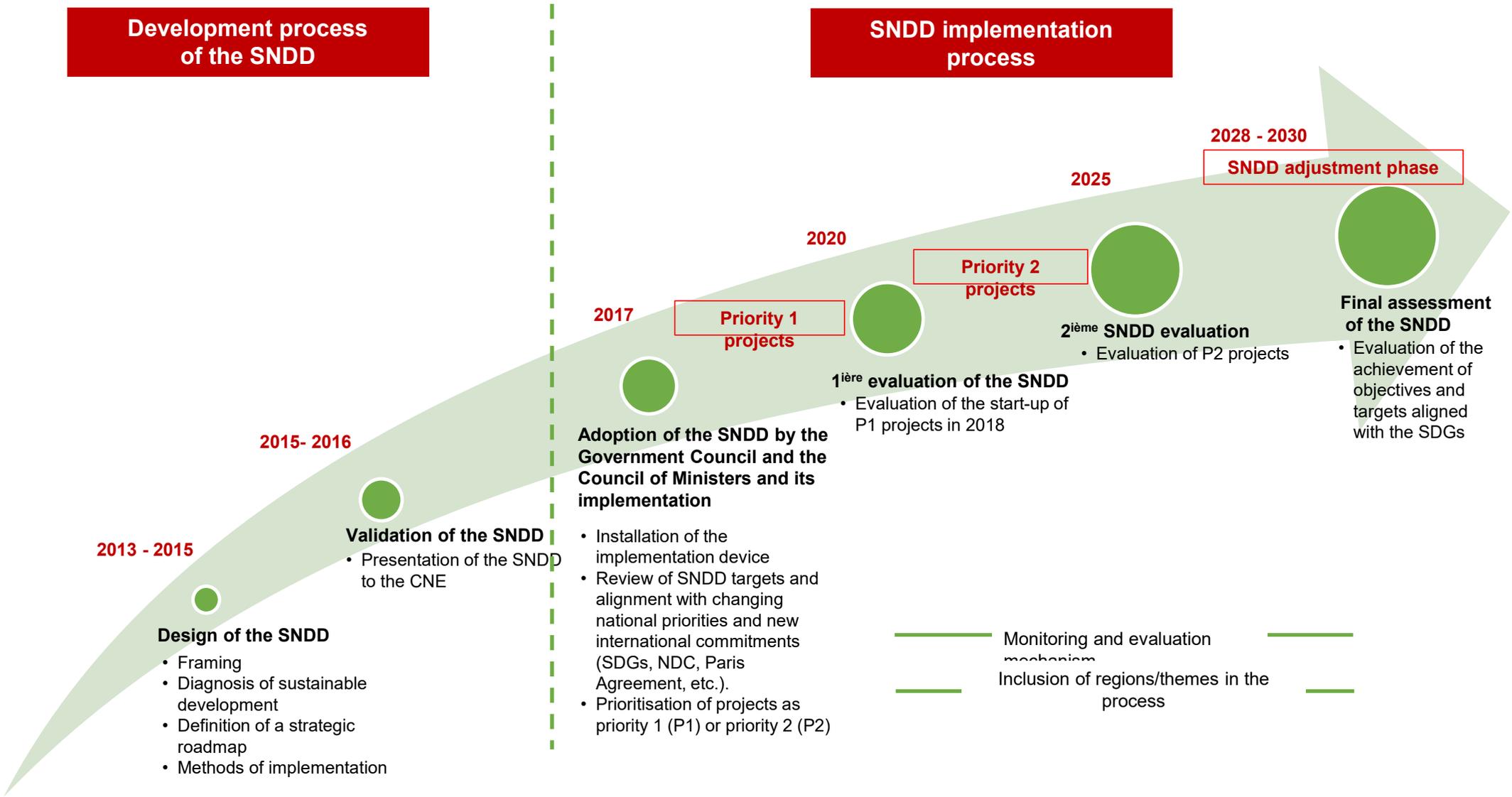
His Majesty King Mohammed VI: New constitution, completing the process and a vision for society



# SNDD 2030: A ROYAL VISION AND A SOCIAL PROJECT FOR A SUSTAINABLE FUTURE

## Development process of the SNDD

## SNDD implementation process



## VISION

The Strategy aims to lay the foundations for a green and inclusive economy in Morocco by 2030.

