



Recycling and Waste Management  
International Exhibition and Congress

From 22 to 25 June 2022

[www.morocco-rwm.com](http://www.morocco-rwm.com)

*Tanger*  
Expo 2022  
HYBRID EVENT  
LIVE TRANSMISSION

Partners

Region

Tanger - Tétouan - Al Hoceïma  
Abdelmalek Essaadi University

Organized by

énergie / mines  
& carrières Magazine  
[www.energiemines.ma](http://www.energiemines.ma)

Under the egide

Royaume du Maroc



MINISTRY  
OF ENERGY TRANSITION AND  
SUSTAINABLE DEVELOPMENT

NGO Partner



MOROCCAN ASSOCIATION  
FOR SUSTAINABLE ENVIRONMENT

Scientific partners



# Dossier sponsoring

*Transition to a clean and competitive economy  
Challenges for rational waste management and  
their recycling in Africa*



## Congress Topic

*Transition to a clean and competitive economy :*  
**Challenges for rational waste management and their recycling in Africa**

## Exhibition Goals

Contribute to the collective effort of the Kingdom of Morocco in implementing sustainable development model dictated by strategic orientations of **His Majesty King Mohammed VI**, and the international commitments of our country.

### WHY THIS EVENT

The ambition of RWM Expo is to become a periodic and essential meeting place for the exchange of good practices. and experiences, original, professional, friendly, and fun, bringing together all players in the value chain : institutional actors at local and national level and from African countries, professionals from the private sector, NGOs, national and international expert. It is also a Networking and B2B / B2C platform to open up new possibilities for all those who wish to invest in a major sector and which, moreover, constitutes an essential component of sustainable development.

**By giving an AFRICAN dimension to the event, RWM Expo aspires to be able to extrapolate the initiative to African countries and to position the event as platform for bench-marking of valuation and projects.**

## Circular economy and energy issues

- Morocco intends to prepare its transition process to the circular economy by 2030, integrating in its strategy the reduction and valorization of its waste.
- Reduced consumption of resources (raw materials, water, energy).
- Reduction of gas emissions (fight against global warming)
- Reduction and rationalization production expenses (better competitiveness).
- Secure the supplies of raw materials.
- Opportunities in new sectors (activity and job creation).
- Environmental degradation cost : 340 million euro (0.4% of GDP)
- Total waste deposit (2015) : 26.8 million tonnes.
- Total waste deposit (2030) : 39 million tonnes.
- Increase between 2015 – 2030 ; 45%
- Recycling rate (2030) : 20%
- Valorization rate (2030) : 30%

## Themes focused on the Morocco transition to the green economy

- Morocco's commitment to the Sustainable Development process for decades.
- Population growth and growing consumer culture among citizens.
- Goal of recycling: reducing CO2 emissions and preserving ecosystems
- New technologies for collection, landfill management, sorting and valorization of waste as raw material, as biogas offering an additional source of energy...;
- Research and innovation which is developing increasingly;
- Opportunities for green job offered by the waste sector;
- Challenges of green cities and smart-city;
- Circular economy generated within this sector;
- Priority given to this sector by Morocco and in the world.

## Memento : Morocco Waste Management Sector

- Total waste volume: 7.4 million tonnes per year
- Citizen Ratio / day in urban area : 0.78 kg
- Citizen Ratio / day in rural area : 0.33 kg
- Volume of household and similar waste per year in urban areas : 5.8 million tonnes
- Quantity of household waste placed in CEV and in landfills : 6.3 million tonnes
- Household waste treatment rate: between 6% to 8%
- Valorisation rate: 80%
- Professionnel collect rate: 85.2%
- Convention or contract for collect : 114
- Convention or contract for cleaning : 20/206
- Municipalities covered : 188
- Landfill disposal rate : 63%
- Landfill and Valorization Centers (CEV) : 26 centers (2019-2021)
- Landfill under construction : 6
- Eco-tax budget : 630 million dirhams (2017-2018)
- Agreements signed in 2018 : 18
- Environmental tax : 369 million dirhams
- Budget contribution : 112 million dirhams.

