O113. COASTAL ESSAOUIRA DEVELOPMENT FAIR TRADE PROJECT. MOROCCO

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The city of Essaouira on the Atlantic Coast of Morocco is actively searching for an important change in its economic model, traditionally based on artisanal fisheries and tourism since the sixties of the past century. The circumstances of Morocco, such as the high dependence of import for energy needs (fuel and gas), low development of infrastructures and population growth, have generated in 2014 the opportunity of cooperation between the Commerce Chamber of Essaouira [1] and the research study group, headed by Professor Dr. Pedro Fernández, from Universidad Politécnica de Madrid. A cooperation agreement has been signed on the 15th October 2014. Within this agreement several activities have been implemented. Among them, 5 research projects [2] have been developed during 2015: Study of a New Bus Station Terminal, Creativity Entrepreneur Area (Dermocosmetics industry, agro bio organic market, Renewable Energy, Wood artisanal and Fair Fashion), Viability of Wave Energy Station, Harbor New uses, Offshore Wind Energy Farm. Here it is summarized the outcome of these researches, measured in terms of invest needed and benefits generated, in terms of active participation of people of Essaouira, new activities and companies generated, and profits potentially gained in a short and long term under sustainable and respectful environmental, cultural and social behavior where fair trade, health, person to person business and less is more are the bones and the heart of all proposals.