



# PROGRAM CAP CSR REPORT

JUNE 2023 – JUNE 2024







**Dominique  
Serra**



**Marina  
Serra-Vrillacq**

# EDITORIAL

**MAÏENGA is an agency that designs and organizes engaged and engaging sports adventures.**

Since our inception in 1990, **we have been a leader in the world of women's sports events.**

The spirit of our company is to offer our participants unique, exceptional, life-changing experiences, full of emotion and positivity... Adventures with meaning that reconnect men and women to human values.

**Convinced that event organization can go hand in hand with minimizing impacts, we are committed every day to offering environmentally and socially responsible events that bring people together and drive change.**

So it was a natural step for us to embark on a process of environmental certification in 2007, which culminated in environmental certification in 2010.

**We are proud to have been the first agency, and the only agency to date, to offer events with a certified environmental management system that complies with ISO 14001 requirements.**

## **MAÏENGA turned 30 in 2020.**

30 years old, the age of reason, the perfect time to look behind us as we write the roadbook for the years ahead. So, to pursue our mission and take it ever further, today we are reaffirming our long-standing commitments with our **Corporate Social Responsibility (CSR) program known as CAP.**

Cap (French, noun): course or heading. It's what guides us and keeps us moving in the right direction. It's not always easy to stay on course, and it's rarely a straight line. And that's just as well: getting off the beaten track and taking on new challenges is precisely what has kept us moving forward for over 30 years.

To advance in the right direction, **we don't navigate by sight alone, or by ourselves; we draw on our experience and our knowledge of the terrain, and we play as a team.**

Today Maienga has 25 employees.

We welcome 1,000 co-organizers and volunteers each year.

Since our inception, 10,000 women have taken part in our events, bringing together a community of over 250,000 people and 100 private and institutional partners.

Today, as in the past, and with a view to a responsible future, **we are rallying our large community around our three pillars of action, so that together we can continue to blaze new trails.**

**EMPOWERING WOMEN  
OUR ENVIRONMENTAL PERFORMANCE  
OUR HOST REGIONS AND POPULATIONS**

**Dominique Serra**

Founder and President of MAÏENGA

**&**

**Marina Serra-Vrillacq**

Director General of MAÏENGA  
and President of Cœur de Gazelles



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POPULATIONS

# 00

## MAÏENGA



### HISTORY



### SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE SPORTS ADVENTURES



### CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS



### CHARITABLE ASSOCIATION CŒUR DE GAZELLES FOUNDED IN 2001



### ISO 14001 CERTIFICATION SINCE 2010



### AN INDEPENDENT ADVISORY CSR COMMITTEE

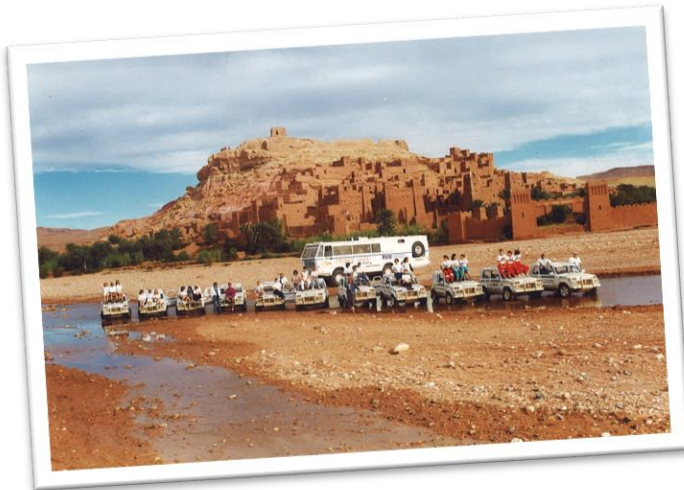


Photo of the first Trophée des Gazelles in 1990

**1990**  
1st edition of the  
**TROPHÉE DES GAZELLES**  
(RALLYE AÏCHA DES GAZELLES DU MAROC)

**1998**

Code of **GOOD ENVIRONMENTAL CONDUCT**

**2001**

**CREATION OF OUR CHARITABLE ASSOCIATION CŒUR DE GAZELLES**  
Launch of the 1st **MEDICAL CARAVAN** at the Rallye Aïcha des Gazelles du Maroc

**2007**

1st edition of the **STUDENTS CHALLENGE**  
Launch of the **GREEN DAY** project (Date palm plantation in Morocco)

