



## W+ Project Idea Note (PIN)

<b>Country:</b>	<b>Morocco</b>
<b>Title of Project</b>	<b>Noor Ouarzazate CSR project</b>

## **1. PROJECT IDENTIFICATION**

<b>Title of Project</b>	<b>Noor Ouarzazate CSR project</b>
<b>Project Start Date</b>	17 March 2013
<b>Project End Date</b>	30 Nov. 2043
<b>W+ Activity(ies):</b>	Measurement of following W+ domains: Income & assets, Knowledge (and potentially Leadership)
<b>Applicant:</b>	ACWA Power Ouarzazate, ACWA Power Ouarzazate II and ACWA Power Ouarzazate III
<b>W+ Labeling:</b>	<i>If seeking W+ labeling, describe associated standard (e.g. CDM, VCS), applicable domains and timeframes</i>
<b>W+ Units:</b>	<i>If seeking generation of W+ units, describe applicable domains and timeframes</i>  Expected applicable domains : Income & Assets, Education & Knowledge (and potentially Leadership).  Timeframe: Current project implementation 2013 - To date [CSR action plans will be implemented for the whole 25 years of operational phase of the power plant]
<b>Date of submission:</b>	<b>29th September 2017</b>
<b>W+ Domains Applied:</b>	Expected applicable domains: Income & Assets, Education & Knowledge (and potentially Leadership)

## 2. APPLICANT DETAILS

Applicant	
Name	ACWA Power Ouarzazate, ACWA Power Ouarzazate II and ACWA Power Ouarzazate III
Type of organisation	<input type="radio"/> Government agency _____ <input type="radio"/> Municipality _____ <input checked="" type="radio"/> Private company _____ <input type="radio"/> NGO _____ <input type="radio"/> Other: _____
Name of contact person	Inane Bouachik, CSR Manager
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URL	<a href="http://www.acwapower.com/en/sustainable-responsibility/corporate-social-responsibility/">http://www.acwapower.com/en/sustainable-responsibility/corporate-social-responsibility/</a>

W+ Project advisor (if different than applicant)	
Name	Women Organizing for Change in Agriculture and Natural Resource Management (WOCAN)
Type of organisation	<input type="radio"/> Government agency _____ <input type="radio"/> Municipality _____ <input type="radio"/> Private company _____ <input checked="" type="radio"/> NGO _____ <input type="radio"/> Other: _____
Name of contact person	Dr. Jeannette Gurung
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E-mail	<a href="mailto:jeannettegurung@wocan.org">jeannettegurung@wocan.org</a>
URL	<a href="http://www.wocan.org">www.wocan.org</a>

### 3. LOCATION OF PROJECT

Location of project	
Country	Morocco
Region/State/Province etc.	Tafilet-Draa / Ouarzazate Province
City/Town/Community etc.	Commune of Ghassate- 18 Douars (Villages): Tasselmante, Oum Romane, Essour, Iznaguen, Agoudim, Timtdite, Zaouiate Tidgheste, Taferghouste, Ighrem Amellal, Tiflite, Asseghmou, Ait Ouarab, Ait Otmane, Tazilalete/Tinzare, Ait Ameur ouyoussef, Zaouite Benaji, Taourirte.
Brief narrative description of the project location	<p><b>Location.</b> Ghassate is a rural commune of 1035 km<sup>2</sup> located in the Ouarzazate Province in the South of Morocco. See map attached.</p> <p><b>Population.</b> The commune has a total of 8300 inhabitants (2009), with a decreasing population due to a high level of migration (especially youth) to neighboring provinces.</p> <p><b>Economic activities.</b> The population is essentially rural. Main economic activities include livestock (predominance of sheep and goats) and agriculture (fruit trees, almond trees, cereals, pulses and vegetables), handicraft and trade. Most farmers rely heavily on family labor in particular women labor.</p> <p>The area is characterized by the predominance of small agricultural plots (0.5 to 2.7 ha). Water resources are limited and the level of mechanization is low.</p>



Commune of Ghassate

#### 4. GENERAL W+ ACTIVITIES INFORMATION

General Information	
<p>W+ Standard Applicability</p> <p>Provide a brief description of the rationale for applying the W+ Standard and selected domains (Reason or opportunity)</p>	<p>The project began implementation in 2013 in the commune of Ghassate. The project aims to increase the income and employability of communities through agriculture, livestock and handicraft activities and the creation of cooperatives, and to improve access to basic services such as education, with a particular attention to involving women and girls. The project has implemented activities in which women are particularly involved and benefiting from.</p> <p><b>Handicraft activities</b></p> <p>The project organized and provided handicraft trainings for 30 women. The 5 months initial training session took place in May 2015 followed by a pre-insertion training in March 2016. A women’s cooperative on embroidery and</p>

traditional couture was created in Jan. 2017 with 15 members ('Nour Echems'). Each women member paid their shares: between 100 and 200Dh, in order to constitute the capital of the cooperative (1900,00 Dh). The project assisted the cooperative in marketing its production (e.g. first orders, exhibits at the artisanal center of Ouarzazate, contacts with large companies such as Carrefour/Label Vie).

