Green Economy for Sustainable Human Development in Morocco: Employment Creation and Innovation Challenges

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The green economy is defined as a way to ensure human development, eradicate poverty, a source of social equity and preservation of natural capital. It thus appears as one of the means to implement sustainable development in a context where developing countries aspire to a higher standard of living. Morocco, one of these countries, faces challenges capable of being treated with the assistance of the green economy. The latter may provide Morocco with a new framework to strategically and sustainably rethink the Moroccan economic development. The green economy calls for the use of the environmental constraints as a lever for sustainable human development. This movement is realized through the revival of economic activity and employment creation in addition to the improvement of individuals’ well-being and the reduction of social inequalities.

This article relies on the Moroccan case to analyze the eco-activities opportunities related to employment creation, critical factor in human development and the social security. We also discuss different opportunities of innovation that these activities offer in order to promote social, ecological, and economic interactions. The objective of this movement consists of developing a green economy. We focus on the conditions necessary for the mobilization of these opportunities, as they contribute to the creation of wealth and employment, for sustainable human development in Morocco.

Keywords: Morocco, sustainable Human development, Green Economy, Environment, Employment, Innovation

INTRODUCTION

In recent years, sustainable development and environmental protection have become major themes of debate. “Our common future” report, which was published by the United Nations Commission on Environment in 1987, introduced the referential definition of “sustainable development.” According to that report, sustainable development refers to a “development
which meets the needs of the present generation without jeopardizing the ability of future generations to meet their own needs.” Three closely related components emerge as a result: the preservation of the environment, economic growth, and social equity. Within this context, sustainable development represents a novel conductor whose aim is to guide growth (Flam, 2011). Thus, economic growth is presently a value in itself only if it respects the environment, and if it is socially equitable.

However, the operational mode of sustainable development has revealed itself to be a difficult task to achieve. According to the United Nations Environment Program (PNUE, 2011), the complexity of this task emerges mainly because the current dominant model of economic development is not compatible with the objectives established by sustainable development. For this reason, the green economy presents itself as a more appropriate path to promote and achieve sustainable development. With its economic, environmental, and social dimensions, the green economy is an approach, which gives importance to the national and local priorities and human specificities.

The development of this economy has become necessary because of the recent global crises. These crises are not only limited to the recent economic, social, and financial situation, they also include a persistent environmental crisis. These issues breed worries nearly common to all counties since it impacts growth, employment creation, poverty reduction, alimentary safety, and energy security. Therefore, the green economy, as addressed by several international bodies, aims at responding to many contemporary challenges whose range spread to local, regional, and global levels. The green economy incites economic agents to respect the environment because it is a crucial given. Moreover, this economy presents itself as a space where the capacity for growth and employment creation, essential for the sustainable human development, is the most promising. Therefore, major investments are today internationally engaged in diverse sectors of the green economy.

This new model of growth encloses a great potential affecting the employment and the improvement of the gross domestic product GDP. In a report published by the UNEP in 2010, this program estimates the creation of more than 25 million jobs by 2050 within the green economy, with the investment of 2% of global GDP (PNUE, 2010). Other reports confirm this estimation by suggesting that at least half the world's workforce will be affected by the transition to an economy, which respects more the environment (OMT, PNUE (2012)).

In Morocco, the already mentioned challenges are manifold and diverse. Unemployment, job creation difficulties, and natural resources management are instances of the most difficult challenges that face Morocco, Which so hinder his sustainable human development. Indeed, policy-makers have to deal with a very high unemployment level which affects specifically the youth, whose pessimistic perspective emanates from the limited opportunities available to them; which partially hinders, human development in many regions especially in urban and rural areas. The environment and natural resources in particular know constant deterioration ensuing from air and water pollution, wind and water erosion, desertification, deforestation, endangered biodiversity, and so on. The Secretary of State for the Environment assessed in 2010 the cost of this degradation to 8.2% of Morocco's GDP.

Thus, these challenges represent an opportunity to launch an unflinching commitment whose aim is to promote a greener economy. This initiative establishes a new framework to rethink strategically and sustainably the economic development. As a result, the environmental constrain could be utilized as a lever for sustainable human development, particularly through sustained growth. This growth could revitalize economic activity and employment creation, and it could ameliorate the well-being of individuals as much as reduce social inequalities, and contribute so to the sustainable human development of the country.