**2007**

Introduction of an **ENVIRONMENTAL MANAGEMENT SYSTEM**

**2008**

**ENERGY EFFICIENCY TROPHY** awarded to Rallye Aïcha des Gazelles du Maroc participants

**2009**

Creation of a **CSR ETHICS COMMITTEE** chaired by Madam Christine Lagarde

**2010**

**CERTIFICATION ISO 14001 ENVIRONMENTAL**

**2011**

Launch of the 1st **AWARENESS ECO-CARAVAN** at the Rallye Aïcha des Gazelles du Maroc





**2015**

The **GAZELLES COMMUNITY**  
exceeds **50,000 WOMEN**  
worldwide

**2015**

Participation in **COP 21**



**2016**

Participation in **COP 22**

Awarded the « **TOURISM AND CLIMATE INITIATIVES** »

special prize by the Moroccan Ministry of Tourism



**2017**



Publication  
of our **WHITE PAPER**  
"Rally Raid and Sustainable Development"

Launch of the **E-GAZELLE CATEGORY**  
BY **H.S.H PRINCE ALBERT II OF MONACO**

**2021**



1<sup>st</sup> **OPERATION**  
**CLEANWALKERS OF THE DESER**  
during the Trek'in Gazelles

**2021**

1<sup>st</sup> edition of the  
**TREK'IN GAZELLES**

**LE RALLYE AÏCHA**  
**DES GAZELLES DU MAROC**  
**CELEBRATES ITS 30TH**  
**ANNIVERSARY**



**2021**

1<sup>st</sup> **COLLECTE**  
**FUNDRAISING**  
**FOR POPULAIRE**  
**FRANÇAIS**

during the Trek'in Gazelles



**2023**



Participation in **COP 28**

**2024**

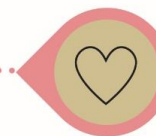
**TESTING RETROFITTED 4x4s**  
**AT THE RALLYE**

Originally powered by internal combustion engines,  
these vehicles were modified to be 100% electric



**2024**

1<sup>st</sup> collection  
**OF FOOD**  
**AND CLOTHING FOR**  
**LES RESTOS DU COEUR**  
**AT THE START OF**  
**THE BAB EL RAID**



**2024**

**16 000+**  
**DATE PALMS**  
**PLANTED SINCE**  
**THE LAUNCH OF**  
**THE GREEN DAY**



**97 000+ PEOPLE TREATED**

since 2001 by the  
Cœur de Gazelles medical caravan



2016 Green Day



Hygiene workshop by Cœur de  
Gazelles



Trek'in Gazelles participants during  
Operation Cleanwalkers





## Since 1990

All-women's motorsport competition, teams of 2.

Ceremonial start in the Principality of Monaco followed by 8 days of competition in the Moroccan desert, off road, using old-school navigation without GPS, no speed criteria.

The goal: to reach all the checkpoints while driving the shortest possible distance.



## THE MEDICAL CARAVAN

Since 2001, more than 97,386 patients have received free medical care in the remote regions of southern Morocco.



## Since 2007

Open to all, teams of 2.

5 competition stages through France, Spain and Morocco. Regularity motorsport competition in 2WD cars, with a roadbook and challenges along the way.



## GREEN DAY

Creation of the largest community palm grove in Morocco: to date, more than 16,456 date palms have been planted, 655 water tanks purchased, 490 m of irrigation channels renovated.



## Since 2021

All-women's trek, teams of 3.

4 days of orienteering in the Moroccan desert using maps, compasses and geographic coordinates, with no electronic navigation aids. 3 types of checkpoints to find each day while walking the shortest possible distance.



## OPERATION CLEANWALKERS OF THE DESERT

Since 2021, our Trekkers have picked up over 29,000 litres of plastic waste in the Moroccan desert.

## SUPPORTING SECOURS POPULAIRE FRANÇAIS



Since 2021, our agency donated a total of €76,650 to Secours Populaire Français, a French non-profit dedicated to fighting poverty and discrimination.

# CONTRIBUTION TO THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)



As a responsible company, MAÏENGA is convinced that it has a role to play in addressing the challenges linked to social, environmental and economic issues.

This is why it has made the **United nations Sustainable Development Goals a central part of its CSR strategy** and is implementing concrete actions to contribute to **10 of them**:



## 1. NO POVERTY (SDG 1)

End poverty in all its forms everywhere.



## 2. ZERO HUNGER (SDG 2)

End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



## 3. GOOD HEALTH AND WELL-BEING (SDG 3)

Ensure healthy lives and promote well-being for all at all ages.



