

Moroccan Federation
of Urban Agencies

**THE COMPETENCIES SYNERGY IN THE SERVICE
OF THE TERRITORIAL DEVELOPMENT.**



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PREFACE

« THE COMPETENCIES SYNERGY IN THE SERVICE OF THE TERRITORIAL DEVELOPMENT »

In Morocco, the urbanization rate has far doubled in the late fifty years. As a result, the territories are confronted to substantial mutations directly impacting not only the planning ways and means, but also the development and the governance of both urban and rural areas.

These mutations are observed on the social side as well as the spatial one; they lead to the implementation of development strategies involving the perception of the territories as the attractive areas in a competitive environment, to favor their sustainability and raise them as social cohesion vectors.

To address these challenges, Morocco has announced programs and development projects on a tremendous scale. This dynamic comes to accompany other projects that has started on an institutional dimension, namely the new constitution of 2011, delivering a considerable democratic impulse, and the advanced regionalization that drew a new dimension to the decentralization, which has granted the regional entities important prerogatives in the area of the strategic planning and territorial development.

This immense turning point urges urban agencies to make a consequent effort as to accompany these evolutions and implement the strategic orientations in terms of urbanism and territorial development mainly in order to:

- Anticipate the spatial dynamics, diversified and ramified by an effective framework of urban systems, allowing the emergence of competitive, inclusive and resilient territories;
- Accommodate the evolution of the public service which has to go with the principle of good governance transparency, equity, efficiency;
- Benefit from an environment characterized by innovation and the development of new technologies by putting these tools into the service of a harmonious territorial development.

MAJAL, a federative network that gathers the urban agencies in Morocco, is positioned, since 2006, as a force of proposition for the co-building and the evaluation of public policies within a partnership with the ministry of the urbanism and territorial planning.

In this framework, and in view of the recorded evolutions, MAJAL is meant to deploy its efforts for the accompaniment of the urban agencies in order to establish an innovative territorial engineering, via the implementation of a strategic plan, based on the pooling and sharing of good practices as well as the development of partnerships of a targeted communication by an ongoing anchorage the network in it's institutional environment, both nationally and overseas.

This document, conceived as an institutional tool of communication, addresses every legal and natural person, sharing the same vision and eager to integrate the dynamic of reflection for better territories.

A globe with a network overlay of lines and dots, representing a global network.

***A network,
of shared values***

A globe with a network overlay of lines and dots, representing a global network.

who are we?

A globe with a network overlay of lines and dots, representing a global network.

The vision

A globe with a network overlay of lines and dots, representing a global network.

***The strategic plan
2015 / 2017***



***A network,
shared values.***

MAJAL

A network, shared values

The federation of urban agencies is a non-profit association under the Moroccan law. It was born of a unified willpower between its members and the governmental authority in charge of the urbanism, for the purpose of networking the urban agencies inside the kingdom.

In this perspective, MAJAL wants deeply to emphasize the expertise of all its members, standing as a force of proposition nearby the urbanism and territorial development ministry for the elaboration and the evaluation of the public policy in this field.

MAJAL, proud of its human capital, of its women and men engaged and devoted, is willing to stand as a vector of territorial development as well as an actor in their service.

In order to reach these objectives, three fundamental values were defined and shared by the network members, which are:

Pooling

**Good practices
sharing**

Communication

MAJAL

A network, shared values

By putting forward these values, MAJAL ensures, notably:

To promote and diffuse the acquired knowledge to the domains that contribute in the management, the arrangement and the development of territories.

To encourage and favor all reflections, research and common studies, in a way that contributes to a better organization of urban and rural spaces, also to develop the environment and life conditions of the population.

To foster the pooling of means and the synergy efforts executed by the urban agencies in order to accomplish common interest actions (studies, training, cooperation...)