This article relies on the case of Morocco to analyze the opportunities that the eco-activities offer regarding the creation of employment, one of the key for human development. We develop afterwards the principal opportunities of
innovation that these activities offer to promote social, ecological and economic interactions, with the goal of expanding green economy. We spotlight the conditions which mobilize these opportunities since they contribute to the creation of wealth and employment in Morocco. Thus, we begin with a general explanation of the concept of green economy and its different challenges, and then we explore the particular implication of Morocco in this movement (1). We attempt to analyze the opportunities that eco-activities offer in terms of the creation of employment (2), and finally we inquire into the role of innovation and eco-innovation in the process of ecological transition (3).

GREEN ECONOMY: DEFINITION AND CHALLENGES FOR MOROCCO

The green economy model is imposed today on the widespread economical, social and environmental crises. David Pearce et al. introduced and used this concept since 1989 in “Blue print for a Green Economy.” Afterwards, several international institutions integrated the green economy theme in their agendas, which produced by that time numerous reports.

The UNEP popularized the green economy thanks to its two publications “The Green Economy Report” published in 2010, and “Towards a Green Economy” published in 2011. Both publications analyze the concerns put forward by the green economy. Through investigating the major opportunities that green economy offers to the global economy, it ensures that through investing in strategic sectors, a significant progress touches the economic growth. However, this objective must still take into consideration the reduction of environmental risks, while reducing poverty, exclusion and unemployment, the main priorities for many developing countries, including Morocco.

The definition of green economy

The UNEP published in 2011 a widely adopted definition which suggests that green economy is “an economy which aims at improving the human well-being and social justice, while significantly reducing environmental risks and ecological shortage” (PNUE, 2011). Other definitions introduce the green economy as a set of activities which encourage low carbonic emission, decreased waste discharges, and rational use of natural resources. These activities rely on an approach of development that stimulates the global economy through politics prioritizing sustainable and reliable production, clean energies, and consumption modes.

Through creating employment in the new “green” sectors, the green economy aims at attaining a more equitable allocation of the positive effect of growth; in this way, life conditions of poor people would improve. Generally, the green economy seeks to insure economic viability, to fight poverty through creating employment in new sectors, and to preserve the natural capital which supports human activities (PNUE, 2010).

The green economy therefore integrates a global strategy of sustainable development; it reconciles ecological, economic, and social aspects while ensuring the allocation of the wealth created within an intra-generational and inter-generational equity. The global impact on sustainable development will depend on the capacity of the green economy to change the behavior of economic agents. Moreover, this economy has to impose the adoption of new lifestyles, new organizations, and new ways of production and consumption. Each of these liable modes aims at preserving natural resources and unifying the three pillars of sustainable development.

In terms of the funding plan, the UNEP explains that “within a green economy, revenue growth and employment creation may emerge from public and private investments; this leads to the amelioration of resources, the reduction of carbonic emissions, the decline of waste and pollution, and the prevention of biodiversity loss as much as ecosystem degradation.”, PNUE, 2011). The report adds that these different investments are in their turn sustained by an increasing demand for products and services which preserve the environment. The technological innovation helps this movement “through corrective fiscal and sectorial measures adopted within diverse
levels to guarantee the uniformity of prices with the environmental and social costs.”

**Challenges of the green economy in Morocco**

Each country possesses models and tools to reach sustainable development in the three dimensions, according to the circumstances and priorities of each country (Rio Declaration, 1992, Article 56). It ensues that several countries deem it important to transit to the green economy in the hope to fight off the financial then economic crisis through taking into account a massive investment in the green economy sectors. Morocco is today engaged in this conversion in order to reduce the environmental degradation, which affects the poor. The transition also increases the productivity of natural assets in order to achieve national objectives in terms of economic and human development.

The establishment of a green economy in Morocco was determined by the regional and international contexts; the national context also keeps in scope the importance of strategies and initiatives of the green economy, which was launched in recent years. In this context, the main objective is to meet the urgent socio-economic and environmental needs. More precisely, it is necessary to reduce the importation of fossil fuels, to rationalize the consumption of energies, and to mitigate the degradation of natural ecosystems in Morocco.

