

## GGBP Case Study Series

# Jiha Tinou (“My Region”) Program in Morocco

Related Chapter: [Integrating subnational action](#)

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Country: [Morocco](#)

Sector(s): [energy](#)

Key words: [energy efficiency](#), [renewables](#), [local government](#), [planning](#)

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Launched in 2012, the Jiha Tinou (“my region”) program seeks to optimize the capacity of local actors to contribute to national energy goals and to benefit through local development. It aims to put citizens and local officials at the heart of the dynamics of change.

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## Context

Morocco’s national energy strategy aims to reduce dependency on energy imports. By 2020 the government aims to cut energy consumption by 12 percent and increase installed renewable energy to 42 percent of total power generation capacity (made up equally of solar, wind and hydro). Alongside this, the country has launched policies for decentralizing governance and improving local decision-making and implementation. Such initiatives provide a legal framework for territorial or subnational transfer of resources, decision-making, and authority to act. They also allow for regions to have ownership of their

renewable energy development initiatives with the support of the national government.

Between 2009 and 2012 the foundations for renewables development were put in place, such as the Law on Renewable Energy allowing for independent producers, and the Law on Energy Efficiency. The government established the National Agency for the Development of Renewable Energy and Energy Efficiency (ADEREE) as the institution mandated to promote renewable energy and enhance energy efficiency.

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## Approach

The Jiha Tinou program takes a territorial approach to renewable energy development based on the following four pillars;

- Support local stakeholders in developing integrated energy plans;
- Transfer knowledge and support the development of local training institutions and universities;
- Provide guidance, information and awareness raising;
- Support the structuring and financing of demonstration projects.

Its approach is based on a methodological framework called the MENA Energy Award (MEA), which is an adapted from of the European Energy Award, a municipal energy planning and assessment tool used in various European countries (IDE-E, 2016). MEA focuses on six key areas of excellence for municipalities in the pursuit of sustainable energy: regional planning and development; mobility and transport; municipal buildings and facilities; energy and water supply and waste management; internal organization; and external cooperation and communication. It aims to ensure that local stakeholders have the capacity and knowledge needed to take informed action, that the local business environment is favorable to sustainable energy and that local government and entrepreneurs have access to sustainable energy technology.

Within each commune the Jiha Tinou strategy is led by an 'energy team' composed of six to 30 people. Each team includes a technical agent and elected officials. The three municipalities chosen to pilot the Jiha Tinou approach from 2012–2014 – Agadir (Souss-Massa-Drâa), Chefchaouen (Tanger-Tétouan), and Oujda (Oriental) – will receive financial support, which can reach up to 90 percent of the budget for

their action plans. Financial support was provided by Deutsche Gesellschaft für Internationale Zusammenarbeit (German Federal Enterprise for International Cooperation, GIZ), the French Environment & Energy Management Agency (ADME), and the European Investment Bank.

The program promotes vertical communication and linkages between the municipalities and relevant regional bodies and national ministries, and horizontal learning and exchange among peer cities.

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## Outcomes

The above-mentioned municipalities were chosen on the basis of their institutional and political support for renewable energy development, and projects already in the pipeline. Each municipality must commit to support up to three rural municipalities to undertake actions to enable energy efficiency or renewables development. Each chosen municipality also works with strategic partners, such as civil society associations, other public organizations, academics, and private companies.

The three pilot municipalities have established energy teams, developed draft action plans, and initiated discussions with international and national partners. The pilot regions have also committed to assisting other regions in developing their capacities and policies. The interim report on the program reveals both successes and challenges. Successes relate to the knowledge about and the involvement in the program. Challenges mainly center on the lack of structure and framework. The program's monitoring procedure is enabling feedback to be integrated into subsequent phases.

It is too early to assess the ultimate impact of the program, but it has achieved early support and successful implementation in its first stages.

Going forward, ADEREE plans to:

- Ensure national coordination of subsequent rounds (2014–2020);
- Provide an ambitious, incentivizing, yet flexible and adequate methodological framework;
- Ensure the implementation of projects;
- Communicate and disseminate results and lessons learned.

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## Lessons

Key lessons learned:

- **Mainstreaming energy considerations into local planning:** the importance of integrating the program into territorial and urban planning means that a very deep understanding of the local planning processes already under way, and of their specific agendas and the stakeholders involved, is required;
- **Playing the role of an active facilitator between municipalities and international partners:** international partners and municipalities seldom share the same interests; they differ in terms of vision, mission, objectives, strategic direction, etc. It is therefore not a simple task to bring them together and lead them under a common goal and purpose, as experienced by ADEREE as the facilitator between project owners, financial institutions and investors;
- **Establishing quantitative targets and road maps to assess and quantify local impacts:** subnational energy planning has rarely been

quantitative and based on a solid baseline. While renewable energy and energy efficiency indicators have been developed for use at the national level, they have yet to be identified for the subnational level. However, several institutions have begun identifying such indicators, and the Jiha Tinou /MEA process is likely to contribute substantially to these efforts, by partnering with institutions like ADEME, GIZ, the National Department of the Environment and its regional observatories, and the European Union's Covenant of Mayors for Climate & Energy.

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## Further Information

Jiha Tinou:

<http://www.aderee.ma/index.php/en/expertise-en/programmes-integres-en/programme-jiha-tinou>

European Energy Award: <http://european-energy-award.org/>

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## References

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Institute for Development, Environment and Energy (IED-E). "Sustainable Energy Development." Ide-e.org. Accessed September 2014. <http://www.ide-e.org/index.php?lang=en>

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September 2014

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