### Diagnosis

The diagnosis revealed that the ingredients of sustainability are present in the majority of policies, but that they are still insufficiently implemented.

### Global strategy

The need to define an overall strategy, setting the course for all public policies

### Vision

Laying the foundations for a green and inclusive economy in Morocco by 2030

The proposed vision is based on the integration of the 4 fundamental pillars of development sustainable :

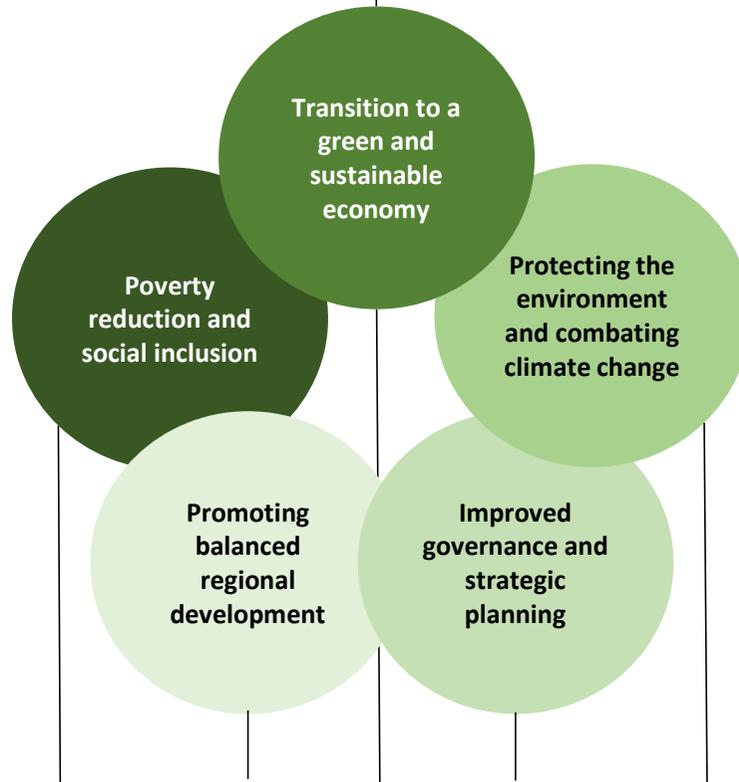
- Economic
- Social
- Environmental
- Cultural

## Objectives of the SNDD

### SNDD in Morocco

A clear Royal Vision and a concrete expression of the will of the Moroccan Monarchy to establish harmonious development for the country.

An ambitious social project aimed at transforming Morocco into a prosperous, balanced and sustainable nation over the long



These objectives are aligned with international commitments (in particular the United Nations MDGs) while taking account of Morocco's specific national circumstances.

- An operational strategy based on the reality on the ground and programmes currently being implemented
- A strategy to improve synergies between the various government initiatives, civil society and economic operators
- A strategy that seeks to integrate elements of sustainability into its policies.

## PRINCIPLES

A National Sustainable Development Strategy must comply with a number of guiding principles laid down by the Government to ensure consistency in its design

The SNDD is based on 4 principles

1

### Principle 1:

international compliance

- Morocco has ratified major international environmental agreements, and its NSSD reflects the country's commitments to combating climate change, desertification and preserving biodiversity, in line with international standards.

2

### Principle 2: Compliance

with the principles of Framework Law 99-12 on the SNEDD

The operational measures presented in the SNDD are in line with the principles set out in the Framework Law 99-12, namely :

- Principle of integration ;
- Principle of territoriality ;
- Principle of solidarity ;
- Precautionary principle ;
- Principle of prevention ;
- Principle of responsibility ;
- The principle of participation.

3

### Principle 3: Stakeholder commitment

- The SNDD, an ongoing process, sets targets for 2017-2030 and commits stakeholders to implementing operational actions.
- It represents a collective commitment in accordance with Framework Law 99-12, involving the monitoring and application of sustainability measures.

4

### Principle 4: An operational strategy

- The SNDD is based on concrete, operational measures.
- is intended to be operational, building on the strategies, plans and programmes currently being implemented.
- It in no way represents a break with the development choices made by the Kingdom.