## 4. QUALITY EDUCATION (SDG 4)

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



## 5. GENDER EQUALITY (SDG 5)

Achieve gender equality and empower all women and girls.



## 6. CLEAN WATER AND SANITATION (SDG 6)

Ensure availability and sustainable management of water and sanitation for all.



## 7. REDUCED INEQUALITIES (SDG 10)

Reduce inequality within and among countries.



## 8. CLIMATE ACTION (SDG 13)

Take urgent action to combat climate change and its impacts.



## 9. LIFE ON LAND (SDG 15)

Preserve and restore terrestrial ecosystems.



## 10. PARTNERSHIPS FOR THE GOALS (SDG 17)

**MAÏENGA is not losing sight of the remaining SDGs and intends to make an ambitious contribution to them in the future.**

# OUR CHARITABLE ASSOCIATION CŒUR DE GAZELLES FOUNDED IN 2001



Cœur de Gazelles is the **registered non-profit association** created and headed by Marina SERRA-VRILLACQ, Director General of MAÏENGA.

The association **leads and implements community actions** throughout the year and during each of the agency's sports adventures:



## Health

(Medical caravan and donations)



## Sustainable economic development

(Planting date palms, building wells)



## Environmental awareness

(Eco-caravan)



## Education

(Construction and renovation of schools and classrooms, donation of school supplies)

## CŒUR DE GAZELLES: A STORY OF CONNECTIONS.

Connecting the needs observed on the ground with the logistical and human resources that our events can provide to respond to those needs.

Connecting the commitment of our entire team with the invaluable support of the local Moroccan authorities.

Connecting participants from around the world and their hosts, who learn and grow from each other's differences.

[coeurdegazelles.org](http://coeurdegazelles.org)

A close-up photograph of a woman with a headscarf smiling warmly at a young child with curly hair. The child is holding a small white stuffed animal. The background is a soft-focus outdoor setting.

# A STORY OF CONNECTIONS



# ISO 14001 CERTIFICATION SINCE 2010



## WHAT IS ISO 14001 CERTIFICATION?

It is a reference tool for setting up and implementing an environmental management system (EMS) to continuously improve environmental performance.

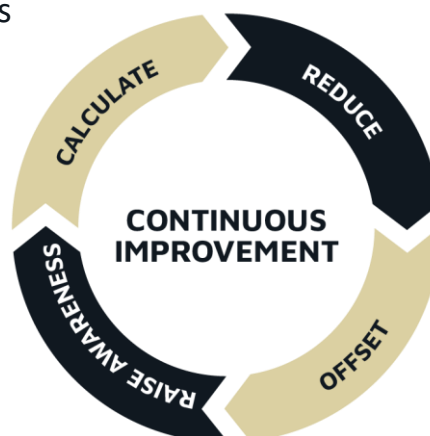
### A STRUCTURED MANAGEMENT SYSTEM FOCUSED ON CONTINUOUS IMPROVEMENT

#### IDENTIFY AND CALCULATE

the impact of our activities on the environment.

#### RAISE AWARENESS

among stakeholders to adopt environmentally-friendly behaviour.



#### REDUCE

our impact by creating and implementing permanent, **innovative solutions**.

#### OFFSET

**our carbon footprint** by developing projects with high social and environmental value.

The International Organization for Standardization (ISO) develops international standards but does not provide certification or compliance assessments.

As per the ISO certification procedure, **since 2010 our certification has been issued by an accredited independent certification body that attests to the compliance of our environmental management system with the requirements of the ISO 14001 standard.**

Our certification is valid for 3 years subject to successful annual surveillance audits.

## AND IN CONCRETE TERMS?

At MAÏENGA, taking the necessary steps to continuously improve our environmental performance **is a daily and collective task** for our committed management team, dedicated staff and engaged community.

Among the major projects for which we are setting goals and planning actions, guided by the requirements of the ISO 14001 standard: **reducing our purchases and our water and energy consumption, offsetting the CO<sub>2</sub> emissions from our activities, and properly managing the waste we produce.**

Each year, once our actions have been completed, we review them, assess their effectiveness, revise them and set the next targets.

**Then we start all over again.**

Since 2010, we have been proud to set an example in the world of event organization and motorsports. Indeed, we are the only agency in the world in our field that is certified as having an EMS that complies with ISO 14001 requirements.

