



# 「 EXPERIENCES OF SUPPORT PROGRAMMES FOR SUSTAINABLE ENTREPRENEURSHIP 」



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Asmaa Farah — Ecosystem (Morocco)

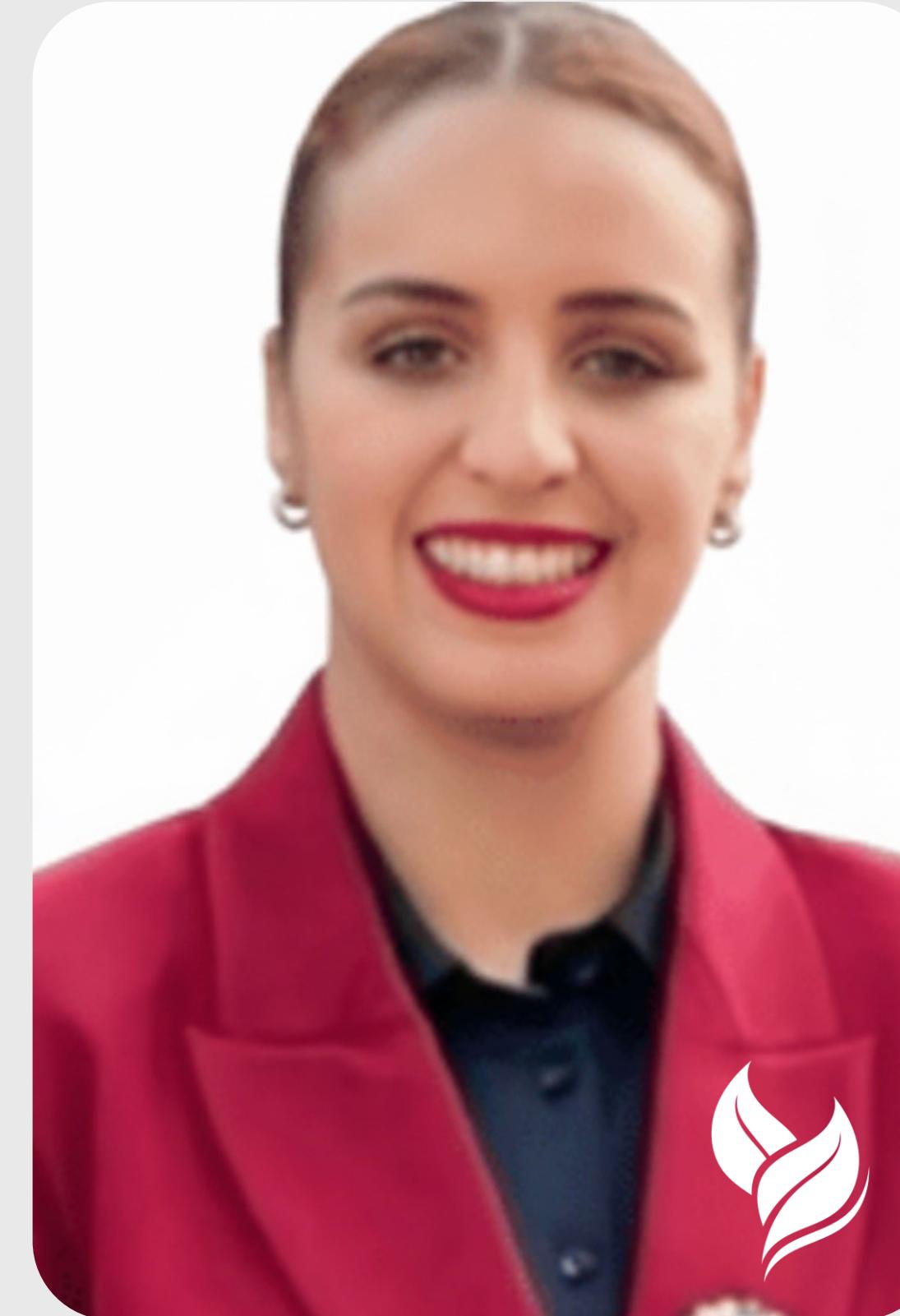
Hello, I'm

# ASMAA FARAH



Industrial Engineer | Founder & CEO – Ecosystem  
Environmental Auditor | Greentech Mentor | CSR  
(RSE) Evaluator