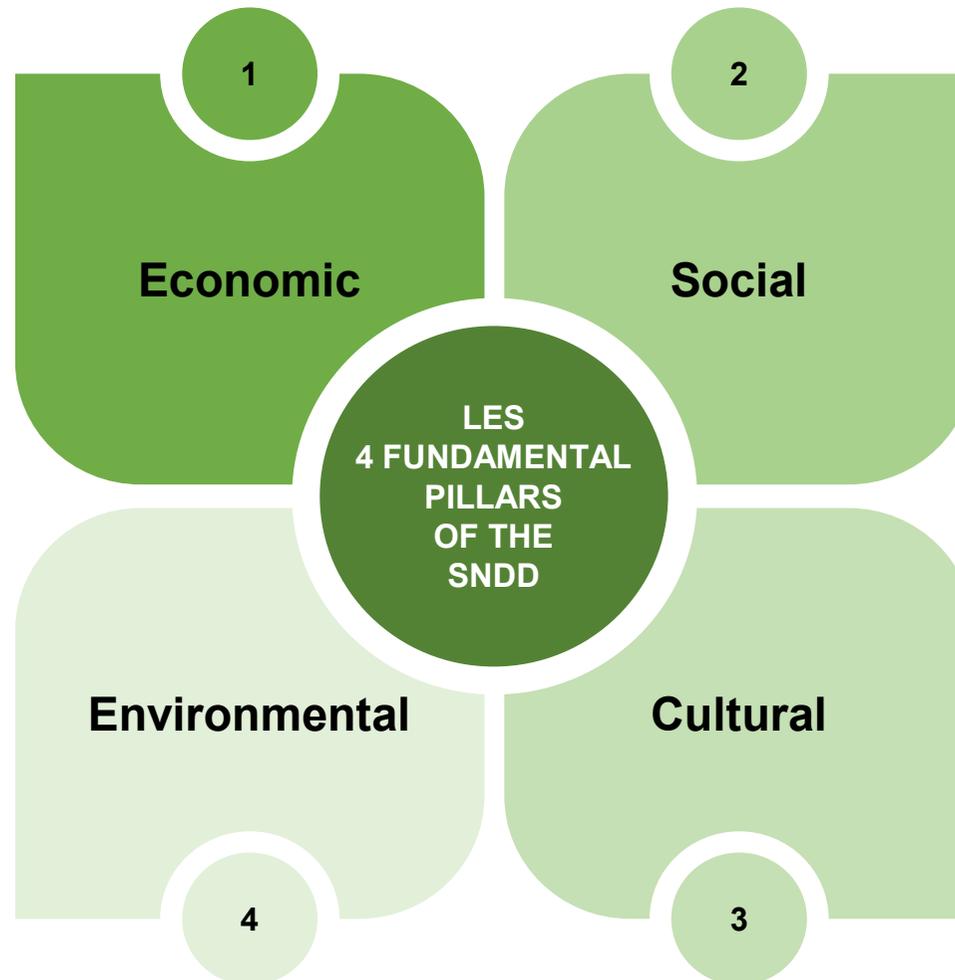
## FUNDAMENTAL PILLARS

Policies that foster economic development by overcoming barriers to competitiveness, promoting cross-sectoral convergence and integrating socio-environmental concerns aim to establish a sustainable, circular and environmentally-friendly economy.

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The environmental pillar is currently lagging behind in development plans, but one strategy aims to integrate it more fully into public policy, in order to separate economic growth from the impact on resources and encourage the creation of sustainable jobs linked to the environment.

