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The regional directorate of Morocco’s Youth Department in Marrakech-Safi has launched a campaign to plant 5,000 fruit trees across youth establishments in the region as part of an environmental awareness and sustainability drive.

The initiative, launched in Marrakech in partnership with the High Atlas Foundation, falls under the “Racines montantes” program funded by The Big Heart Foundation. It aims to support sustainable environmental projects and deepen youth engagement on development and environmental protection.

The campaign has drawn participation from volunteer clubs within youth centers and local civil society groups, including the Al Firdaous association. The launch also included discussions on the role of youth institutions in promoting sustainable development and the green economy.

Regional youth director Aziz El Mouatassim said the campaign was meant to strengthen environmental awareness and ecological citizenship among young people. Officials added that strong rainfall this year should improve growing conditions for the trees planted across Marrakech-Safi.

Environment

Fruit trees

Green economy

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