ARGAN SECTOR
A PRODUCTIVE ECOSYSTEM TO BE PROTECTED

Environmental value
- Fight against desertification
- Prevention of soil erosion
- Contribution to the reconstitution of water tables

Economic value
- Argan oil used for food and medicinal purposes

Socio-cultural value
- Cultural heritage in the Souss Massa region
- Status of biosphere reserve granted by UNESCO (since 1998)

Buyers
- Cooperation with cosmetics leaders and supply chain actors

International cooperation
- Subsidies from GCF\(^1\) to favor the development of the sector
- EU\(^2\) and AfDB\(^3\): support to forest projects
- Other technical partners (GIZ, UNPD\(^4\))

Local players
- Advice in financial engineering for the agricultural development bank (Crédit Agricole du Maroc)
- Technical assistance to local agricultural development authorities and institutions

INVESTMENT OPPORTUNITY CURRENTLY STRUCTURED AND ANALYSED BY THE LAND DEGRADATION NEUTRALITY FUND, PROMOTED BY THE GLOBAL MECHANISM OF THE UNCCD AND MIROVA, A SUBSIDIARY OF NATIXIS GROUP

CONTEXT

CREATION OF SUSTAINABLE VALUE BY WORKING ON THREE PILLARS

REGENERATION OF THE ARGAN TREES
- Production of plants
- Plantation of new trees
- Maintenance / monitoring
- Compensation for deferred pasture

DEVELOPMENT OF ARGAN TREE CULTIVATION
- Production of plants
- Plantation of new trees
- Maintenance / monitoring

DEVELOPMENT OF THE SECTOR
- Creation of cooperatives
- Modernization of mechanic equipments
- Development of logistic platform
- R&D

THE “AAA” INITIATIVE CAN HELP THE PROJECT BY IDENTIFYING POTENTIAL PARTNERS AND FINANCING SOURCES

1. GREEN CLIMATE FUND 2. EUROPEAN UNION 3. AFRICAN DEVELOPMENT BANK 4. UNITED NATIONS PROGRAM FOR DEVELOPMENT

SOURCE: LDN