To illustrate, the Moroccan economy depends on more than 97% of imported fossil fuels. The Moroccan energy bill has surpassed 100 billion MAD in 2012. Whereas, sources of renewable energies, in addition to solar, wind, and biomass ones, are present in large quantities in Morocco, and significant deposits of economic energy exist thanks to energy efficiency, which functions in many sectors such as industry, construction, transport, and agriculture.

In addition to the several agreements and commitments signed by Morocco, the European Union granted Morocco the Advanced Status in 2008. This situation obligates Morocco to proceed to a regulatory convergence. Moreover, a better integration of environmental considerations is necessary in business management along with the construction of a system of control and accompaniment in practical contexts. Overall, Morocco has to develop a tactical plan in response to this important issue in order to engage in a new environmental policy. This country aims at protecting the environment since it is a crucial factor in economic and social development.

During recent years, an important environmental dynamic was set in motion in different economic sectors by the operational programs that function within the National Charter for Environment and Sustainable Development. Several plans and strategies emerged as a result such as the strategy of saving water and rationalizing the use of water in agriculture, protecting forests and biodiversity, planning the development of renewable energies and of energy efficiency, setting programs to reinforce the sanitation and purification of liquid residue, reinforcing the management of solid wastes, tourism, fishing…

The Moroccan context is relatively favorable for an economic transition towards green economy. The geographical location of Morocco is strategically advantageous which may assist this country to become an economic link between Africa and Europe. The potential of main renewable energies, whose statue of CO2 emitter is low (2.5T / person / in 2004 only), allows Morocco to position itself in the carbon credits market. This dynamic is confirmed through the most recent sectorial approaches, which offer regular and long terms visibility, as much as through significant initiatives launched in different economic and environmental sectors.

It is true that the transition to green economy constitutes a good occasion to place Morocco within new industrial sectors. It is equally true that this movement reinforces Moroccan competitiveness and contributes to the reduction of social and environmental externality, notably in certain disadvantaged regions. It ensues that Morocco has developed several green sectorial programs; however, it lacks a global strategy which structures green economy.

Moreover, these programs are not sufficiently integrated in the local and regional levels, so they suffer a lack of mobilization of private financing.
In addition to these programs, the green economy encourages the integration of an environmental dimension within every level of the educational and teaching systems in order to ameliorate future modes of consumption. Establishing a communicational strategy and an environmental awareness is also targeted in this context to guarantee a better engagement and mobilization of different actors.

**OPPORTUNITIES FOR HUMAN DEVELOPMENT: EMPLOYMENT CREATION**

The human being is at the center of concerns for sustainable development. Therefore, the ultimate aim of all policies and reforms implemented is to ensure improved well-being on a persistent and sustainable basis. The human development refers to several aspects. It is the set of transformations that affect a society over time, in the sense that was stopped by the United Nations and international agencies such as UNDP, which defines the level of development of a country, by HDI, Human Development Index (1990), which aims to measure development and show that people and their capabilities should be the ultimate criteria for assessing the development of a country, not just economic growth.

This article does not address all the opportunities offered by the green economy to human development in Morocco. It is dedicated to the employment sector, both object of mostly young claims, and determinant of human security. Several comparative studies showed that the green economy concept possesses a more important potential for sustainable growth and for employment creation than the conventional model (CESE, 2012). Before depicting these possibilities, it is necessary to define first the activities led by the green economy.

**The activities of green economy or eco-activities**

The activities of green economy or eco-activities fall under the category of the green growth, so they favor sustainable development, which encourage environmental sustainability over the long term. In general, these activities produce goods and services aiming to protect the environment, and they implicate natural resources management, energy efficacy, and the reduction of greenhouse gas emissions. They are activities whose range spreads essentially to the commercial enterprises, but they can also affect public administrations. In addition, ecoactivities protect the environment within companies; they are considered auxiliary activities not exposed to sale; they are rather subject to expenditure. They are factors for sustainable economic growth.

In order to understand the contribution of the green economy, it is necessary to distinguish between activities directly connected to the environment, also called green professions. Some of these activities may concentrate on producing and distributing energy and water, sanitizing and managing waste, treating pollution, protecting natural areas and so on. Other activities called “greening professions,” necessitate new competences to respond to the challenges of the green economy. The first sort of profession is analyzed in terms of impact. This means that a particular activity is “green” when the degree of its pollution is not important and when it consumes fewer resources. The second sort of profession is analyzed according to its goal; it aims at protecting the environment.