## Related activities

Household waste, industrial waste, agricultural waste, textile waste, hospital waste. Selective sorting, Collection, Leachate treatment, Uncontrolled landfill (to be rehabilitated), Controlled Landfill and valorization unit. Management of industrial waste: treatment, valorization and disposal of hazardous materials, Production and valorization of Biogas energy from waste household items, production of Compost and natural fertilizers. Sorting and recycling: agricultural waste, textile waste, materials inert materials, cells and batteries, plastics, cardboard and paper, glass, electronics, steel, metals and scrap, etc...

## Related product

Street cleaning equipment, sweepers, gas filter, work clothes, membranes, shredders, compactors, balers, containers, bins, dumpsters, garbage trucks, analytical devices, measuring instruments, laboratory equipment, gas flare methane. Sorting lines, composting plants, collection systems, systems drainage systems, mobile toilets, washing systems, separation systems, systems filtration systems, water treatment plants, water purification plants the water.

## Moroccan national strategies

Morocco aims to develop the sector of “sorting - recycling - valorization” through these various programs :

- PNRVD : National Program for Waste Reduction and Valorisation
- PNDM : National Household Waste Program
- PNA : National Liquid Sanitation Program
- PNAir : National Air Quality Program

## Expected results

- Structuring of the waste sorting, recycling and valorization sector waste;
- Contribution to the management of municipal landfills;
- Identify and initiate concrete projects in the Regions;
- Encouraging agreement between Regions and operators/investors;
- Creation of a think tank between African operators;
- Promotion and creation of green and sustainable jobs;
- Initiate studies to monograph the potential of Regions in these sectors;
- Education, training, research and development.

## Targets of the event

- International partners in the region, particularly in Africa;
- Official delegation and private companies and expert;
- Potential donors (international cooperation, Foundations, Banks, etc ...);
- Government Institutions of the Contry;
- Private sector, in particular generators of certain waste;
- Recycling and valorization company;
- Research institutes and universities;
- Cluster and Start-up.

## HIGH SELECT SPACES FOR A SPECIAL EVENT

### Conference auditorium

The conference area will welcome a host of researchers and practitioners. to discuss the various themes related to recycling and waste management. In parallel, different workshop room will be held.

### Exhibition spaces

At the heart of exchange and sharing around recycling and waste management, stands modules of different formats allowing exhibitors and partners to present their achievements and projects.

### B2B/Networking space

A space will be reserved for the promotion of exchanges and Networking with internet access.

### Media area

- \* A press room dedicated to the media
- \* A film set for partner TVs

## STRONG MOMENTS AND HEIGHT SHARED AMBITIONS

### Official opening

Solemn moment of opening of the event, the ceremony official inauguration of the RWM will bring together an audience of personalities brands that will come to support this great initiative and reinforce the vision of the Kingdom for the promotion of sustainable development and the energy transition in the Kingdom, and will be punctuated by :

- \* Speech of Mrs Minister for Energy Transition and Sustainable Development.
- \* Speech of Mr Minister of Urban Planning, Housing and Public Hygiene of Senegal
- \* Speech of Mr Wali of the Tangier - Tetouan - Al Hocima Region
- \* Speech of Mr President of the Tangier - Tetouan - Al Region Hocima

### Exhibitions

More than 200 participants (Institutional, territorial municipality, international NGOs, associations, corporate citizens) will welcome attendees to through several pavilions : waste management, engineering, consulting & training, energy valorization, equipment, etc ... Accentuate visibility of the different themes related to the event.

### Scientific conferences and workshops

More than just a meeting place between stakeholders, RWM Expo also aims to be a place of convergence of know-how and experiences in those fields, calling on national and international experts and organizations on topics related to recycling and waste management. International benchmarking, sharing of best practices, panels by theme, etc. So many trays heightening the debate around the event. The conference program will begin in the afternoon of the first day. The second and third day will see the continuation of the program scientific (conferences and workshops).

### CONFERENCE PANEL

- Transition to Circular Economy.
- Provincial and communal household waste strategies.
- Investment opportunities in the Region.
- North-South Cooperation.
- Liquid sanitation and urban sanitation.
- Energy valorization from waste in Biofuel : Biomass and Biogas.
- Treatment and energy valorization of industrial waste.
- valorization of agricultural waste.
- Training and university-private sector partnership.
- Collection and Sorting.
- Structuring Recycling Ecosystems.
- Inert materials : construction and demolition waste.
- Petroleum, Chemicals waste.
- Metals and Mining waste.