## WHY DID WE CHOOSE ISO 14001 AS THE FRAMEWORK FOR OUR ENVIRONMENTAL PERFORMANCE STRATEGY?

**We are a French company that develops events in Morocco for participants from around the world.**

ISO 14001 is an international standard applicable to all sectors worldwide. It therefore provides an excellent framework for companies like ours to actively contribute to meeting the UN's sustainable development goals (SDGs).

# AN INDEPENDENT ADVISORY CSR COMMITTEE



## Christine Lagarde

President of the European Central Bank

**In 2010**, we set up an independent Ethics Committee which Christine Lagarde, President of the European Central Bank, did us the honour of chairing for 12 years.

The first female finance minister of a G8 country, Christine Lagarde was also a high-level athlete. She is more than sensitive to the issues of gender equality in the workplace and in sport, and is determined to work with us to move forward in these areas.

Under her chairmanship in 2017, we examined the key issues of our sector of activity and published a white paper, “Rally Raid and Sustainable Development”.



## Nadia Fettah Alaoui

**In 2022**, Nadia Fettah Alaoui, Moroccan Minister of Economy and Finance, took over as Chair of our CSR Committee.

Our CSR Committee brings together, for a minimum term of 3 years, the leaders of our French and Moroccan corporate and institutional event partners. Together, they help to advance our work on the empowerment of women, solidarity, and the environmental performance of our sector of activity among their networks of decision-makers with a view to influencing social change.

## OUR CSR COMMITTEE IS ALSO HONOURED TO:

- be under the **High Patronage of His Majesty King Mohammed VI** since its inception;
- have the support of **H.S.H. Prince Albert II of Monaco** and the **Prince Albert II Foundation**;
- have the support of the **Moroccan Ministry of Tourism** and the **Moroccan National Tourist Office**.



# OUR INDEPENDENT ADVISORY CSR COMMITTEE



## OUR EVENT PARTNERS AND MEMBERS OF OUR 2023-2024 CSR COMMITTEE

Ms. Nadia FETTAH  
Moroccan Minister of Economy and  
Finance and Chair of the CSR Committee

Ms. Christine LAGARDE  
President of the European Central Bank

H.S.H. Prince Albert II of Monaco

Ms. Aurore BERGE  
French Minister Delegate for Equality  
and the Fight Against Discrimination

Mr. André AZOULAY  
Advisor to His Majesty King Mohammed  
VI

Ms. Fatim-Zahra AMMOR  
Moroccan Minister of Tourism

Mr. Adil EL MALIKI  
Governor of the City of Essaouira

Ms. Leila BENALI  
Moroccan Minister of Energy Transition  
and Sustainable Development

Mr. Jean TODT  
Former President of the Fédération  
Internationale de l'Automobile (FIA) and  
UN Special Envoy for Road Safety

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Mr. ACKERMANN, **CAWÉ**  
Director General

Ms. ATLAN  
Founder and President of **NOUS LES  
AMBITIEUSES** Association

Ms. CARPENTIER, GNV  
Director General France and Foreign  
Markets Manager

Mr. DEVICO, **AÏCHA  
LES CONSERVES DE MEKNÈS**  
CEO

**ONMT**  
The election of the legal representative is  
in progress and will be communicated  
soon

Ms. HAMDOUCH, **SIDI ALI**  
Marketing and Communications Director

Mr. HÖRBERG, **VOLVO TRUCKS FRANCE**  
President France

Mr. NAVINEL, **BOSCH FRANCE-BENELUX**  
Director General, Automotive  
Aftermarket

Mr. ROTELLI, **FERRERO**  
Director of External Relations, CSR and  
Corporate Communication

Ms. SERRA, **MAÏENGA**  
Founder and President

Ms. SIMONIN, **GSF**  
Director of Communication

Ms. SERRA-VRILLACQ, **MAÏENGA**  
Director General and President of Cœur  
de Gazelles

Ms. ZNIBER, **CHÂTEAU ROSLANE**  
Assistant to the President

# 01

## EMPOWERING WOMEN



 **OBJECTIFS  
DE DÉVELOPPEMENT  
DURABLE**



**A COMMUNITY OF WOMEN  
SINCE 1990**

**WORK STREAM #1**

**GENDER EQUALITY IN SPORT**

**WORK STREAM #2**

**GENDER EQUALITY IN THE WORKPLACE**



*Empowerment is the promotion of the ability to make one's own life choices in a context where this ability is hampered. We have always worked to ensure that girls and women feel free, empowered and respected.*

## ABOUT

■ In the late 80s, MAÏENGA founder **Dominique SERRA**, who was running a communications agency at the time, was asked by the President of the Union Patronale de Haute-Marne (Haute-Marne employers' union) how to boost the region's businesses.