<https://drive.google.com/file/d/0B2MgHQKPQSiaeUImRGp2czNEOFU/view?usp=sharing>

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### **Agriculture and Livestock activities**

Women play a significant role in agriculture and livestock management, but have little access to trainings and resources. Milk production is for self-consumption and livestock is sold in local markets. In order to improve livestock management, the project supported women and men through trainings and provision of sheep/animal food.

In 2015 and 2016, the project distributed sheep and males and animal food to a total of 280 households (2 sheep per household) in 6 villages. The project also organized trainings in livestock management and health to women and men. 30 % of household beneficiaries reached the objective of 8 lambs/year and 12000 DH of income per year (8 x 1500DH). More information will be collected during the PDD mission to better understand the access to and use by women of this income.

Six cooperatives were created and members were provided with training in cooperative's operations and management. Five cooperatives are mixed (Tizegzoute, Tasselmante, Errai, Ouahate Tidgheste, Igherm Amellal) and one dedicated to handicraft is a women's cooperative (Nour Echems).

The rehabilitation of palm trees generated employment for women and men.

<https://drive.google.com/file/d/0B2MgHQKPQSiaS2EyRGhZEdBekE/view?usp=sharing>

The engagement of women in the project's activities has increased women's confidence e.g. speaking more in meetings, participating in decision-making in cooperatives.

	<p><b>Health activities</b></p> <p>Each year the project organizes a mobile hospital caravan to provide basic health services to rural communities. In addition, the project contributed to the rehabilitation of the local medical center, and financed an ultrasound system, which improved access to nearby health services in particular for pregnant women and reduced emergency deliveries (Improved Maternal and Reproductive Health Services). Finally the project financed an ambulance that facilitates transport to the provincial hospital, 40 km away.</p> <p><a href="https://drive.google.com/file/d/0B2MgHQKQPSiaOEdLOEdwTXJLZ0E/view?usp=sharing">https://drive.google.com/file/d/0B2MgHQKQPSiaOEdLOEdwTXJLZ0E/view?usp=sharing</a></p> <p><b>Education and Sport</b></p> <p>The project promoted gender equality in other activities including access to education and sport. For example, the purchase of a school minibus and bikes reduced the school dropout rate especially for girls. <a href="https://drive.google.com/file/d/0B2MgHQKQPSiaWjQ2MUp3R0dtbVU/view?usp=sharing">https://drive.google.com/file/d/0B2MgHQKQPSiaWjQ2MUp3R0dtbVU/view?usp=sharing</a>. <u>Holiday camps and sport activities provided boys and girls opportunities to build their self-confidence.</u></p> <p>W+ application will focus on the Income &amp; assets, Education &amp; Knowledge (and potentially Leadership) benefits for women.</p> <p>The application of the W+ Standard will allow ACWA Power Ouarzazate to better understand and measure the project's impact on women's empowerment. In addition, W+ units generated will be used for further empowering women's groups and cooperatives in the selected project areas.</p>
Brief descriptions of W+ Domain(s) to be applied and associated activity (ies) implemented	<p>The W+ domains to be applied include: Income &amp; Assets, Education &amp; Knowledge (and potentially Leadership).</p> <p>Associated activities that contributed to each W+ domain include:</p> <ul style="list-style-type: none"> <li>- <b>Agriculture/Livestock:</b> Training in sheep breeding and livestock management and distribution of animal food; annual crop operation; employment opportunities created through the rehabilitation of</li> </ul>