## RECREATIONAL ACTIVITIES

With respect for social distancing and an arrangement of seats and conference space. Activities for the general public and companies will also be scheduled on the last day (eco-gesture games and demonstration).

### *Activity 1: Daily Sorting and the 4Rs\**

- Workshop on the importance of sorting and recycling waste.
- \* 4Rs: Reduce - Repair - Reuse - Recycle.

### *Activity 2: All for plastic-free oceans*

- Plastic Pollution Prevention Workshop: Best Practices and Alternatives.

### *Activity 3: Get your Energy Efficiency Passport*

- Workshop on best practices for daily energy efficiency at home and in the office.

### *Activity 4: All for responsible water consumption*

- Workshop on best practices for water conservation.

### *Activity 5: “Félina Gestes®: the SDGs on a daily basis”*

- Fun game on the 17 Sustainable Development Goals (SDGs).

## RMW AWARDS

Award ceremony with cocktail reception for participants and guests. A Trophy for the best initiative, the cleanest municipality, and the most efficient delegates, will be organized. Prizes will be awarded during a large-scale media evening hosted by a National Star known for his commitment to sustainable development. A jury made up of eminent personalities will establish the selection criteria and evaluate the entries. actors nominated by categories.

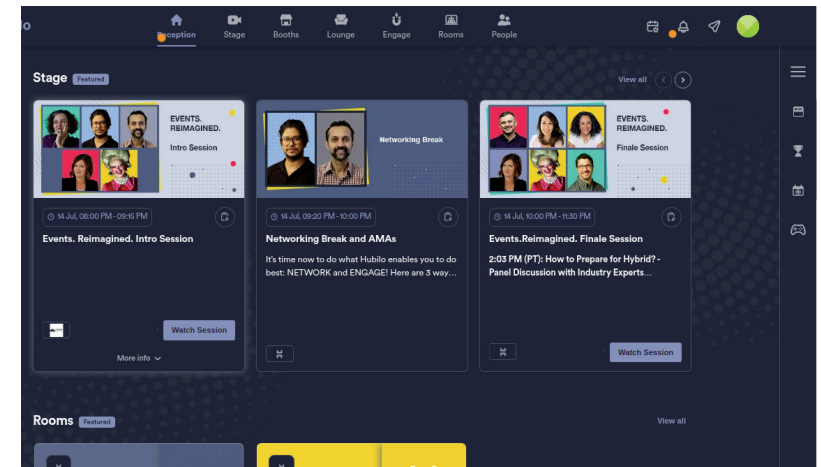
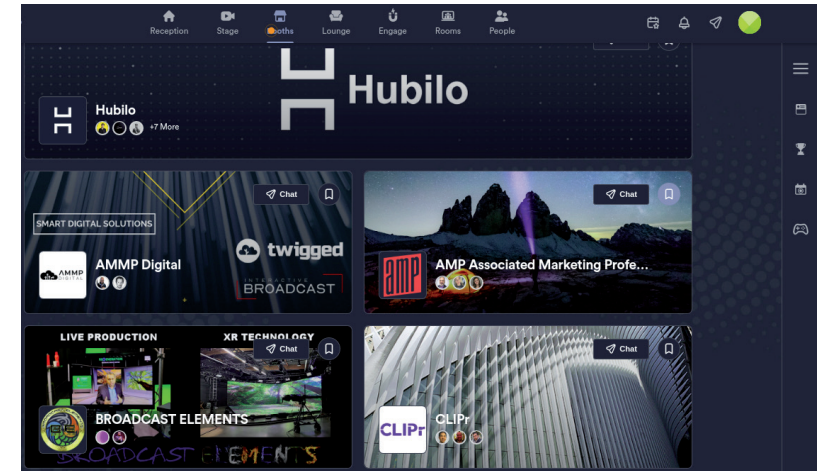


## EXHIBITION IN HYBRID ORGANIZATION: IN-SITE AND REMOTE

All over the world, the pandemic crisis has completely paralyzed the Events sector. In line with new trends, RWM Expo is part of the digitalization of events by positioning itself as a hybrid event : participation of restricted groups in face-to-face sessions, audience can share and interact with the event activities in real using the hybrid platform

### EXHIBITION IN HYBRID ORGANIZATION : IN-SITE AND REMOTE

- Platform manages the interaction of participants in face-to-face and from a distance.
- Registration of attendees and participants.
- Live transmission of conference sessions.
- Plan video meetings with exhibitors, speakers and attendees.
- Thematic B2B tables with live video chat (specialized B2B room).
- Personalized stand for exhibitors.
- Video chat room in the exhibitor's stand.
- Sharing documents and videos.
- Live engagement with questions and answers from participants.
- Event reports and statistics to help track effectively the participation ROI of exhibitors and sponsors.
- Access to all platform data for 1 Month after the end of the event.



