### SUSTAINABLE ENTREPRENEURSHIP IN MOROCCO

*Hassan Tower at Mausoleum of Mohammed V, Rabat*

<table>
<thead>
<tr>
<th>ELECTIVE</th>
<th></th>
</tr>
</thead>
</table>
| Lectures | - Lectures are in the morning and afternoon  
- Course materials are provided by THUAS and consist of a text book, course reader and lecture slides  
- THUAS lecturers are Mr. Marco Rensma and Mr. Peter Heinen  
- Guest speakers are from Dutch and Moroccan companies and organizations active in Morocco |
| Period | Week 1&2 (2-13 July, 2018) |
| Location | The Netherlands Institute Morocco (NIMAR) in Rabat, Morocco |
| Pre-Assignment | Students make a video clip of max. 3 minutes about how they perceive 'sustainable entrepreneurship' |
| Exam | Group and individual in-class assignments and a group project |
| Field-Trip/s | Yes, to local companies and organizations |
| Language of Instruction | English |
Morocco is situated at the cross road of continents, making it for centuries an important trading hub between Europe and Africa. During the last fifteen years the Kingdom of 35 million people have seen an average economic growth rate of four per cent, resulting in the sixth largest economy on the African continent. This strong economic growth has resulted in a sharp rise in energy need by households, industry and agriculture. For its energy needs Morocco depends for 90 per cent on imported fossil fuels like oil and gas. In the coming years the Kingdom wants to become less dependent on energy imports and focusing more on developing their own energy industry, primarily renewable energy. The government objective is that by 2030 52 per cent of the country’s total energy production comes from renewable energy. Therefore, the country committed itself to three multi-billion investment programs aimed at solar, wind and LNG. This has resulted so far in the largest solar field (NOOR project) and wind farm (Tarfaya Wind Farm) in Africa. In agriculture and fishery the Moroccan government has also set ambitious targets to develop a more sustainable sector that still can compete internationally.

Morocco’s sustainable development goals has not been left unnoticed by the rest of the world. In 2016 the international UN conference on climate and sustainable development COP 22 was held in the city of Marrakech. The first of such a conference held in Africa.

During this module, taught in English, students will be given specific business problems that they will have to solve in an international, multi-cultural and multi-disciplinary team. In-depth knowledge and practical experiences will be taught by speakers from THUAS¹, University of Leiden, entrepreneurs and non-governmental organizations active in Morocco.

Topics that will be discussed are among others:

- Main economic and political developments in Morocco
- Challenges and opportunities for doing business in Morocco
- Business culture in Morocco
- Sustainable Entrepreneurship in Morocco

¹ The Hague University of Applied Sciences
In the morning and afternoon students have (guest)lectures and workshops. In the evenings, students can explore the vibrant city of Rabat where the module is given.

During the first and second week of this module students will go on a field visit to a local company. During the last Friday of the module there will be a closing event.

The entire module will take place at The Netherlands Institute Morocco (NIMAR) in Rabat, Morocco.

Grand Mosque Hassan II, Casablanca
Train station Rabat Ville, Rabat city center

NIMAR, Rabat
Old Medina, Marrakech
Trees providing shade for temperatures up to 30 degrees in Rabat

Students and lecturers of the Summer Course Rabat 2017
Drinking tea is part of doing business in Morocco