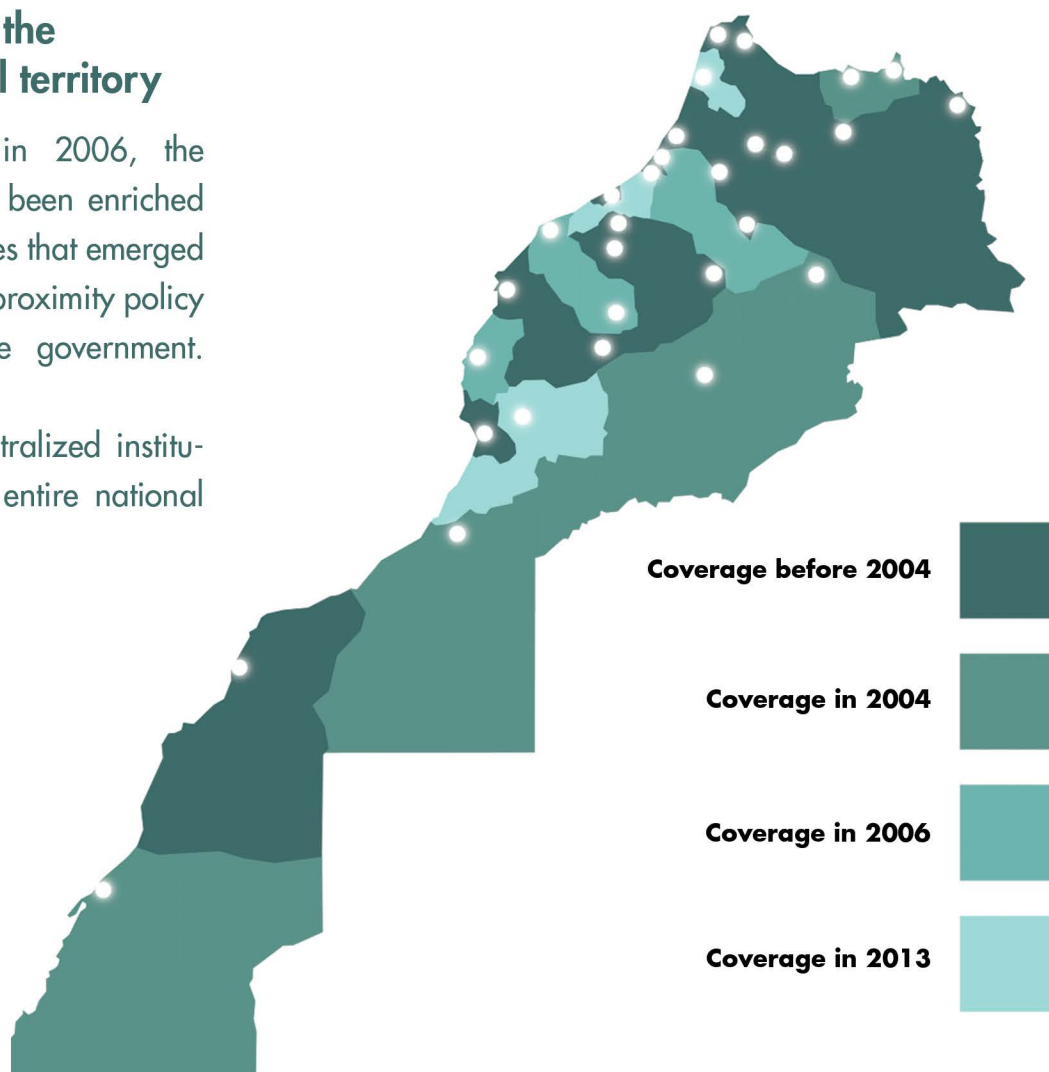
Who are we?

MAJAL

An interactive network with 30 urban agencies across the Kingdom

Full coverage of the national territory

Since its creation in 2006, the MAJAL network has been enriched by the urban branches that emerged in the context of the proximity policy implemented by the government. They are nowadays 30 decentralized institutions that cover the entire national territory.