## **MEDIA COVERAGE**

### **Social networks**

Advertising campaign on Facebook and LinkedIn from February to June 2022.

Topics : energy transition, sustainable development, circular economy, green economy, environment, recycling, waste valorization, innovation, R&D, selective sorting, waste management, carbon reducing.

### **Press conference before the event**

Presentation of the event in a press briefing for national press organs (newspapers, magazines, radio, web-news).

### **Press relation**

Coverage of the 4 days of the event by the national press (written, electronic, radio, TV).

Advertisement in national press print media.

### **Others**

- Event website : Virtual hybrid platform.
- Announcements in the main technical and scientific universities.
- Special issue of Energy and Mines Magazine on recycling and waste management.
- Press releases distributed to the specialized African and international press.
- Partnerships with specialized media.

### **Communication actions**

- Audiovisual report of the event.
- Photographic report.
- Press Kit, Press Release, Press Clippings.
- Recording TV and radio passages.
- Display models, press inserts, plans.

### **DELIVERABLE**

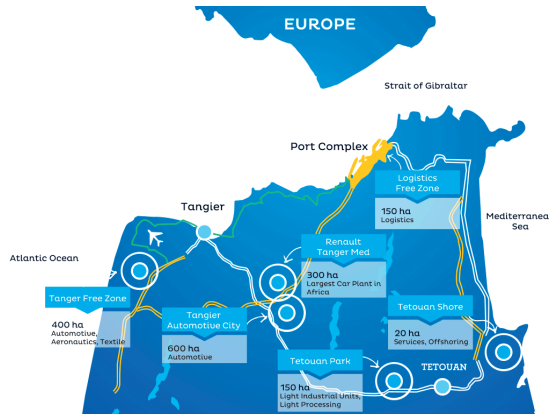
- Photo album
- DVD Video
- Press Book
- Magazine / Special Exhibition Catalog
- Analytical reporting: Attendees, Speakers, Exhibitors

### **EXHIBITION REPORT**

- Exhibitors/partners report
- Report Speakers
- Participant/attendee report
- Display report
- Review of advertising items
- Media report
- Press Book

## TANGER - TETOUAN - AL HOCEIMA REGION

### POTENTIALITIES OPPORTUNITIES



With its strategic position on two maritime facades, and its welcoming microclimate, this region is a pole of economic growth, which offers countless assets for investment :

- Global logistics hub.
- Quality infrastructures and adapted land supply.
- Human potential and varied skills.
- Reception structures and pleasant living environment.

3,800,000 citizens (10.51% of the national population)

16 010 KM<sup>2</sup> (2.43% of the national territory)

### AND

6 Provinces - 2 Prefectures  
22 Circles and 146 municipalities including 88 in rural areas

11% National GDP  
GDP/regional (2017): 111 billion DH (11 billion Euro)  
5th wealth-creating region  
Activity rate 46%  
Unemployment rate (2019): 8.6%

### INDUSTRY

Large Tanger Med Industrial Platform. Has now 5,000 ha of industrial and logistics zones oriented towards emerging sectors, of which 2,500 ha are already serviced and operational.

Industrial and logistics zones located within an 80 km radius of the Tanger-Med port complex :

Tanger : TFZ Tanger Free Zone, Mghogha, Guzenaia, Al Majd

Fahs Anjra : TAC Tanger Automotive City

Martil : ZI of Martil

Tetouan : Tetouan Park and Tetouan Shore

Larache : ZI of M'LALEH

Al Hoceima : ZI Imzouren (Ait Kamra economic activity zone)



### LOGISTICS

- Port of Tanger-Med with a capacity of 8.5 million TEUs.
- 3 airports : Tanger Ibn Battouta Region, Tetouan Saniat Rmel and Al Hoceima Cherif Idrissi.
- Tanger airport with a capacity of 1 million passengers.
- Med Hub Logistics Free Zone: 250 Ha.
- Tanger/Casablanca motorway network.
- Tanger-Casablanca High Speed Line railway.
- Mediterranean ring road linking the Port of Tanger Med to Saïdia-Nador and Al Hoceima to Tanger in five hours.