Senior Consultant with over 15 years of experience in CSR/RSE, sustainability, and SME development, supporting organizations in improving competitiveness, environmental performance, and responsible business practices.



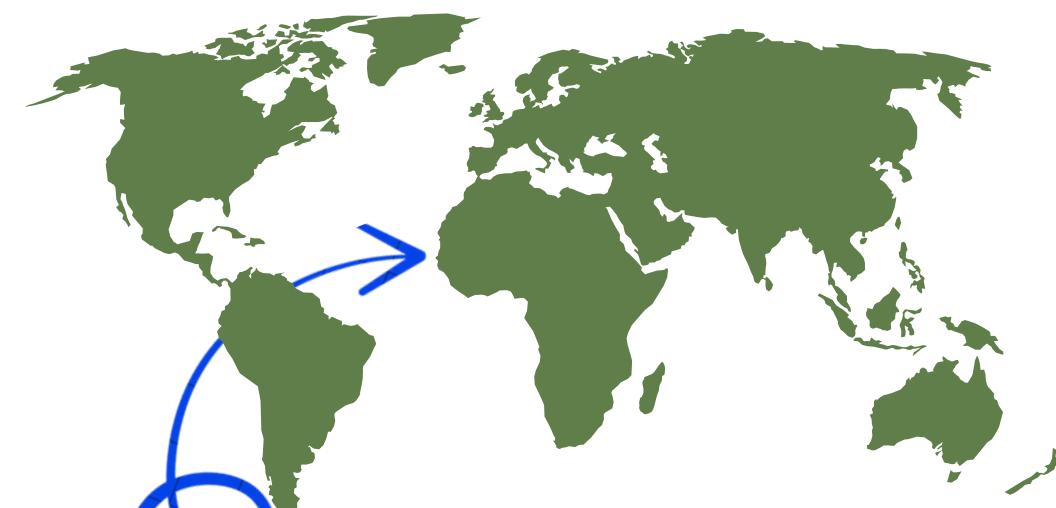
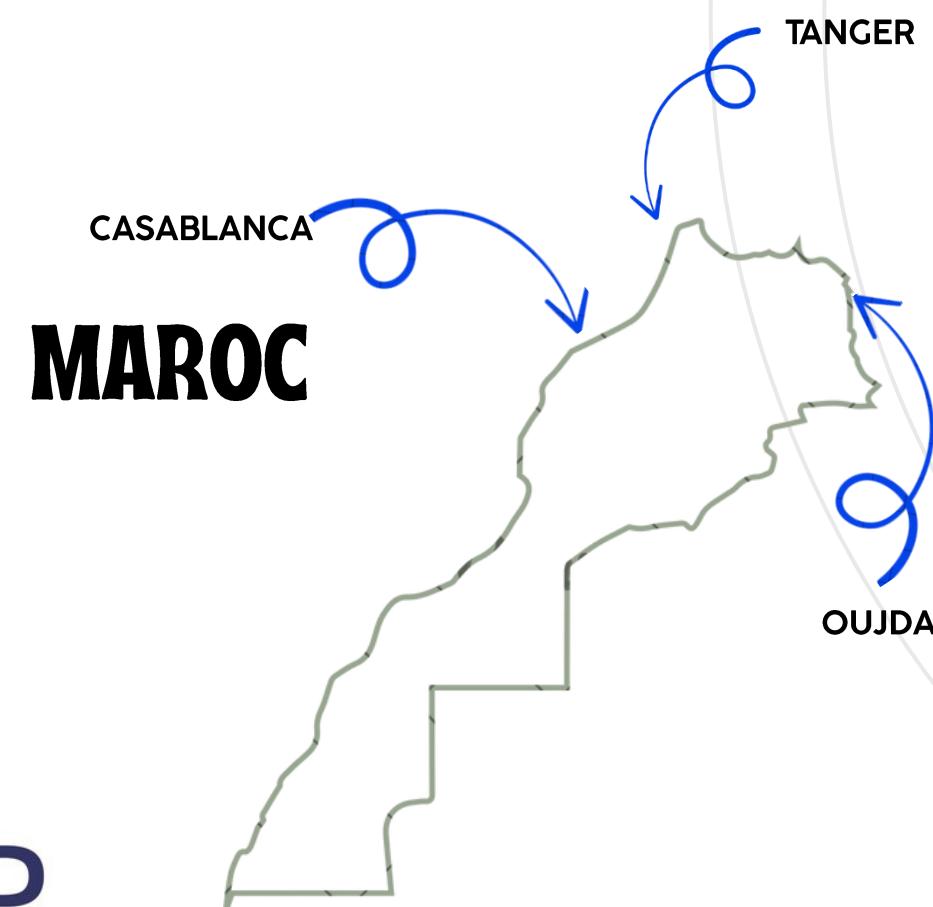