Henceforth, employing green economy, or eco-employment, may denote a new or already existing functionality whose role is to directly or indirectly protect the environment. This functionality may be a means to the mutation and/or to the creation of particular jobs. Ecoemployment as a function may therefore exist within numerous sectors of activities, and it could correspond to divers capabilities and professional profits, and to different educative contexts. As a result, services would have an important role in the green economy since they have to fulfill needs of other sectors; and they would have to provide to all economical sectors the necessary operational solutions to the ecological transition. This process produces a fitter economy for the environmental cause. Consequently, services gradually become less fragmented, as constructed footbridges allow a multiplicity between services. Several international
experiences demonstrate, for example, how detritus as negative externality turn into electricity, fuel or compost; or how a waste water treatment plant become a deposit for organic material used for bio-plastic production... examples abound to show the important position of services within the green economy.

Opportunities of employment creation in Morocco

In addition to the environmental advantages, investment in the green economy is described in many reports (UNEP, ILO, OECD, UNDP ...) as a valid approach to create millions of new jobs. A higher employment rate is one of the main motors of economic growth, which permits the increase the purchasing ability of customers. As a result, customers are not only capable of living, they also support the economy.

These international reports demonstrate that important opportunities emerge from the green economy by creating employment. In a time when crisis and incertitude reign, the movement stirred by the green economy represents hope for the public authorities of every country. The already mentioned reports deduce that, at all stages of development, countries are rapidly moving toward an environmental sustainability and a greener economy. The reports also suggest that tens millions green jobs have already been created.

In recent years, Morocco has adopted a model of development characterized by possessing a large accessibility, liberation, and conduct of several structural reforms. Within a difficult national and international context, Morocco has recorded a growth going above 4%. However, despite the economical progress that Morocco accomplished, the country still faces significant socio-economic deficiency. Few of these deficient elements are the persistinginequalities, high social disparities, and dysfunctions within labor market, which result in a high unemployment rate, especially among young graduates and women.

The future economic potential of the Moroccan development suffers from horrendous obstacles because of the environmental degradation, climate change, desertification, and shortages of resources induced by internal and external factors. Similarly to most developing 4,6% in 2011, 4,5% in 2012, and 4,8% in 2013 countries, natural capital, which is essential for wealth creation, is subject to an increasing pressure at a time when the country is facing several socio-economic problems. More importantly, Morocco is faced with the necessity to reduce poverty and stimulate economic activity to create jobs and raise income levels.

Employment creation remains therefore a major challenge for the sustainable development of Morocco. In this context, the Economic and Social Council (ESC) conducted a study on the green economy in Morocco. The report that it published in 2012 demonstrates that the concept of the green economy has the potential for sustainable growth and job creation. This economy also constitutes the beginning of a new model of sustainable economic and human development. The report analyzed the national potential for creating wealth and jobs in four major sectors of the green economy, emanating from the ambitious plans and strategies launched by Morocco. The sectors involved are concerned with renewable energy and energy efficiency, with sanitation and purification of liquid waste, and with solid waste management.

All these elements generate employment. The investments projected in these areas exceed 200 billion MAD, with a potential for the creation of more than 90,000 jobs by 2020. In the energy sector, the solar preparation and the integrated wind program intend to invest more than 100 billion MAD, to save 2.5 million of TOE, and to help avoid the emission of 9.5 million tons of carbon dioxide per year. These projects emanate from the pressing need of Morocco to meet a growing demand for electric energy (Morocco is expecting the twice over of needs by 2020 and the quadruple by 2030). The employment capacity to generate streams of renewable energy in Morocco is estimated at more than 23,000 jobs by 2020. The national strategy for Energy Efficiency in buildings, industry, and transportation predicts the reduction of the energy bill to 15% by 2030. This strategy necessitates an investment of over 21 billion MAD with a possibility for job creation in the energy sector, estimated at more than 40,000 jobs by 2020. Along with all these projects, an
important number of technicians and specialized workers skills are needed in the field of energy efficiency and solar power.