## RÉGION TANGER - TÉTOUAN - AL HOCEIMA

### TOURISM

- Opening on three coasts : Atlantic coast (sports sliding, surfing) and Mediterranean coast (sailing) and Strait of Gibraltar.
- Wealth and diversity of natural landscapes: bays, creeks, natural parks; Rif Mountains.
- Geographical proximity only 15 km from Europe;
- Good air service with several direct lines;
- Cultural proximity, through the languages spoken: French, Spanish and English.
- Status of former international zone of Tangier.
- Number of Marinas : 4.
- Length of coastline : 447 km.
- Number of hotel establishments : 335.

### ENERGY

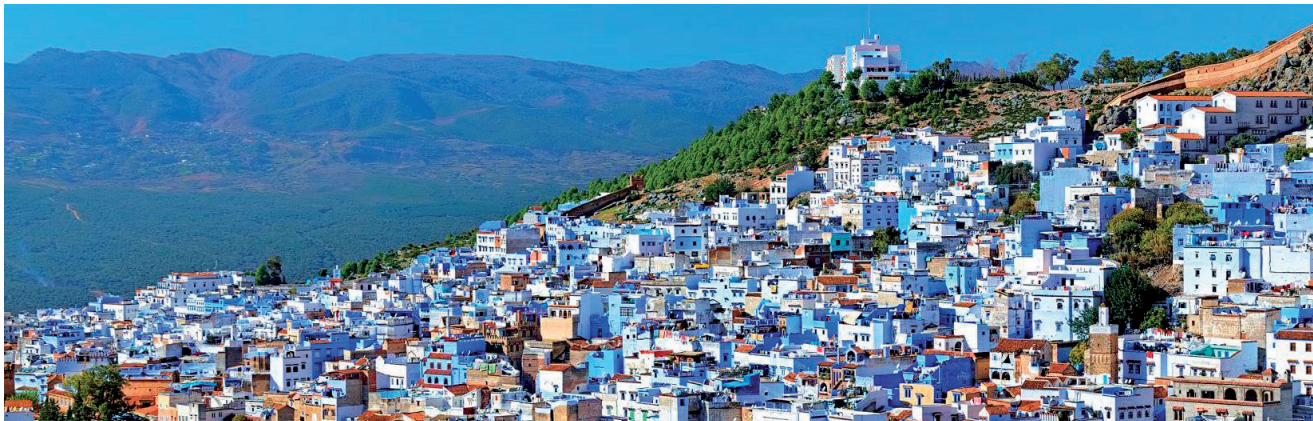
- Contribution to national capacity : 18%
- Total capacity : 1012MW
- Sunshine rate : 300 sunny days per year.
- Abundant water resources.
- Wind speed, particularly the coastal regions (3,500 km), is an average of 9 m/s (meters per second), at 40 m.

#### 5 wind farms

- Tangier 1 Dhar Saadane (140 MW)
- Koudia Al Baida (50.4MW)
- Haouma Park (50 MW)
- Lafarge (32MW)
- Green Power (50MW)

### OFFSHORING AND OUTSOURCING

- Qualified staff from top schools : UAE, ENCG;
- Multilingual executives, due to their cultural proximity to Europe;
- Young and well-trained staff, the OFPPT partially taking charge of their training;
- High level of expertise, personalized responses and the best customer relationship management practices.
- Technological infrastructure at the forefront of innovation;
- Technological advances in telecommunications;
- Tax exemptions during the first 5 years and 50% reduction beyond;
- Full tax exemption for the first job during the first 24 months;
- Taxation linked to the IR not exceeding 20%;
- Implementation of technology parks;
- Sites dedicated to tertiary infrastructure in Tetouan and Tangier.



## ORGANIZER: MD INFO COMPANY AND ENERGY/MINES MAGAZINE

Since its creation in 2008, “MD info” has made it a challenge to invest in the energy, mining and environment sector. It is made up of consultants with extensive international experience in these areas.

