Green Entrepreneurship



GOBIERNO DE ESPAÑA Y MEDIOAMBIENTE

Successful business cases of Green Entrepreneurs in the Mediterranean

Name:	Terres d'Amanar
City, country:	
	Marrakech, Morocco Jean-Martin Herbeco
Name of entrepreneur/ founder:	Jean-Martin Herbeco
Description	Covering an area of 120 hectares, this concept of ecotourism is intended to be "natural reserve of energy" operating against wasting, promotion of energy con- servation, local products and recycling. The site is divided into three villages with bivouacs, tents lodges and lodges. Fun activities and entertainment are organized: Tyrolean acro-park route, Berl 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 build more, the founder decided to build a touristic complex in respect of the natu 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 enronment. 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 Tourie Awards in 2009.
Challenges and constraints	Not available.

_	Direct activities and Impacts	 Awareness, recycling, saving energy. Generation of employment and income sources of neighboring rural populations.
-	Use of innovative Technologies	Internet; Facebook.
_	Evidence of a holistic approach/world view	Not available.
	Scale of benefits	 Training and employee empowerment to environmental issues. Compliance with local building techniques (adobe walls, compressed earth bricks). Reduction of water consumption and electricity. The establishment of a system of purification plants, the installation of solar panels and systems for drop by drop irrigation, etc. Customer awareness in environmental protection.
_	Policies, incentives and regulations needed	Support and training.
	Lessons and recomendations	Join the useful to pleasure.
	References: www.terresdamanar.com	

Terres d'Amanar: Moroccan Eco-Tourism