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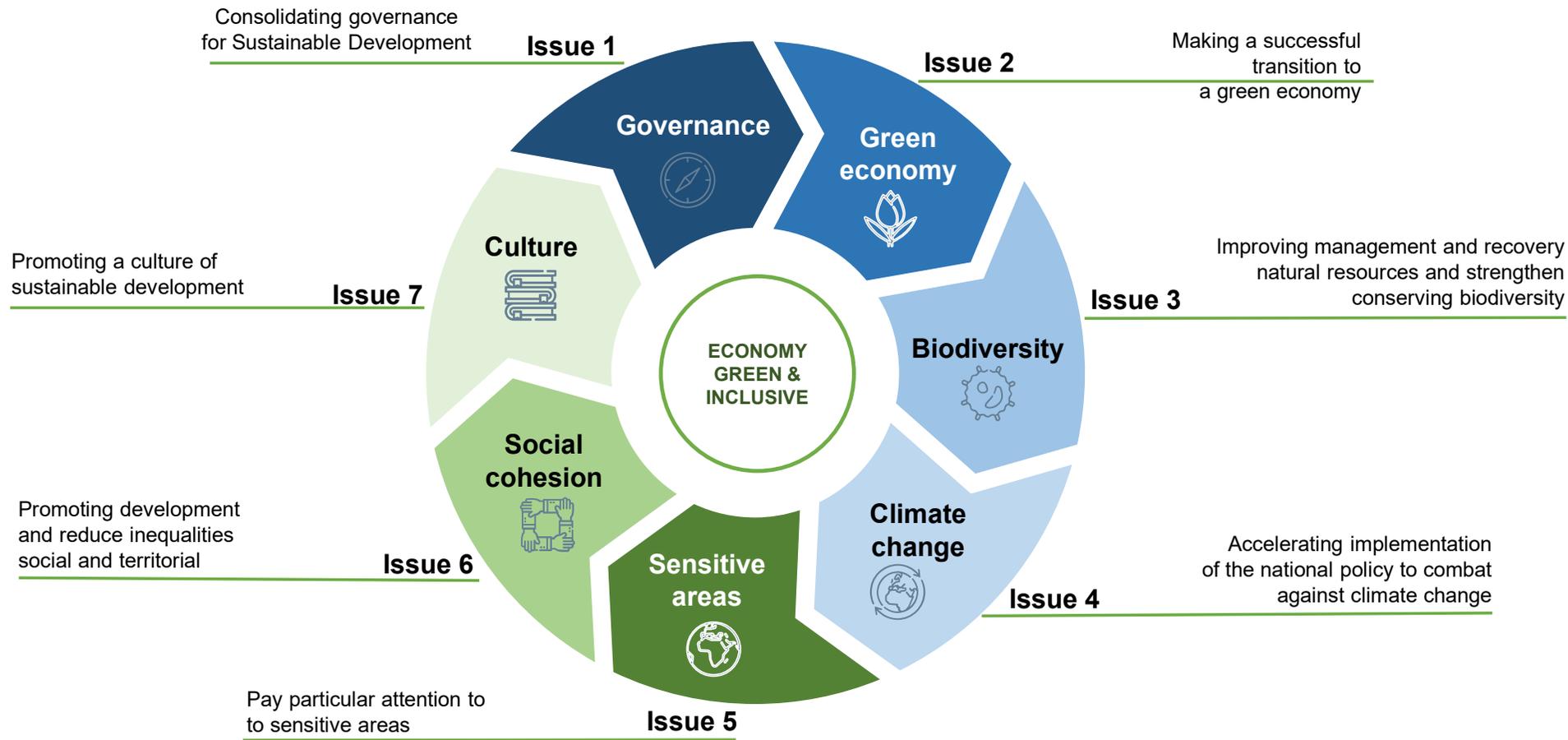
Strengthening the social pillar by improving health and education policies to achieve the objectives, fighting poverty and implementing principles of territorial solidarity, recognising the role of disadvantaged populations in preserving resources.

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the cultural pillar, by integrating Morocco's specific characteristics, focusing on sensitive areas (oases, coastline, mountain areas), including crafts in the green economy, and promoting culture to give concrete expression to this approach.

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# CHALLENGES



## AREAS OF FOCUS

**Priority 1:** Consolidate the governance of sustainable development

Axis 1: Make the exemplary nature of the State a lever for the implementation of sustainable development

Priority 2: Strengthen the institutional framework for sustainable development and the role of stakeholders

Priority 3: Strengthen the legal framework and control mechanisms

Priority 4: Strengthen economic and financial instruments and implement an environmental tax policy

**Issue 2:** Making a success of the transition to a green economy

Axis 1: Reconciling the modernisation of the agricultural sector with the requirements of sustainable development ;

Priority 2: Ensure the conservation and rational management of fisheries resources ;

Priority 3: Enhance the value of forests to ensure sustainable management ;

Axis 4: Make Industrial Acceleration part of a green economy trajectory ;