**Her response: change will come through women.**

12 years after the protests of May 1968 and 10 years after the creation of the Women's Liberation Movement which challenged patriarchal society, some things have changed. But when it comes to education, employment and wages, the French context remains that of a closed society in which roles are still based on sexist stereotypes.

Dominique's response was a call to draw attention to the status of women in the workplace.

She created an **all-women's inter-company event** in another area where male domination was the status quo: sport, and car rallies in particular.

On October 11, 1990, 27 trailblazers started the engines of their Lada Nivas, headed for the 800 km challenge of the very **first all-women's inter-company rally**.

33 years later, more than **11,000 women of 75 different nationalities, between the ages of 16 and 81, have taken part**.

The "Trophée des Gazelles" became the famous Rallye Aïcha des Gazelles du Maroc, along with its popular new walking version the Trek'in Gazelles. MAÏENGA is also proud to have created the Bab el Raid.

A mixed event? Absolutely. We never said that social change for women would be achieved without men!



# A COMMUNITY OF WOMEN SINCE 1990



# EMPOWERING WOMEN IN SPORT

## SINCE 1990

Maienga is based on **strong values that are upheld and embodied with authenticity by a female management duo**, its employees, and all those involved.

Our events offer women a unique environment where they can demonstrate their sporting abilities as well as their leadership skills in any field!

### 1. Media visibility

Our events receive international media coverage, showcasing the participants' skills and achievements. These empowering women become visible and inspiring models for other women, showing that they can excel in extreme and competitive sports.

### 2. Deconstructing Stereotypes

Our events help deconstruct gender stereotypes by showing that women are skilled in demanding disciplines such as off-road driving, navigation and mechanics.

### 3. Encouraging Participation

Seeing women successfully take part in our events encourages other women to get involved! The "mirror effect" plays a crucial role in increasing female participation in sport.

### 4. Inclusion Initiatives

Our events bring together women of all ages and backgrounds, promoting greater diversity in sport. This includes training, workshops and mentoring programs to help women prepare for and participate in the rally.

### 5. And finally, Ambassadors!

The women who take part in our events become ambassadors for women's sport. Their stories, challenges and successes are widely publicized by the media (but unfortunately not enough...) That's why we're continuing to mobilize!

# A COMMUNITY OF WOMEN

## SINCE 1990

### WOMEN UNITED

The women who take part in our events are seeking to experience **an extraordinary adventure with meaning and purpose**, namely to:

- **STRENGTHEN THEIR VALUES:** ethics, authenticity, courage, pushing their limits, acceptance of others
- **UNITE** to help bring about change for the status of women in sport

### AND MORE

Joining forces with other women to raise awareness of women's rights and gender equality.

### WOMEN LEADERS

**When they take part in our events, women push themselves and their limits, their motivation boosts their self-esteem, and they learn to never give up.**

The strength they acquire goes well beyond their participation “in the field”: it is a state of mind that they carry with them into everyday life, helping them to fulfil their potential. In this way they become the driving force of their own change, a role model for those around them, their children and future generations.



### FROM GRANDMOTHER TO MOTHER TO DAUGHTER...

A mother who chooses to team up with her daughter in one of our events is setting a strong example as role model.

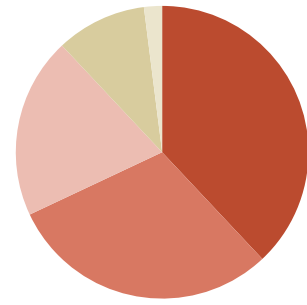
To encourage this, registration for the Trek'in Gazelles is free for young women aged 16 and 18, enabling them to experience the adventure with their mothers.

- In 2023, the Trek'in Gazelles included 2 three-generation teams, composed of grandmother, mother and daughter.
- En 2024, 12 mother-daughter teams competed in the Rallye Aïcha des Gazelles!

