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. |
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| - | 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 | |
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Terres d'Amanar: Moroccan Eco-Tourism



