



# UNITED FOR EFFICIENCY IN MOROCCO

## PROJECT AT-A-GLANCE

Market Transformation to Energy Efficient Lighting in Morocco



### GEOGRAPHICAL SCOPE

National project

Morocco



### TARGETED PRODUCT



STATUS **ACTIVE**

TEAM LEADER

IMPLEMENTING PARTNER

**Paul Kellett**  
paul.kellett@un.org

United Nations Environment Program

STARTING DATE CLOSING DATE  
**MARCH 2012 MARCH 2019**

DONOR

PARTNERS

**Global Environmental Facility**

UNEP/DTIE with the Ministry of Energy, Mines, Water, and Environment (MEMWE)

### TOTAL PROJECT COST

**\$ 4.8 million**



### KEY ACHIEVEMENTS TO DATE

From tackling current barriers and based on U4E Country Assessments, the reduction potential range in electricity consumption, monetary savings and GHG emissions mitigation in Morocco due to a market transformation to energy efficient lighting – compared with current values, with a Best MEPS Scenario (2016 levels) – is very significant by 2030:

Annual Savings:

**1.5 TW**  
on annual electricity savings  
(Avoided investment costs  
for 3 power plants of 100MW).

**1.1 megatonnes**  
of CO<sub>2</sub> avoided annually  
(equivalent to more than  
600,000 cars)

Over  
**\$ 180 million**  
savings in annual electricity  
costs



## ENERGY & CLIMATE BRANCH

### THE CHALLENGE

Morocco is facing an annual average increase of 8% of electricity consumption and this trend is strongly driven by the residential and commercial sector. The country has fairly rational electricity tariffs, and limited subsidies to petroleum products, except liquid petroleum gas (LPG) and diesel oil. Nevertheless, the economy depends at 97% on imported energy. Electrification is developing fast allowing an ever-greater population to access modern energy services. To improve peoples' living conditions, Morocco needs to considerably reinforce their electricity supply infrastructures as well as implement demand-side management programs to speed up Energy Efficiency market development in the region. Retrofitting the existing installations and constructing new generation and transmission facilities will not be sufficient to overcome the barriers to energy sector development. One of the promising areas is the promotion of Energy Efficiency programs through technology transfer and this has been defined by the Government as a national priority. Recent international efforts to promote Energy Efficiency have been gathering around the globe. Many of these programs feature the compact fluorescent lamp (CFL) as a mainstay in delivering energy conservation in the residential and institutional sectors. Nevertheless, the development of Energy Efficiency and its financing face several constraints: lack of regulatory, fiscal and financial incentives, as well as of government policies encouraging Energy Efficiency; insufficient awareness and interest from end-users for energy efficient lighting as a means to control the electricity consumption costs. Through the four-year GEF-supported project implemented by UNEP along with the guidance from the U4E Center of Excellence, the project will constitute an innovative approach to promote the adoption of energy efficient lighting in Morocco. The project objectives will be achieved with the implementation of specific barrier removal programs that will involve: (1) updating of Energy Efficiency policies; (2) standards and quality control on lighting applications; (3) development and implementation of appropriate financing mechanisms; and (4) consumer education and information dissemination.

### WHAT WE DO

United for Efficiency Center of Excellence team of experts, following the U4E Integrated Policy Approach, provided technical assistance to Morocco to accelerate the adoption of energy efficient lighting in Morocco. The project objectives will be achieved with the implementation of specific barrier removal programs that will involve updating of Energy Efficient policies and application of standards and quality control on lighting.

The project activities include:

- Development of a Market Assessment on the current national lighting situation.
- Propose a regulatory framework for CFLs/LED Minimum Energy Performance Standards (MEPS) and quality control, including public laboratory (LPEE) assessment for products testing for incorporation in the National Strategy.
- Propose a regulatory framework for lighting product waste management to be incorporated in the National Strategy.

### UN ENVIRONMENT'S ROLE



United for Efficiency provides developing and emerging economies through their in-house experts and specialized partners with tailored technical support to transform their markets by accelerating the adoption of energy-efficient lighting, appliances, and equipment. Currently it is present in more than 30 countries worldwide. Based on each country's circumstances, United for Efficiency works with any of the following products: lighting, refrigerators, room air conditioners, motors and transformers - 5 products that together consume over half of the world's electricity.

By following United for Efficiency's Integrated Policy Approach and covering crucial elements from the transformational pathway, such as Standards and Regulations; Labelling and Communication strategies; Financial Mechanisms; Monitoring, Verification and Enforcement; and Environmental Sound Management, countries achieve a lasting market transformation, allowing monetary savings on their utility bills, helping businesses thrive through greater productivity, enabling utilities to meet growing demand for electricity, and assist governments in reaching their economic and environmental ambitions. Such support is available at three levels: Global, Regional and National providing several tools and resources to support committed countries in their efforts, such as Policy Guides, multiple assessments (country level, street lighting, etc), regional policy roadmaps and harmonization process recommendations, development of training for policymakers and practitioners and National action plan implementation support.