# A COMMUNITY OF WOMEN SINCE 1990

## WORKING WOMEN

**99% of the participants** in our event **are working women**, representing over **500 professions** internationally.



- Executives and intellectual professions
- Craftsmen, merchants, company managers
- Intermediate professions
- Employees
- Farmers

Every year, our participants use their professional networks to rally **more than 2,500 French and international companies** to their cause. Each becomes **the epicentre of her network, uniting her supporters around an engaging sports adventure.**

## REPRESENTING DIVERSITY

At MAÏENGA we ensure that **our sports adventures are accessible** to adults of all ages (our youngest participant to date was 16, and our oldest, 81). **We would like to recognize the following feats of courage and determination:**

- Emilie Bénazech, a paraplegic, led the way **in 2002** with her teammate, para-Olympic champion Béatrice Hess, by taking part in the Rallye Aïcha des Gazelles du Maroc. Other disabled teams followed in their footsteps in 2005, 2006, 2007 and 2013.
- American surfing champion Bethany Hamilton, who lost her left arm in a shark attack, took part in the Rallye Aïcha des Gazelles du Maroc **in 2013**.  
A young woman with hemiplegia drove an adapted car in her very first motorsport event alongside her brother in the Bab el Raid **in 2015**.
- A visually impaired participant, for whom we created audio roadbooks, also took part **in 2014**.  
A young blind woman with asthma and Asperger's took part in the Rallye Aïcha des Gazelles du Maroc **in 2021**.
- Jordan and Alexis, two young "adapted swimming" champions with Down syndrome and both **selected for the 2024 Paralympic Games**, took part in the Bab el Raid **in 2023**.  
Rebecca, **who has partial paralysis of the lower limbs**, took part in the Trek'in Gazelles **in 2024**.



# GENDER EQUALITY IN SPORT



# WORK STREAM #1

## GENDER EQUALITY IN SPORT

### PROMOTING EQUITY, DIVERSITY AND INCLUSION

Is it a contradiction to make diversity and inclusion our core values when 2 of our 3 events are for women only?

We have **chosen positive discrimination towards women** as a means of **fighting sexist practices** in society in general and in sport in particular.

Bear in mind that our sports adventures are extremely demanding: in the Moroccan desert, not only do participants lose all points of reference, but they must rely solely on old-school navigation, with no electronic assistance.

By dedicating two of our events to women, we are offering them **a unique space for expression where they can overcome their perceived personal limits, break free from mental barriers, and build their confidence and self-esteem.**

All these achievements help to break down the gender stereotypes that influence us and lock us into the different roles assigned to us by society.





# GENDER EQUALITY IN THE WORKPLACE



# WORK STREAM #2

## GENDER EQUALITY IN THE WORKPLACE

Since 1990, 587 companies have entered teams of women in our events as an effective managerial action to support their female employees and promote women within their company.

These companies choose our events as a tool to further their gender equality initiatives. In MAÏENGA events they find a fertile ground for personal development, with the potential to strengthen participants' capacity for adaptation, boldness, resilience and complex problem-solving.

“

*Sending teams to the Rallye is a fantastic HR tool for international diversity.*

Jacques Marraud des Grottes  
Director – Total Africa



**The TOTAL Group** entered 15 teams in the Rallye each year for 15 years.

“

*By taking part in the Rallye, the company is affirming its long-term commitment to diversity and to its plan to promote women in the company.*

Claire Martin  
Director of CSR – Renault



**Women@Renault** entered 5 teams in the Rallye each year for 10 years.

“

*After this experience, Rallye participants move up at least one level within the company. The event gives them confidence and encourages them to apply for new positions.*

Sylvie Savignac  
Director of Diversity and Equal Opportunities – La Poste.



**The La Poste Group** entered 6 teams in the Rallye each year for 16 years.



# WORK STREAM #2

## GENDER EQUALITY IN THE WORKPLACE

### THE FOLLOWING COMPANIES HAVE ENTERED TEAMS OF WOMEN IN OUR SPORTS ADVENTURES:

#### #

2 M  
4 MURS  
4 IMMO ET COUDRAY  
LORRAINE

#### A

ACANTYS  
AEROPORT DE PARIS  
ADL  
ADVENIA  
AIRBUS  
ALCAN  
ANFA  
APPLIED MATERIALS  
ARGO France  
ARMEE DE TERRE  
ASSYSTEM  
ATOL LES OPTICIENS  
AUCOP  
AVIVA

#### B

BF GOODRICH  
BMCE BANK

#### C

CBA INFORMATIQUE  
CFDT  
CHACOK  
CHÂTEAU TAYAC  
CLASSICA MOTORS S.A.,  
COMANAV  
COMPAGNIE DU  
PONANT,  
COMPTOIR D'OPTIQUE,  
CONNECTIC SA  
CONTINENTAL  
CORTEX  
CREDIT LYONNAIS  
CREDIT MUTUEL