Morocco has also organized, with the National Plan for Liquid Sanitation (NPLS), a budget estimated to 43 billion MAD. This plan aims at increasing the level of purification networks to 80% in urban areas, and increasing the treatment of urban waste water rate to 60% while promoting the reuse of the treated wastewater by 2020. The NPLS covers 10 millions of inhabitants; so it will also allow the creation of more than 10,000 direct jobs in addition to jobs that will be provided by the industrial sector of equipment manufacturing, mostly including channelling and purification treatment tools. The skills needed for this process are estimated as follows: 600 engineers in 2020, 1000 technicians in local communities, and consultancies with approximately 300 micro-company of proximity subcontracting in 2030.

Concerning the waste sector, the National Household Waste Program (PHWP) was developed to instill several behaviors. First, it shows the proper way of collecting and disposing of household waste. Second, it clarifies the necessity to rehabilitate existing landfill sites, to create new landfills, and to promote sorting sectors. Third, this program valorizes recycling and waste recovery, especially in large cities. Accomplish these goals requires a number of skills estimated from 12000 to 18000 jobs over 15 years for the slots collection, cleaning, disposal, storage of household and assimilated waste and so on. The program would last 15 years; the overall budget is estimated at approximately 37 billion MAD, with the creation of more than 11000 direct jobs.

Compared to ecosystem services, the waste sector represents a potential for job creation in Morocco. The waste sector is one of the strategic sectors for the transition to a green economy, and it will likely develop fast in many countries to assist in coping with the rising prices of indispensable commodities. This sector acutely considers the problem of informal sector. The informal sector is the chief actor for the collection and recycling of waste present in developing countries in general and Morocco in particular. This sector, consisting generally of the most marginalized citizens, provides an important assistance to the community by contributing directly to the reduction of emissions of greenhouse gases. Simultaneously, this sector fuels the recycling networks of cheap and raw materials. Therefore, it seems wise to integrate this sector first by inciting policy makers to recognize the role and contribution that the informal sector plays, and second by organizing re-collection agents in the form of associations or cooperatives. This integration has several benefits in terms of security, revenue enhancement, and the battle against inappropriate work distribution such as child labor.

Other areas, including ecotourism and green jobs of agriculture, have significant potential in the long term in Morocco. They could attract a large number of young people. Several small traditional trades, embodying an important expertise, could increase through the ecological transition (plumbers, masons, and so on). Jobs will be created for sure, but it is necessary to ensure the viability of the employment and training sectors when faced with different issues.

The created jobs must be decent so that the green economy plays its role accurately in sustainable development; thus, “a sustainable economy can no longer afford to externalize environmental and social costs. The consequences of pollution on society, such as health degradation, must be reflected in the prices existing on the market. Therefore, green employments should be decent jobs”, (PNUE, 2011).

The green economy has a colossal potential. Several million jobs are connected to the environment, so a vaster new perspective of growth is emerging in this sector. However, in order to obtain a rapid reduction of carbon emissions and to be at the forefront of the
production and marketing of goods and green services eco-innovation is essential.

ECO-INNOVATION CHALLENGES

The green economy represents a system based on an approach that designs and implements innovative solution, ones that are relevant from both the point of view of the environment and the economy and social contexts. It is based on the creation of new technologies and the availability of skilled workers who can innovate and implement new processes (OCDE, 2009). We return to the concepts of innovation and eco-innovation before discussing the major challenges eco-innovations have to face, especially in the case of Morocco.

Innovation and eco-innovation

The green economy is a real challenge when it comes to innovation and creativity. Innovation always represents one of the major elements of economic performance and social well-being. It is a regenerating power of sustainable development in general and the green economy in particular. Innovation is also a strong tool to ameliorate the global business performance. The OECD defines innovation as “the implementation of a product (good or service), or the implementation of a new or improved process. This performance also includes new marketing method or a new organizational method present within companies along with the organization of workplace or external relationships.”, (OCDE, 2005). The targeted goal is to introduce products, processes, or new methods that instill improvement. Innovation covers a wide range of activities that may be new. Therefore, it spreads to the successful adoption of a process or method developed by other companies as much as organizations that launch a new product on the market. Eco-innovations, or green innovations, as “every innovation promoting the economic and human development while ensuring that natural resources continue to satisfy needs securing one’s well-being.” This type of innovation is capable of producing new systematic and technological solutions addressing environmental challenges. In this context, an innovation is recognized by its capacity to reduce the environmental impact or to optimize the utilization of resources during the life cycle of particular activities. This arrangement struggles against the environmental degradation and at the same time promotes green growth.