Priority 5: Accelerate the implementation of the energy transition ;

Axis 6: Develop a sustainable mining sector

Priority 7: Promote sustainable craft industries

Priority 8: Promote sustainable mobility ;

Priority 9: Reconciling tourism development and environmental protection

Axis 10: Promote integrated waste management to implement a circular economy

Axis 11: Align urban planning with the principles of sustainable development



## AREAS OF FOCUS

Priority 1: Secure water supplies for user sectors and strengthen integrated water resource management ;  
 Area 2: Improve knowledge of the pressures on soil ;  
 Axis 3: Protect biodiversity and strengthen conservation policies;

Area 1: Improving climate governance ;  
 Priority 2: Involve local and regional authorities in the fight against global warming;  
 Area 3: Seizing opportunities in climate finance;

Priority 1: Improve sustainable coastal management ;  
 Priority 2: Preserve and develop oasis and desert areas ;  
 Priority 3: Strengthen management policies for mountain areas ;

Priority 1: Capitalise on the achievements of the INDH to combat poverty ;  
 Priority 2: Strengthen the healthcare system and health monitoring ;  
 Axis 3: Reduce the education deficit ;

Priority 1: Reinforce eco-citizenship (education, awareness and communication programmes)  
 Priority 2: Make innovation and research and development the key to achieving sustainable development;  
 Priority 3: Improve training for green jobs ;  
 Axis 4: Promoting culture as a lever for change towards a sustainable society

# LONG-TERM LOW-CARBON DEVELOPMENT STRATEGY

## Low Carbon Development Strategy 2050

- Ambitious strategy advocating an integrated vision for a carbon-neutral economy and society by 2050
- Profound economic and social transformations with significant benefits at national and local level

## Socio-economic effects and job creation

- Better coordination between the players involved, boosting economic competitiveness and creating new green and decent jobs, thereby meeting new skills and training needs.

## The need for an inclusive and sustainable approach

- Transition to a low-carbon economy requiring industrial transformation and research and development to avoid technological dependence
- Enormous potential for job creation, particularly in green jobs, while promoting endogenous industrial development

## Need for a training strategy for green jobs

- Training strategy tailored to meet market needs, by developing skills capable of designing, implementing and managing energy-efficient technologies



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# IMPACT OF THE TRANSITION TO A GREEN ECONOMY ON EMPLOYMENT WORLDWIDE

**Job creation  
in a green economy**

- Creation of new jobs (*15 to 60 million additional jobs worldwide*)

**Risk of job losses during the  
transition**

- Risk of job losses, mainly in industrialised countries (*1% of the employed workforce*), particularly in emissions-intensive industries.

**Energy transition and industrial  
transformation**

- The need for social and labour market policies to complement economic and environmental policies (*the green economy is not necessarily inclusive or socially sustainable*)

