The Role of Social Engineering in Extending Public Services to Low-Income Communities in Greater Casablanca, Morocco

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### Key figures

<table>
<thead>
<tr>
<th>LYDEC - CASABLANCA</th>
<th>1998</th>
<th>2005</th>
<th>% evolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (‘000 inhabitants)</td>
<td>3,319</td>
<td>3,700</td>
<td>+ 11%</td>
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<tr>
<td>Nbr of Customers (‘000)</td>
<td>466</td>
<td>710</td>
<td>+ 52%</td>
</tr>
<tr>
<td>Million m³ supplied</td>
<td>183,1</td>
<td>169,9</td>
<td>- 7%</td>
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“I.N.D.H” National Initiative for Human Development

- Three main aims:
  1. Access to basic services (health, education, water, sanitation, electricity etc.);
  2. Fostering of income-earning opportunities;
  3. Assistance for the most vulnerable.

- Slums or informal settlements: 30% of the population of Casablanca
- Moroccan authorities plan to upgrade squatter settlements, provide electricity, water and sanitation and progressively regularize land tenure.
- Need of 120,000 new water & sanitation connections by 2009.
TYPOLOGY OF SLUM AREAS

Peri-urban illegal settlements

Rural shantytowns

Shantytowns and urban slums
PROCESS OF UPGRADING SLUM AREAS

PILOT OPERATION: MESSAOUDI

Phase N°1 2004/2005:
• Initial conditions assessment
• Laying of networks

Phase N°2 2006/2007:
• Housing improvements
• Regularization of tenure
PARTNERS

Public Authorities

- Wilaya of Greater Casablanca
- Municipalities of Casablanca/ Mohammedia & Ain Harrouda
- 14 Rural/ Peri-urban community councils
- Ministry of Housing
- Social Development Agency « ADS »

Service Providers and Other Stakeholders

- L.Y.D.E.C
- O.N.E.P
- NGOs: ALMAE - Zakoura, …
- Communities
Lydec’s involvement process

1999 / 2003
Shanty towns electricity supply
30,000 households – 29 GWh/yr

Eradicating unhealthy housing became a national Priority: from slums eradication to slums restructuring

2003 / 2004: Partnership with Housing Department & Local Authorities

*Lydec missions:*
Assistance to public contracting authority,
Access to services,
Management of social aspects of the project.
SOCIO-ECONOMIC ISSUES

Evolution of public policy on squatter settlements

- Up to 2003 - policy of eradicating settlements
- No capital investment programs
- Government begins listening to local communities about their needs and priorities.

CHALLENGES for LYDEC

Creation of a suitable social-technical-financial structure

- Social: Social engineering team
- Technical: Engineering, innovation and adaptation of standards
- Financial: Identification of funding sources and program planning.
THE «SOCIAL» APPROACH

Assessment of practices in procuring basic services (alternative forms, fraud, etc)

Communities play a key part in the project:

• Surveys to identify priority needs and expectations
• Identification of key representatives of the community
• Involvement of communities in decision making
• Assessment of willingness to pay for services and payment options

Monitoring & evaluation
THE TECHNICAL APPROACH

A level of service fitting with the expectations of the community;
Coordinated development of services in phase with regularization of tenure.

- Improvement of design/works process (150 connections/day)
- Adaptation of standards: materials, gathering together connections, implementation process, etc.
- Progressive introduction of sanitation in rural areas:
  - 1\textsuperscript{st} phase: septic tank system & treatment of greywater on site
  - 2\textsuperscript{nd} phase: drainage and local treatment of wastewater
- Monitoring and evaluation
THE FINANCIAL APPROACH

• Overall cost of program 200 million €

• Co-financing:
  - Local authorities
  - LYDEC
  - End users
  - Delegated management
  - Ministry of Housing /Housing Solidarity Fund
  - O.N.E.P (PAGER)
  - External Support Agencies

• Users’ contribution repaid over 7 years through the water bill

Mobilization of all stakeholders
LEVER EFFECT OF INDH PROGRAM

Actions to promote economic development

• Social engineering as a means to identify needs, involve the community in the decision-making process and mobilize stakeholders

Participation of LYDEC in creating income-earning opportunities

• Involvement in training programs in electricity, plumbing, etc. and in the area of social engineering

Skills transfer

• Partnership programs with universities
• Partnership programs for training of local authority staff.
CONCLUSION

• LYDEC acquired an expertise in social engineering, adaptation of standards to the needs of low income population and assessment of expectations and willingness to pay.

• This expertise can be transferred to other places in Morocco or in other countries.

• The service to low income areas is compatible with a delegated management contract when the roles & responsibilities are clearly defined.