Pioneer on the Moroccan market in the field of the specialized press, our firm develops its actions through:

- Specialized journal “Energy / mining magazine”
- International Exhibition of Mining.
- Series of SolMaroc technical seminars.

### Consulting missions and activity :

- Création de connexions entre porteurs de projets et bailleurs de fonds.
- Représenter l’ensemble de ses intervenants et soutenir leurs communs intérêts.
- Faciliter l’insertion technologique en services et équipements.
- Édition de bulletins, études, revue et rapports.
- Organisation d’événements : salons, séminaires, conférences
- Études sectorielles ; mines, énergies, environnement, déchets, hydraulique
- Consulting et accompagnement : études, audit, ingénierie



## NGO PARTNER : MOROCCAN ASSOCIATION FOR SUSTAINABLE ENVIRONMENT

The Moroccan Association for Sustainable Environment mission is to promote, sensitized educate and train in sustainable development, within its economic, social and environmental dimensions, among all citizens, especially young people; with the aim of investing in human capital and meeting the challenge of sustainable and inclusive growth in our country.

Founded in 2003 as an Environment Club, at ENSA Tangier, AMED became an NGO in 2010 with the aim of expanding its field of action, on a national scale. It is now positioned as a space for exchange, sharing experiences between different socio-economic components (public official, universities, industrials and associations) who are interested in the

challenges of sustainable development and transition environment.

AMED is a stakeholder with several companies as part of their Social Responsibility initiatives; it accompanies them in awareness-raising and educational actions contributing to the development of their local communities. To this end, it implements several didactic tools adapted for an effective integration of the concepts by the target population.

[www.amedurable.org](http://www.amedurable.org)  
[www.amedurable.com](http://www.amedurable.com)

### SUSTAINABLE DEVELOPMENT HOUSE : A strategic project for AMED

**His Majesty King Mohammed VI**, may God assist him, proceeded on July 1, 2016 to launch the construction works of the House of Sustainable Development “MDD”, located at Route Achakar in Tangier. It is an innovative structure and first experience in Morocco and Africa which aims to strengthen the human capital of the population through awareness raising, education and training in the challenges of sustainable development and the energy transition.

The MDD has a Green Innov route to support future green entrepreneurs, and will also house five thematic educational courses :

- Biodiversity trail
- Circular Economy course
- Water & litoral course
- Energy Efficiency and Renewable Energies course
- Course on Sustainable Development Goals and Climate Action.



## SCIENTIFIC PARTNERS : CLUSTER VALBIOM MAROC

Valbiom Maroc is a mixed private/public governance structure bringing together the actors concerned with the valorization of waste and biomass in Morocco, for the promotion of innovative collaborative projects allowing the creation of employment and added value for all the Regions of Morocco.

Valbiom Maroc is an active member of the WBA “WORLD BIOENERGIES ASSOCIATION” and of the ANIMA network of European clusters. Labeled by the Ministry of Industry and Trade in January 2020, the Valbiom Cluster was created as part of the support program for the development of industrial clusters; and in application of the National

Strategy “Morocco Innovation”, launched in June 2009.

The Cluster is made up of companies, Start-ups, SMEs, SMIs, Cooperatives, institutions, universities, research institutes of Morocco and national and international NGOs, and GIE of Morocco established in different regions of Morocco.

Valbiom is administered by a Board of Directors (CA) composed of a maximum of 15 mandatory elected representatives among the members from the “Companies” and “Training / Teaching / Research” colleges and/or the “Institutions / Partners” college.

### Specific objectives for the period 2020-2025:

1- Provide the cluster with a reception structure, communication media (directory, site, etc.) and technical and scientific resources (laboratories, premises, etc...)

2- Strengthen the technical and managerial capacities of Cluster members through a training plan, technical internships and through advice and the request for expertise,

to improve the competitiveness of the members.

3- Coordinate and promote marketing actions for members’ products and market and prospecting studies to conquer new markets, particularly in Africa.

4- Identify, select, promote and monitor the creation of innovative collaborative projects.

5- contribute to improving the legislative, regulatory and strategic framework for the

valorization of waste and biomass in Morocco.

6- Identify, protect and enhance the Biomass resource in Morocco.

7- Develop partnerships with the actors concerned by the valorization of waste and biomass and between the members of the Cluster Valbiom Maroc and create synergies with other sectors.

<http://valbiom.ma/>