

UPSCALE Morocco

UP scaling Sustainability, Competence and Leadership in Energy Excellence



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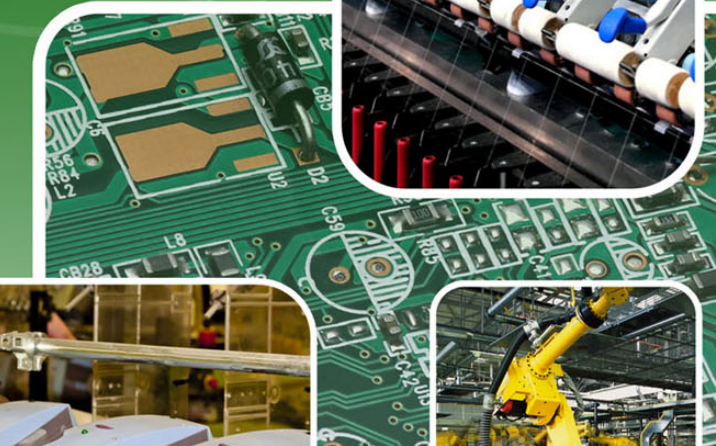
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The DQS-UL Group is one of the leading certification bodies for management systems worldwide. Under the strategic leadership of DQS Holding based in Frankfurt, Germany, all companies of the DQS-UL group strive for one common goal: to improve its customers' management systems by offering value-adding assessment services. DQS in Morocco has been offering certification services for various management systems, based on globally accepted standards, for a wide array of companies in the locality since November 2007.



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PROJECT BRIEF

Being the fifth largest economy in Africa, Morocco is currently experiencing continuous economic growth of 4.2% annually. SMEs that make up 90% of the total economic enterprises contribute to this growth. The leading contributors to the country's economic growth and the primary employers of industrial workforce, composed of leather goods, textile and food processing industries, are also high energy consumers. Yet, Morocco is also the largest energy importer in North Africa, with 97% of energy supply coming from outside sources. Hence, the expected expansion of the economy would also result to a significant increase in energy demand and would exacerbate the risks to the energy security situation of the country.

The main goal of this Public-Private Partnership project is to improve energy efficiency of energy-intensive industries in Morocco through implementation of management systems, best practices and certification of experts in the area of energy. Jointly implemented and funded by DEG and DQS-UL Management Systems offices in India and in Morocco, the project aims to help the country reduce its energy consumption, minimize GHG emissions and get closer to the attainment of the MDG goal for environmental sustainability.

This PPP project will improve awareness among various stakeholders regarding energy efficiency measures, develop standards for energy consumption for energy-intensive industries, build local capability through developing training programs in energy efficiency techniques and management systems and establish local energy efficiency champions through certification programs.



PROJECT ACTIVITIES/ DELIVERABLES

Awareness Sessions

At least 100 SMEs are invited to 3 awareness sessions to tackle the current situation of the energy sector, particularly the opportunities and threats and to stress the importance and need for energy efficiency practices.

Multi-stakeholder Dialogue Sessions

At least 2 sessions are conducted to assess and evaluate the current practices on energy efficiency and to gather other related inputs. Subject matter experts, academic institutions, local consultants and trainers, policy makers and key government officials would be primarily involved.

Energy Efficiency Awareness Training

At least 100 participants are engaged in 1-day training focusing on energy efficiency standards and practices in 3 different locations to initiate SME capacity building. Industries and businesses in Morocco will be sensitized and equipped with basic knowledge on energy efficiency.

Energy Management Handbook and Toolkit

The Handbook and Toolkit provides practical content on energy management systems, standards and techniques to further equip energy managers and other individuals to implement energy efficiency using accessible and user-friendly tools. These will be distributed industry-wide to maximize utilization and impact.

Train-the-Trainer Sessions

A 4-day training is conducted in at least 2 locations to develop a total of 40 local trainers from a multistakeholders group of local chambers/associations, local training companies, government agencies and professionals from SMEs.

Web Portal & E-news Letter

The web portal and quarterly e-newsletter contain the training modules and other IEC materials and promotional information on energy efficiency. The web portal and e-newsletter can be accessed publicly with downloadable content.

Database of Energy Service Providers and Energy Calculator

A database of energy service providers, technology providers etc (both local and international) is developed and published on the web portal for the use of SMEs and general public. The energy calculator helps users to calculate energy usage in their daily operations, on equipments, among others.

Certification Programs

To further enhance local capacity, a 3-day Certified Energy Efficiency Practitioner and 2-day Certified Energy Auditor Programs are developed and implemented during project duration, covering 15 participants each program. These Certification Programs will be offered to the market to continuously develop local energy experts that can offer services to industries and businesses.

Best Practice Forum

Knowledge-sharing of the participants, particularly on the lessons learned throughout the project, will be facilitated through a one-day Best Practices Exchange Forum.

Policy Dialogue Session

Project results, benefits, opportunities and advantages identified are showcased to local policy makers and other key government officials through a 1-day Policy Dialogue Session to enhance buy-in and generate commitment to pursue energy efficiency beyond project duration.

METHODOLOGY



BENEFITS

Your participation in this PPP project will enable you to contribute to the project's development agenda to generate energy consumption savings, minimize GHG emissions and get closer to the attainment of the MDG goal for environmental sustainability. While improving your local and global competitiveness, you are also helping improve the competence of the Morocco industry from energy efficiency savings and development of local capacity of energy professionals. You will also greatly benefit from free access to the following materials / activities / events:

- Promotional campaigns, awareness trainings, and multi stakeholder group sessions
- Training Materials with standards benchmarked on ISO 50001, World Resources Institute Green House Gases Protocol, among others.
- Train the Trainer Workshops that will help you understand and implement energy management system, energy conservation and energy efficiency measures.
- Certified Energy Efficiency Practitioner and Certified Energy Auditor Programs that will boost your enterprise' capacity by having an accredited energy professional.
- E-learning Kit, E-newsletter, Web Portal and Best Practices Exchange Forum, and Policy Dialogue Session, which will further enhance your capacity to share and learn from the updates from a wide network of participating companies.