BUREAU  
VERITAS

WOMEN IN AFRICA  
EMPOWERING ENTREPRENEURS, CONNECTING GLOBALLY.



Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



MONDE

DAKAR  
SÉNÉGAL



# WHO WE ARE & OUR MISSION

**Ecosystem** is a consulting firm founded in 2015, supporting companies through strategic advisory and capacity-building services.

Our mission is to help organizations grow in a changing environment by strengthening **competitiveness, sustainability, and long-term impact.**

## Why “Ecosystem”?

We believe sustainable entrepreneurship works like an ecosystem:

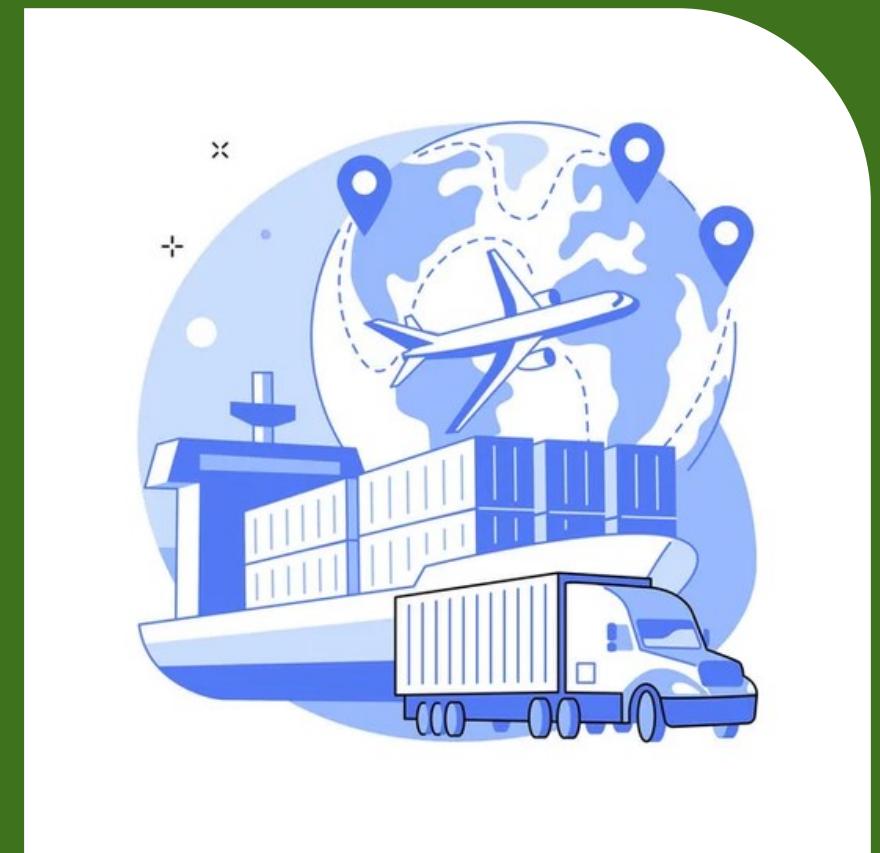
businesses, people, resources, and the environment are interconnected.