The European Commission has also published another formulation defining eco-innovation; eco-innovation is the “production, assimilation, or exploitation of the new component of products, processes, services, or managerial methods. The aim of this renovation is to prevent or reduce environmental risks, pollution, and other negative impact associated to the utilization of resources. To be efficient, this development has to be functional throughout a life cycle.”

The development of the green economy is conditioned by important measures within the three following domains of innovation: society, ecology, and economy. From the societal perspective, innovation must take into consideration the challenges and opportunities of green activities as well as the encouragement of training and competence. Novelty also necessitates the creation of judicious and flexible employment in addition to the promotion of professional activities, particularly to diminish poverty. Moreover, the ecological level of innovation must focus on developing efficient resources in order to increase economic, social, and ecological utility. In this level, the lifecycle approach is recommended to minimize the ecological footprint. Regarding the economical level, eco-innovation presupposes the existence of open and competitive markets, and the acknowledgement of accounting rules along with the elaboration of different reports. It also presupposes the existence of finance facilities in addition to public and private investment whose aim is to actively orient innovations towards sustainable development.

Eco-innovation is concerned with the following elements: products, processes, marketing methods, organizations, and institutions. The tasks they involve may vary between modifying, redesigning, or replacing practices. The eco-innovation of products and processes generally relies on technological progress. Whereas, the eco-innovation that functions within marketing, organizations and institutions advances non-
technological changes, and these changes are the creation of independent environmental divisions, or the formation of networks with crossindustrial or associative characteristics and so on. Moreover, this none-technological ecoinnovation involves methods and organization of work, marketing, human resources, and the services sector as a whole. This type of systematic eco-innovation, which promises substantial gain for the environment, is extremely complex since it involves non-technological changes.

**Eco-innovation challenges in Morocco**

The development of the green economy implies committing oneself to an honorable ecological transition. This transition must be susceptible to provide answers concerning the scarcity of resources, the issue of pollution and socioeconomic problems, as well as the challenges which must be globally discussed. The answer to the challenges of the ecological transition, which impose themselves on public and private actors, proceeds from the innovation and creation of new economic models. The ecological transition entails the application of a set of adequate politics, a strong partnership between public and private actors, and an instauration of a suitable innovation capable of establishing green growth in Morocco.

Similarly to numerous developing countries, innovation remains one of the most important but problematic domains in Morocco. Despite the deployed efforts of the last few years, Morocco is still below the standard of the Mena region (6,14), for in 2012 Morocco reached 3.67 in the innovation pillar. Nevertheless, some indicators demonstrate that Morocco may have enough force to integrate technologies in companies, as this country reached the standard level, in the worldwide statistics, of the availability of risked-capital, articles produced in technical reviews, and of university/business collaboration promoting research.

Innovation is both a key-element in the process of creating wealth and an important basis of the ecological transition. Innovation usually relies on a viable system of research. In Morocco, this system includes six research institutes, 982 accredited research unities, and 49 centers of PhD studies. However, Morocco devotes only 0.75% of its budget to the scientific research much of which is used for the benefit of the “difficult” sciences. Only 7% of the budget is devoted to research in the humanities and social sciences. The projects of research centers in Morocco, particularly the National Center for Scientific and Technical Research, significantly contributed to the clarification of the national politics in strategic sectors such as water management, agriculture, and energy. However, “the circulation of innovation in Morocco remains very limited due to poor coordination, to the scarcity of funding, especially in the private sector, and to a limited innovation system.” (Djeflat, 2012).

Morocco attempts to promote investments in scientific and technological domains. Indeed, this country plans to set a new campus which aims at providing services based on knowledge in order to reinforce research and training within clean technologies. “Knowledge campus” is part of an investment project lasting over five years, with a budget of 3.2 Billions dollars for sustainable energies. This campus will allow the development of scientific workforce through training programs, conferences and seminars, new masters in renewable energy, and through research projects. Yet, the formal pillar of development-research in Morocco is very limited.

An important portion of innovation system is strongly linked to the manner by which this innovation could take advance of local and international knowledge stock, in addition to the modern and efficient practices, to the maximum of national users. (Djeflat, 2012).

