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High Atlas Foundation and G4S Te...

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High Atlas Foundation and G4S Team Up to Combat Rural Poverty in Morocco

By Kate McLetchie

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High Atlas Foundation and G4S will bring clean drinking water and fruit trees to 3,500 rural Moroccan people, while promoting corporate social responsibility within the Kingdom.

For Immediate Release:

Rabat, Morocco: The High Atlas Foundation (HAF), a US-Moroccan NGO and G4S, the world's leading international securities group, signed a partnership on June 12th 2009 to combat rural poverty and highlight awareness for dislocation of Morocco's rural populations due to challenging socio-economic conditions.

Together they will bring clean drinking water to five villages in the Tifnoute Valley, part of Toubkal National Park, Morocco's largest of ten national parks. The partnership will also contribute 15,000 saplings to a community nursery of 50,000 fruit tree saplings that will be planted in early 2010.

With a budget of \$65,000, this partnership between G4S and HAF represents HAF's second major corporate partnership in Morocco. The project will profoundly benefit over 3,500 rural people, with the goal to transform thousands of lives by advancing socio-economic development, strengthening the environment, and developing the essential capacities of local people.

High Atlas Foundation :

HAF works to establish socio-economic and environmental projects in rural Morocco that communities design and manage, and that are in partnership with government and non-government agencies.

Using a participatory development approach that includes beneficiaries as active partners in every step of the development process, HAF facilitates community planning meetings where beneficiaries together determine the types of projects they want to undertake and create action plans.

Promoting corporate social responsibility as a key part of its mission, HAF creates strategic partnerships in collaboration with the American Chamber of Commerce in Morocco (AmCham).

HAF offers a platform for companies to invest in high impact socio-economic development projects. Current projects include fruit tree agriculture, clean drinking water, irrigation, and women's cooperatives. Since 2003, HAF has planted 150,000 fruit trees, benefiting over 20,000 rural people.

Group G4S:

Morocco's leader of private security solutions, with 7,000 collaborators and a strong presence throughout all of Morocco, G4S offers personalized security solutions. Its principal activities are physical safety, electronic safety, the transport and logistics of values, and facility management services.

Through its operations, on a worldwide scale, G4S actively engages in corporate social responsibility in several fields, including the safety of individuals, ecology, art, and culture...

Conscious of the magnitude of environmental problems that exist today, G4S takes its responsibilities to the public very seriously. The group has launched ambitious programs for safeguarding the environment, such as:

- The use of recycled materials
- The G4S project "Climate Changes"
- The program "Carbon Footprint"
- The introduction energy reduction procedures

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For more information:

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