#### D

DACIA  
DANONE  
DELTA DRONE  
DIOR  
DOMITYS  
DOMPLUS  
DU PAREIL AU MEME

#### E

EAD  
ECOLE DE  
TECHNOLOGIE SUP DE  
MONTREAL,  
EDEN VILLAGES  
ELLE  
EMIL FREY MOTORS  
ERAM  
ESAT COTRA  
ETAM  
EURL AC VACANCES  
EUROPASSISTANCE  
EURO DIFFUSION  
MEDICAL  
EURO INFORMATION  
EUROSPORT  
EXM COMPANY

#### F

FEMMES DU MAROC  
FERDINAND BILSTEIN  
FRANCE,  
FERRET SAS  
FILORGA  
FINAREA  
FLIP VIDEO  
FORD  
FRANCE 2  
FRANCE 3  
FRANCE  
ENVIRONNEMENT  
FRED JOAILLIER

#### G

GAETHIS  
INTERNATIONAL,  
GAN ASSURANCES  
GARAGE FOURNAISE  
GAULOISES  
GENDARMERIE  
NATIONALE FRANCAISE,  
GROUPE PARTNAIRE  
GSF

#### H

HAGER  
HAUT DE GAMME  
HEC  
HOLIDAYS SERVICE  
HYLA  
HPS DUBAI  
HUB TELECOM

#### I

INTACT ASSURANCES,

#### J

JETEX  
JJP FINANCE  
JOURNAL DES  
FEMMES

#### K

KENTA

#### L

L&V EXPERTISE  
L'ESCAPADE A LISSARD  
L'EXPRESS  
LA CADENELLE  
LA POSTE  
LA VILLE DE NICE  
LANSON  
INTERNATIONAL,  
LAUSANNE HOSPITALITY  
CONSULTING,  
LE BON COIN  
LE CASINO DE  
MONTREAL,  
LEDUC  
LEEDEM  
LOREAL  
LOUVRE BANQUE PRIVEE

#### M

MA RÉSIDENCE  
M-AUTOMOTIV RETAIL  
MAN TRUCK & BUS  
MANN AND HUMMEL  
MAORI  
MARIONNAUD  
MAUBOUSSIN  
MC DONALDS  
MEDITEL  
MERCEDES DAIMLER  
METROPOLE NICE COTE  
D'AZUR,  
MOTOROLA  
MUTUELLE DES  
SPORTIFS,

#### N

NISSAN  
NRJ

#### O

OCP SA  
O.S.C.I.  
OVELIA

#### P

PANTASHOP  
PHONE ASSISTANCE  
GROUP,  
PHOTOWEB  
PIERRE COTTE  
PLANETE FEMME  
POLICE NATIONALE  
FRANCAISE,  
POWERNEXT  
PROCTER & GAMBLE

#### Q

QUESTIONS DE FEMMES

#### R

RAPHAEL MICHEL  
REDEX  
GROUPE RATP  
REDEX  
REFACTORY FLINS  
RENAULT GROUP  
RENAULT  
ROC ECLERC  
ROYAL AIR MAROC

#### S

SAINT HONORE  
SARL CBCI  
SAS GEORGES  
SAY YAS  
SIDI ALI  
SOLANO  
SKYGUIDE  
SNCF  
SUZUKI  
SYSTÈME U

#### T

TEVA  
THB SOLUTIONS  
TOTAL  
TRANSAVIA  
TRANSDEV

#### U-V-W-Y

UNILEVER

VEOLIA  
VINCI IMMOBILIER  
VOLKSWAGEN

WHIRPOOL  
WILLIAM SAURIN

YACOO

# 02

## OUR ENVIRONMENTAL PERFORMANCE



 **OBJECTIFS  
DE DÉVELOPPEMENT  
DURABLE**



### WORK STREAM #1

**AIR: AVOIDING AND REDUCING CO<sub>2</sub> EMISSIONS FROM OUR ACTIVITIES**

### WORK STREAM #2

**WATER: SAVING, PRESERVING AND FACILITATING ACCESS**


### WORK STREAM #3

**WASTE: REDUCTION, TREATMENT, COLLECTION, TRANSFORMATION**

### WORK STREAM #4

**BIODIVERSITY: PRESERVATION, PROTECTION, CULTIVATION**

**THE AGENCY  
ENERGY**



From the design of our sports adventures to the continuous improvement of their respective life cycles, our environmental performance is a long-distance race that involves all our stakeholders and for which our certification under the ISO 14001:2015 standard is our compass.