The development of green economy in Morocco implicates the development of adequate training courses while ensuring the involvement of different academic actors. In addition to the industrial and financial initiatives, it is necessary to promote innovative development-research initiatives which regenerate national patent, to create companies in the industrial sectors of the green economy, and to decline training programs and R&D that are functioning at the regional level via a mobilization plan for all actors.
The development of the green economy and eco-innovations necessitate innovative solutions. The quality and implementation of these solutions depends primarily on the mobilization of public powers. The OECD suggests that “there is an increasing role of innovation in reaching a large range of environmental, economic, and social objectives (including sustainable development objectives), so it is necessary to adopt an integrated governmental approach, one which is more strategic and which combines horizontal and vertical coordination. This process is also supposed to offer a better integration of multiple politics: transport, energy, environment...” (OCDE, 2013). Moreover, the government is supposed to place local and national environmental politics, to mobile funding, and to encourage innovation.

The green economy transition necessitates an important financial effort to sustain innovation. It is necessary to mobilize further the private capital for long-term investment and innovation. Moroccan companies also have to adapt to new rules. Regulatory pressures of customers and investors are today more sensitive. They have to escalate in the future, which incites firms to invest and innovate further. For this reason, instilling financial mechanisms dedicated to the development of green economy becomes a necessity. This process utilizes stirring measures for the development of private investment in the green economy sectors in addition to environmental and energy-related taxation which is adapted to new sectors.

Thus, the movement toward a greener economy requires ameliorating existing activities and promoting new ones. Innovating, conceptualizing, and producing things via the green economy necessitate a new sort of knowledge and competence. New professions will emerge, and neglected professions will take a more central position. This ecological transition must also supplement structural changes, and move to more immaterial services, which is likely to render growth less polluted. Hence, divers knowledge emerge as principal motors leading to a significant decrease of the use of polluting production.

In Morocco, rallying employments of green economy must first adapt to the realities and perspectives of this economy in addition to employment market, and training or orientation services. For this reason, it is necessary to reinforce the reforms already in motion in the educational system, professional training, and research and development domains. The aim of these reforms is to ameliorate human resources competences for a better adaptation to the principles of green economy, which is moving toward sustainable human development.

CONCLUSION

Several factors could explain the ecological transition. First, the weight of environmental degradation incites agents to recognize the necessity to reduce it. Second, utilizing investments in the domain of green economy is a way to boost national economy through the encouragement of new industrial activities and alternative energies. Third, the prices of imported fossil fuels are rising, as their deposits are limited. Lastly, it is necessary to cultivate a new model of development based on changing the behavior of economic agents. Thus, these elements are the principal motors of the transition toward a green economy. without forgetting that the green economy must be built taking into account issues of equity as well as environmental problems, if they are to it actually contributes to sustainable human development.

The green economy is no longer considered a simple concept; rather, this economy is an acknowledged strategy that preserves the environment, the macro and micro-economic competitiveness, and the human development. The green economy relies on a new sustainable development model based on changing the behavior of every consumer and producer. The environment, which was regarded as a constraint for a long time, represents today one of the factors encouraging competitiveness and employment creation. In this period of global crisis, environmental sectors constitute an important source of employment and activity.

The creation of employment in general and green one in particular depends on the degree of implication exerted by all actors, notably the
government and the business activities. The green economy could not be a growth driver for divers territories or a motor for competitive business and employment creation unless it construct a close relation with all actors. These actors are supposed to create partnerships that ensure a socially fairer economic development, one which is more concerned with the environment. At this level, eco-innovation plays a crucial role in the amelioration of sustainable economy and in the maximization of its environmental, social and cultural advantages which lead toward a greener economy. Not only should this innovation be technological; it should also have social, economic and organizational characteristics. Innovation should allow the emergence of new financial models of environmental services in order to remedy the crisis of the actual developmental model.

The accomplishments of green economy are at the same time risky and promising for active populations, particularly for the most vulnerable populations. Green employments aim at reducing environmental damages, which the business field and economical sectors created, by lifting them up to a viable level. However, achieving these goals necessitate developing measures to include them in the “decent employment” category, which would reduce poverty while protecting the environment, for sustainable human development of all people.

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