	<p>palm trees of Oued Izerki and rehabilitation of almond trees. [W+ Domain: Income &amp; assets/Knowledge];</p> <ul style="list-style-type: none"> <li>- <b>Handicraft:</b> training, support to the establishment of a women's cooperative, exhibit of products at the artisanal center of Ouarzazate, market study and linkages with the procurement dept. of Label Vie group/ Carrefour Supermarkets [W+ Domain: Income &amp; assets/Knowledge]</li> <li>- <b>Cooperatives:</b> Training in cooperative management with women only and mixed cooperatives; sensitization on the importance to engage women and men in decision making bodies and processes [W+ Domain: Education &amp; Knowledge/potentially Leadership]</li> </ul>
<p>Specify start date and end date (if applicable) for each activity</p>	<ol style="list-style-type: none"> <li>1) Agriculture/Livestock initiatives: 2015 to date</li> <li>2) Handicraft initiative: 2015 to date</li> <li>3) Health initiatives : 2013 to date</li> </ol>
<p>If the Project intends to generate W+ Units <i>and</i> seek W+ labelling of carbon credits, explain how the applicant will differentiate W+ Units from W+ labelling to ensure there is no double-monetizing of units.</p>	
<p>Describe W+ activity beneficiaries and how the project will return financial benefit to beneficiaries.</p>	<p>Women benefitting from the project's activities described above will be the main beneficiaries. The cooperatives and local women associations in the province could be part of a benefit sharing mechanism.</p>

<b>W+ domains of project activity</b>	
<p>For each W+ domain applied, describe planned output and outcome indicators</p>	<p><b>Income/assets</b>  <i>Planned output:</i> engagement in Income Generating Activities</p> <p><i>Examples of outcome indicators:</i></p> <ul style="list-style-type: none"> <li>• Increased income &amp; assets,</li> <li>• Increased participation in decision making over the use of income &amp; assets,</li> </ul>



	<ul style="list-style-type: none"> <li>• Increased control by women over household finances</li> </ul> <p><b>Knowledge</b>  <i>Planned output:</i> Skills and knowledge acquired through trainings</p> <p><i>Examples of outcome indicators:</i></p> <ul style="list-style-type: none"> <li>• Knowledge and skills acquired from the project are applied leading to benefits e.g. increased productivity, income, savings</li> <li>• Increased access to external resources and services for group's activities</li> <li>• Increased confidence reported by women</li> </ul> <p><b>Leadership</b>  <i>Planned output:</i> Skills and knowledge acquired through trainings and access to other resources</p> <p><i>Examples of outcome indicators:</i></p> <ul style="list-style-type: none"> <li>• Increased ability and skills to negotiate obstacles to leadership,</li> <li>• Increased voice of women in decision making (ratio men/women in leadership position)</li> <li>• Increased access to external resources and services for group's activities,</li> </ul>
<p>Describe the link between activities and anticipated results.</p>	<p>At this stage, activities are limited to those of measuring benefits in increased income/assets, education &amp; knowledge (and potentially Leadership) benefits for women, already generated through the activities implemented by the project.</p>

<p><b>Linkages to other types of projects</b></p>	
<p>Is this project registered under any other standard or certification scheme?</p>	<ul style="list-style-type: none"> <li>- CDM</li> <li>- Gold Standard</li> <li>- Voluntary Carbon Standard</li> <li>- Social Carbon</li> <li>- Plan Vivo</li> <li>- Fair Trade</li> <li>- Forest Stewardship Council</li> <li>- Organic Certification</li> <li>- SA 8000</li> <li>- GlobalGAP</li> <li>- Other (please specify)</li> </ul>

## 5. W+ Project Organization

W+ Project team	
Qualifications related to: - planning and implementing activities - monitoring and evaluation - gender/women's empowerment <i>The essential qualifications and experiences should be briefly presented.</i>	Maria Lee has expertise in program planning and implementation, needs assessment, and policy analysis in the areas of rural development, youth employment and gender mainstreaming. She has experience working with different international and non-governmental organizations throughout Africa and Asia.

Schedule	
Current W+ Project status (if applicable)	<input type="radio"/> planning stage <input type="radio"/> operating less than 2 years <input checked="" type="radio"/> operating more than 2 years
Status of financing W+ application	ACWP Power Ouarzazate II and ACWA Power Ouarzazate III contracted WOCAN to conduct the measurement activities
Planned start date of W+ application (if not yet underway)	PDD mission schedule in Sept 2017
Has permission been obtained from relevant authorities, if needed?	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Other (please specify):
Summarize potential concerns and mitigating measures	Not applicable  No concerns identified at this moment.

The following section deals with (preliminary) estimates of the costs of W+ related preparation and implementation.

Financial Aspects	

Estimated costs of W+ application (in USD) on an annual basis. Please give figures and briefly explain (background of) calculations.	USD 20,000 for all measurement activities
Estimated annual revenues (USD) if possible. Please give figures and briefly explain (background of) calculations.	Not applicable at this moment
Financing sources	ACWA Power Ouarzazate II and ACWA Power Ouarzazate III