**Policy coordination and training  
for integration**

- Policy coordination, retraining and skills development



# ESTIMATE OF GREEN JOBS IN THE FORMAL PRIVATE SECTOR IN MOROCCO

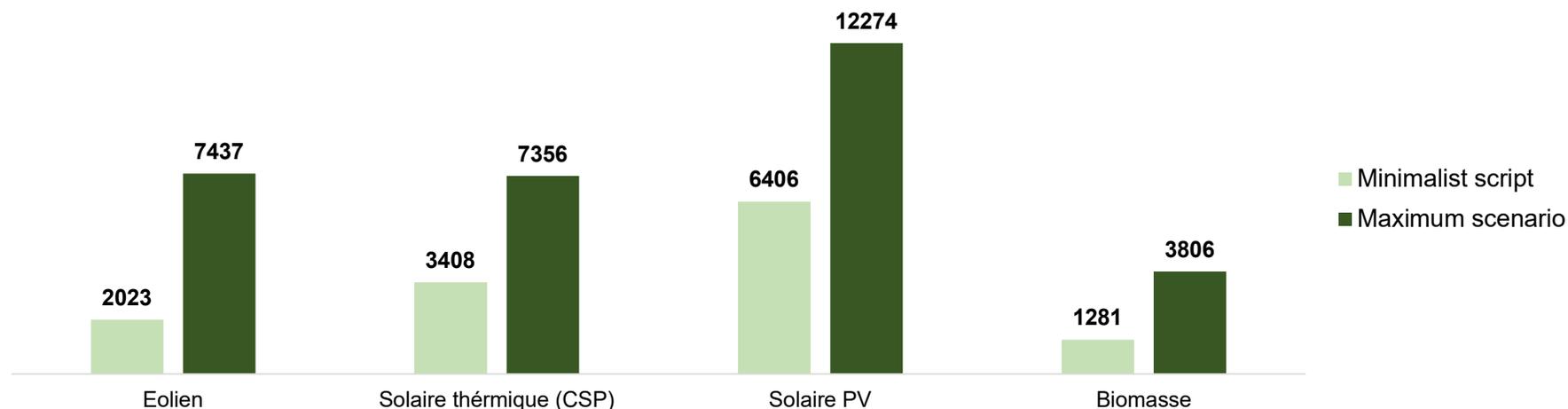
## Scope / Sectors taken into account

- Water management
- Waste treatment
- Maintenance of green spaces
- Permanent crops

## Green jobs in the formal private sector

- A significant rise in the volume of green jobs in these sectors, from 108,000 in 2010 to 220,700 in 2020, representing average annual growth of 7.4%.
- Increase the share of green jobs in the private sector from 4.6% in 2010 to 5.9% in 2020
- Growth recorded particularly in landscaping, waste treatment and permanent agriculture, reflecting an expansion of eco-responsible activities within the organised private sector.

# POTENTIAL FOR CREATING GREEN JOBS: THE CASE OF RENEWABLE ENERGIES



Source: *Green economy - an opportunity to create wealth and jobs EESC*

## Main job requirements by sector

Biomass	Micro-hydro	Solar PV	Wind
<ul style="list-style-type: none"> <li>• <b>1,281 jobs</b> (least-cost scenario)</li> <li>• <b>2,248 jobs</b> (balanced portfolio scenario)</li> <li>• <b>3,806 jobs</b> (solar strategy scenario)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>356 jobs</b> (23 MW development scenario) :                             <ul style="list-style-type: none"> <li>✓ <b>76%</b> of the jobs created are in civil engineering.</li> <li>✓ <b>34%</b> require solid experience in civil engineering, the ability to manage teams and a site, or to drive site machinery.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>6,046 jobs</b> (Moroccan solar plan scenario with 33% photovoltaic) :                             <ul style="list-style-type: none"> <li>✓ 3,406 installation jobs</li> <li>✓ 2,640 on the farm</li> </ul> </li> <li>• <b>12,274 jobs</b> (maximum scenario) :                             <ul style="list-style-type: none"> <li>✓ 6,914 installation jobs</li> <li>✓ 5.360 on the farm</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 2023 jobs (minimalist scenario)                             <ul style="list-style-type: none"> <li>✓ 982 installation jobs</li> <li>✓ 1041 operational jobs</li> </ul> </li> <li>• 7,437 jobs (maximum scenario)                             <ul style="list-style-type: none"> <li>✓ 5,723 installation jobs</li> <li>✓ 1,714 operational jobs</li> </ul> </li> </ul>



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# THE ROLE OF A PUBLIC EMPLOYMENT SERVICE IN PROMOTING GREEN JOBS

# GREEN JOBS: SECTORS WITH HIGH JOB CREATION POTENTIAL

## Renewable energies

- Solar (Direct, Indirect, Entrepreneurial)
- Wind
- Green hydrogen

## Energy efficiency

- Building / Thermal insulation
- Reduced electricity consumption

## Circular Economy

- Waste recovery
- Crafts
- Manufacturing, Boilermaking, ...

## Sanitation

- Waste water treatment
- Treatment of household waste
- Treatment of medical waste

## Economie Agriculture

- Drop by Drop
- Greenhouses
- Resistant crops (desert, salt water, etc.)

## Treatment of industrial oils

- Fuel
- Oil reuse

# THE ROLE OF A PUBLIC EMPLOYMENT SERVICE

## Monitoring needs in skills

- Sector committees
- Artificial Intelligence Platforms - Big Data
- Surveys

## Installation training courses

- Partnership / Institutes
- Qualifying training
- Distance learning

## Information & Guidance young people

- Information / Opportunities
- Training guidance
- Entrepreneurial support

*Thank you  
for your attention*

