Concentrating 12% of Morocco’s population and generating 20% of the national GDP, Casablanca is the kingdom’s economic driver and main production hub. However, the multi-facetted challenges the city is faced with are putting a strain on the city’s ability to deliver quality basic services and creating an enabling environment for doing business.

The municipality of Casablanca, with greater development prerogatives thanks to the regionalization agenda, will need to upgrade its urban management model to become an innovation and growth hub while offering better living standards to its population.

World Bank’s Casablanca Municipal support program:

The World Bank’s Board of directors approved in December 2017 a EUR 172 million loan to the municipality of Casablanca, the first sub-national lending operation in Morocco in two decades. The Casablanca Municipal support program will build on the Greater Casablanca Development Plan (Plan de Développement du Grand Casablanca- PDGC) launched in 2015, aimed at improving living conditions, enhancing mobility, promoting economic competitiveness, and developing the city’s attractiveness.

The program revolves around 3 key objectives:

1. Increasing the investment capacity of the Municipality of Casablanca, by strengthening the Municipalities revenue management system, and increasing the mobilization of private investment through Public-Private Partnerships (PPPs).

2. Improving the urban environment and access to basic services, through the connection of 10,000 households in selected disadvantaged neighborhoods of the Greater Casablanca to electricity, water and sanitation, and the upgrading of selected streets including the upgrading or re-building of roads, sidewalks, installations of public lighting, road markings, drainage systems, green spaces, and traffic management equipment. The program also aims to improve citizen engagement through transparent grievance redress mechanisms and an e-government platform for administrative services.

3. Improving the business environment by adopting reforms aiming to accelerate and digitize business transactions through the automation and dematerialization of the administrative procedures for business licenses and building permits.
The World Bank program, using the Program for Results (PforR) lending instrument, disburses against the attainment of key development outcomes measured by indicators. These are as follows:

**Indicator 1:** Percentage Increase in Municipal Revenues

**Indicator 2:** Modernization of the CC’s revenue management systems

**Indicator 3:** Private capital mobilized for investments through PPP contracts

**Indicator 4:** Households in disadvantaged neighborhoods provided with improved access to basic services under the Program in the Program Area

**Indicator 5:** Number of kilometers of comprehensive street upgrading completed

**Indicator 6:** Simplification and digitalization of administrative transactions for the issuance of: (i) authorizations related to urban planning, and (ii) business licenses

The Program implementation arrangements reflect the partnership-based nature of the PDGC, which relies on a close collaboration between actors across three government tiers - local, regional and national. As the Borrower, the Municipality of Casablanca, represented by its mayor (President du Conseil de la Commune de Casablanca), is ultimately responsible for the achievement of Program results.

In order to ensure close coordination, with the national and local agencies involved in the implementation of the Program activities, Program implementation will be monitored by a Steering Committee including all relevant agencies, and overseen by a Strategic Committee composed of the mayor of Casablanca, the Wali of Casablanca, and the Director General of Local Governments.


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