Our role is to connect these actors, support sustainable systems, and enable economic growth aligned with environmental and social responsibility.

# External Challenges for Moroccan SMEs



## EXTERNAL CHALLENGES & IMPACT (EXPORT & REGULATIONS)



### Access to international markets

### Compliance with export regulations and buyer requirements

### Environmental and social standards required by:

- European markets
- International buyers and agreements

### Impact of sustainability programmes:

- ✓ Easier market entry
- ✓ Compliance with export requirements
- ✓ Improved trust and credibility for Moroccan products abroad

# Internal CSR Challenges for Moroccan Companies



## INTERNAL CHALLENGES & CSR (RSE)

### Responsibility towards:

- Employees
- Local communities
- Suppliers and partners

### Managing environmental and social risks

### Building a responsible company culture

### Impact of CSR (RSE):

- Stronger internal governance
- Better employee engagement
- Improved relationships with local stakeholders
- Long-term business resilience



Number of programmes/projects

>+300

Training & Professional Sustainable Development  
Energy Transition & Carbon Reduction Support  
Environmental management Compliance and CSR





# TRAINING & PROFESSIONAL SUSTAINABLE DEVELOPMENT

Vocational and managerial training (clusters, bootcamps, on-the-job): e.g., Cluster Solaire / GCIP style programmes.

Social & compliance training: BSCI awareness, worker-rights workshops

Environmental management training: ISO 14001 implementation workshops

Peer-to-peer and mentoring networks





# ENERGY TRANSITION & CARBON REDUCTION SUPPORT

Energy audits & baseline assessments for SMEs → identify quick wins

Support to adopt efficient equipment and renewables (solar PV, insulation)

Guidance on energy management systems and behavior change (metering, KPI)

Project support for access to green finance or incentives





# ENVIRONMENTAL MANAGEMENT COMPLIANCE AND CSR

Support to ensure compliance with national environmental regulations and international requirements.

Assistance in designing and implementing systems aligned with ISO 14001, GOTS, BSCI, SMETA and similar frameworks.

Reduction of energy, water, and material consumption, and prevention of waste and emissions.

Definition of environmental KPIs, impact tracking, and continuous improvement of environmental performance.





## **FUTURE IMPACT: SUSTAINABILITY, COMPETITIVENESS & TOURISM**

Sustainability will play a key role in strengthening the competitiveness of the tourism sector in Morocco, especially in the context of major international events such as AFCON 2025 and the FIFA World Cup 2030.

Sustainable tourism is essential to meet international standards, reduce environmental impact, and enhance Morocco's global image.

Sense4Immunity – Sustainable Tourism Program by Ecosystem contributes to this transition through multiple programmes and networks, including Moukawala Siyahia and other national and international initiatives supporting responsible and competitive tourism.

# CONCLUSION



Sustainability is no longer an option but a key driver of competitiveness for Moroccan SMEs. Through structured support programmes, standards compliance, and energy transition, companies can reduce costs, access new markets, and meet international requirements.

CSR (RSE) strengthens internal governance and builds trust with employees, partners, and communities. In strategic sectors such as tourism, sustainability is essential to position Morocco for major events like AFCON 2025 and the World Cup 2030.

Ecosystem plays a connecting role, supporting businesses to grow responsibly and competitively within a sustainable economic ecosystem.



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