

A NEW MOBILITY APPROACH IN MOROCCO

Electric Mobility in Public Sector



شركة الإستثمارات الطاقية
SOCIÉTÉ D'INVESTISSEMENTS ÉNERGÉTIQUES



TECHNICAL EXPERT MEETING

Germany / Boon - 23th May 2016



Pollution, Ecology, Public Health ...
Displacements less and less secured,
more expansive and pollutants

Congestion and transport economy,
Important increase of travel times,
Inadequate and travel offer



Degraded competitiveness of urban space

- ❑ Key questions
 - What future mobility ?
 - For what society and what lifestyle ?

- ❑ What technologic choices ?
- ❑ What smart infrastructure ?
- ❑ What kind of movement : Electric vehicles, mass transport, etc ?

- ❑ What management system and what financing mode ?
- ❑ The governance of sustainable mobility ?
- ❑ What economy for sustainable mobility ?

Tramway

- Developed in big Moroccan cities

Public Mass
Transport



Rail

- Improvement of the service in the Kingdom



- ❑ Cities should not suffer rush hour anymore
- ❑ New Moroccan choice : **Electric Vehicles**
 - Immediate solution and scalable
 - More and more affordable for all
 - Public transport → Market opening → Mass market
- ❑ Public transport :
 - A new PPP model
 - With a balanced risk sharing
 - Well adapted to local regulation and conditions



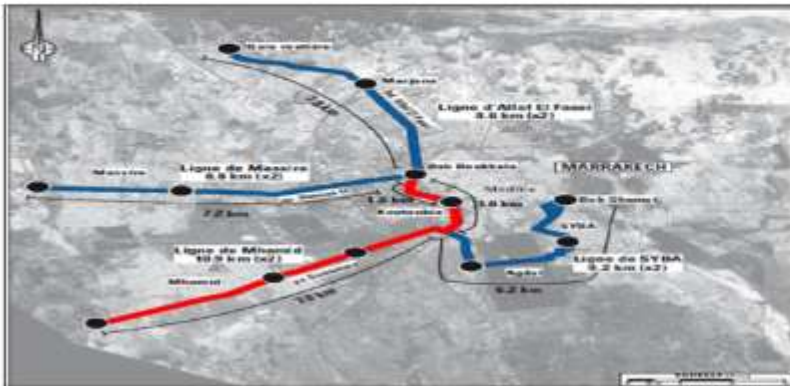
□ Green **BRT** solution

- Pollution reduction → Use of Electric buses
- Workflow optimization / Better service for citizens
- Cost reduction (Municipality & Citizens)
- Green energy for chargers (solar plant & Hydro)
- Training and local jobs creation



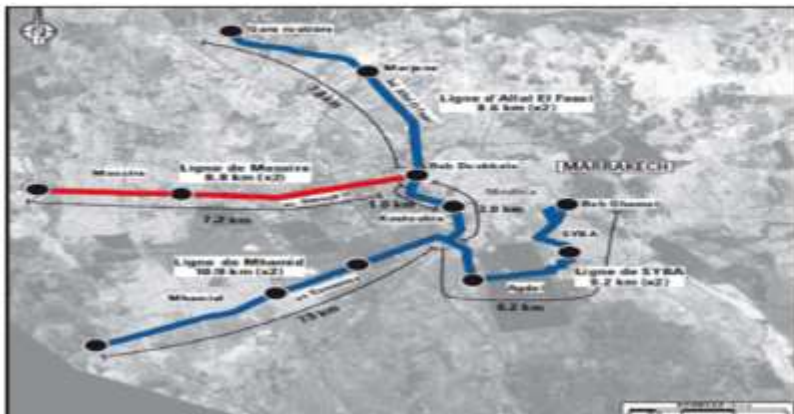
First two lines dedicated to Electric Buses

M'Hamid Line



- 10,9 km
- 36 000 travelers/day
- 4 connection poles
- 15 stations
- Itinerary : Mhamid IX - Mhamid center - Carrefour - Aéroport - Carrefour Ménara - Bab Rob - Koutoubia - Bab Doukala

Massira Line



- 8,8 km
- 35 000 travelers/day
- 4 connection poles
- 15 stations
- Itinerary : Marjane II - Giratoire Dakhla Layoune - Douar Laksar - Place du 16 novembre - Bab Doukala - Koutoubia

Guidance of Progress



Under the umbrella of the Ministry of Environment of Morocco



- ❑ Continuing the development of the automotive sector, Morocco has undertaken the development of the electric vehicle sector by addressing part of value chain through an open partnership strategy at worldwide level.
- ❑ It pushes for the opening of the market by launching first country field experiments on its territory.
- ❑ The COP22 in Morocco offers a unique opportunity to launch in Marrakech global dynamics of the electric vehicle following on the successful announcement of the global coalition of electric mobility in Paris by the Kingdom during COP21.
- ❑ With support and heavy involvement of its international partners, industry and academia, Morocco is igniting the promotion of the creation of an International Association of Electric Mobility whose main objective would be the opening of the worldwide market.

- ❑ In parallel to this approach, Morocco set up a tripartite operational cooperation between the Cities of Kénitra (Morocco), Ales (France) and Starkville (United States). These three Cities are intended to implement a real model of urban electric mobility and thereby be high level technology showcases.
- ❑ To make this vision possible, a reflection is engaged with General Direction of Taxes in the Kingdom in order to think incentive measures and adapted taxation schemes.
- ❑ The basic core of an expected worldwide partnership : Mississippi State University (MSU) who will provide support for development and technological orientations while federating actors.
- ❑ A specific ultra-modern environment shall be available to worldwide professional actors through Green Tech Valley in Salé, a local HUB open to Africa.

- ❑ To develop sustainable and clean mobility in the Kingdom
- ❑ To develop international cooperation aiming to open worldwide market for all
- ❑ To use this fantastic COP22 opportunity to federate all initiatives around an independent coordination, that's why **Mississippi State University** has been solicited
- ❑ To make clean mobility affordable for all
- ❑ To develop new economic sectors
- ❑ To reduce Gas emissions



THANK YOU !



Investing in a sustainable futur ...