MAJAL

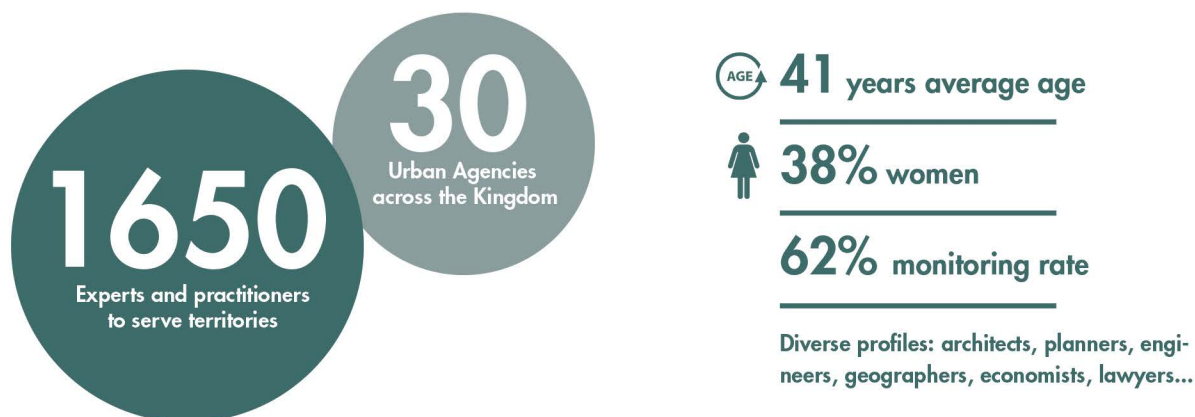
Gains and notable enhancements in territories framing:

The Urban Agencies are public institutions endowed with competencies and prerogatives in urban affairs and territorial development, mainly related to town planning, urban management, the control of construction plans and the assistance local authorities in their development strategies.

Since their creation, the urban branches have continued to evolve and adapt to the requirements of every development phase of the country. Currently, the Urban agencies get in tune with the major projects of reform in Morocco: the new constitution, the advanced regionalization, strategic development programs undertaken both at the sectoral and territorial scales.

This repositioning challenges all Urban Agencies to insure the new missions such as strategic planning, operational planning, territorial monitoring, innovation and support to local governance.

Manpower at the service of territorial cohesion





The Vision

THE VISION

MAJAL: serving a strategic vision of development

MAJAL goes in line with the new directions of the Urbanism and Territory development ministry's strategy along with the development projects taking place in our country; all the actions undertaken by the network are designed to provide spaces for debate and exchange around these guidelines.

This includes promoting improved urbanism values-based on competitiveness, cohesion and sustainability. The concepts such as digital transition of territories, dialogue and participatory approach, social inclusion and diversity, or furthermore flexibility to risks and climate changes represent the major field of interest for MAJAL in the years to come.

MAJAL: for the development of urban and Territorial engineering

MAJAL operates to merge and build up the expertise of the Urban Agencies. The goal is to better understand the economic, social and spatial changes and develop a shared public engineering for sustainable territories. This is also to reinforce the role of the Urban Agencies in generating the urban and regional expertise.



The Strategic Plan

MAJAL adopted a strategic plan 2015-2017 based on three pillars:

Pooling resources and best practices sharing

Pooling is seen as a synergy of urban agencies efforts with the aim of optimization. First; it is about apprehending and contemplating the territory together while benefiting from the diversity of our action areas to provide shared answers to the tackled problems. It comes, as a follow-on, to the pooling of resources and means within the context of projects and specific actions. The network's main activities within this framework involves:

- sharing and spreading the good practices via organizing national meetings of Urban Agencies as well as arranging seminars and thematic workshops to treat topics related to strategic priorities regarding urban planning and territorial development;
- Publishing reports and studies on various topics related to the occupation of Urban Branches;
- Accomplishing actions of common interest in the fields of education, training, cooperation, social action ...;
- Establishing hubs of inter-agency skills, the representation of the network in scientific conferences related to city planning.



Cooperation and Partnership

The exchange of experiences and the capitalization of expertise in the urban practices are among the major priorities of MAJAL. The main profit out of this cooperation is to cast an eye on experiences at both national and international levels, enhance the Moroccan knowhow in the field of city planning and contribute to international discussions on urban strategies.

As such, the federation has set a number of objectives including:

- Strengthening connections with MAJAL's partners;
- Promoting partnerships with national and international institutions with the same field of interest;
- Fostering the South-South cooperation especially with the institutions involved in the urban planning of African countries;
- Openness to the civil society, in particular countrywide associations operating in areas related to the Urban Agencies field of interest.

Communication and media coverage

The MAJAL network has a strategy of communication, of information and promotion of its values, its missions and achievements. As such, the Federation of Urban Agencies is leading numerous communication actions to increase visibility, reinforce the brand image of Urban Agencies and further anchor the network within its institutional and societal environment.





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