

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre for Cleaner Production



Terres d'Amanar: Moroccan Eco-Tourism

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Name: Terres d'Amanar
City, country: Marrakech, Morocco
Name of entrepreneur/ founder: Jean-Martin Herbeco

Description Covering an area of 120 hectares, this concept of ecotourism is intended to be a “natural reserve of energy” operating against wasting, promotion of energy conservation, local products and recycling. The site is divided into three villages with bivouacs, tents lodges and lodges. Fun activities and entertainments are organized: Tyrolean acro-park route, Berber bowling or polo on donkeys.

Investment Initial investment of EUR 7 million.

Stakeholders Individuals, family, enterprises.

Employment generation 170 permanent employees.
The project enables 150 families to stay and live locally.

Timeline 2000: The project founder settles in Morocco.
2004: Project creation.

Feasibility study In 2000, while the fashion in Marrakech was to invest in real estate by building more, the founder decided to build a touristic complex in respect of the natural environment, and the sustainable use of natural resources.

Geo-social-economic setting Not available.

Key features

- Awareness among tourists, staff and families to respect the surrounding environment.
- Act against wasting, saving energy and the local landscape.

Overall rational and motivation Not available.

Strenghts Following efforts in ecotourism, Terres d'Amanar won the Responsible Tourism Awards in 2009.

Challenges and constraints Not available.

