

«Tri-logis» Project

A public-private partnership for Sustainable Development
in Tamesna new town (Morocco)

April 17th 2010



Société d'Aménagement
Al Omrane Tamesna

Concept note

In the framework of Earth Day 2010 celebrations and the huge dynamics that has been created in Morocco around this event, “Tri-logis” project has been initiated as an example of inclusive and public-private partnership initiative.

Project description:

« Tri-logis » is born from a partnership between a public operator in the building sector, Al Omrane Tamesna (responsible of the construction and development of Tamesna new town), and a private company, Ecoval¹, both of them willing to build on their Corporate Social Responsibility strategy. Through the involvement of Tamesna inhabitants, as primary beneficiaries, the project aims to allow these people to integrate a new habit in their daily life as citizens, while inspiring environment friendly social values, and guaranteeing economic, social and ecological impacts.

The project includes 3 actions, or “loggias”:

- **Loggia #1 :**
Action : setting up of sorting bins in two pilot-neighbourhoods
- **Loggia #2 :**
Action : school children sensitization to waste sorting, recycling and composting
- **Loggia #3 :**
Action : training on paper reuse for disadvantaged women (originally from one of the neighboring slums) in order to create income-generating activities.

The project has been awarded the “integrated action” prize by Earth Day 2010 Morocco organizing committee



¹ Holcim subsidiary