## ABOUT

“Eco-design” is not a marketing buzzword. It is precisely defined by ADEME (the French Environment and Energy Management Agency) as **“a preventive and innovative approach that makes it possible to reduce a product's negative impact on the environment over its entire life cycle while preserving its qualities of use”**.

■ That means we are **responsible for our sports adventures from the moment we design them**. We have always designed them to be the slowest in their category, and will continue to do so. Speed is not a factor in the ranking of our events, which are based on orienteering.

### **Eco-design means:**

- Land-based navigation where the goal is to travel the shortest possible distance in order to win
- A ceiling on the number of teams, and events that are closed to the general public
- Extreme vigilance to ensure that our bivouacs and routes do not harm the host regions and their inhabitants.

■ We are also **responsible for continuously improving the environmental performance** of our adventures throughout their life cycle. And we do this with the help of all our stakeholders, who sign our code of good environmental conduct.

To support and guide us in our day-to-day, collective approach, in 2007 we put in place an environmental management system (EMS) using the **ISO 14001 standard** as a reference. Since 2010 and to this day, we are the only event agency in our field with certification **attesting to the compliance of our EMS with ISO 14001 standards**.

**100%**  
OF OUR EVENTS

**HAVE AN ENVIRONMENTAL  
MANAGEMENT SYSTEM  
CERTIFIED ISO 14001:2015  
BY SGS**



### ARE ECO-DESIGNED

- SPORTS COMPETITIONS WITHOUT SPEED WHERE THE CONCEPT IS TO TRAVEL THE SHORTEST DISTANCE
- ENVIRONMENTALLY FRIENDLY PROCESS & SOLUTIONS
- SPORTS PENALTIES FOR ANY ENVIRONMENTALLY HARMFUL ACTIONS
- LIMITED NUMBER OF PARTICIPANTS
- EVENTS CLOSED TO THE PUBLIC
- OPTIMIZATION OF ROUTES AND TRAVEL

### CARBON FOOTPRINT

**38 TONNES OF CO<sub>2</sub>e  
AVOIDED/YEAR**

through optimized logistics  
and short supply chains

**1 808 TONNES OF CO<sub>2</sub>e  
OFFSET/YEAR**

for all of our events combined

- **197 TONNES DE CO<sub>2</sub>e**  
at the Bab el Raid
- **251 TONNES DE CO<sub>2</sub>e**  
at the Trek'in Gazelles
- **1 360 TONNES DE CO<sub>2</sub>e**  
at the Rallye Aïcha des Gazelles du Maroc

**3 302 TONNES OF CO<sub>2</sub>  
ABSORBED/YEAR**

By planting 16,456 date palms in Morocco  
and 256 trees in Madagascar since 2023

**THROUGH CONCRETE ACTIONS,  
MAÏENGA IS CONTRIBUTING  
TO THE COLLECTIVE EFFORT  
TO ACHIEVE GLOBAL CARBON  
NEUTRALITY BY 2050**

### Waste

**0**  
**WASTE**  
LEFT BEHIND  
IN THE DESERT

**GOAL**  
→ **0** PLASTIC  
IN THE DINING  
TENT BY 2023

**100%**  
ACHIEVED

**100%**

OF WASTE SORTED

**50%**  
**RECYCLED**

THROUGH APPROPRIATE  
CHANNELS

**50%**  
**INCINERATED**

ON SITE

→ **100%**  
OF FOOD WASTE GIVEN  
TO NOMAD FARMERS

→ **20 000**  
PLASTIC BOTTLES RECYCLED FOR  
SOCIAL/COMMUNITY PROJECTS

→ **1 300**  
BOXES REUSED

### L'eau

**100%**  
OF SANITARY  
FACILITIES  
EQUIPPED WITH  
WATER-SAVING  
DEVICES



**WATER CONSUMPTION  
/DAY/PERSON**  
(potable and non-potable)

**IN FRANCE**

**153L**

(source ADEME)

**AT OUR  
EVENTS**

**63L**

### Biodiversity



**BIVOUACS SET UP IN AGREEMENT  
WITH THE MOROCCAN MINISTRY OF TOURISM**

**RESPECT FOR  
COMMUNITIES AND CROPS**

**USE OF ECO-FRIENDLY PRODUCTS**

**GROUND PROTECTION**



### EACH YEAR

Around 10 teams take part in  
e-Gazelle electric class each year.  
2024, 2 retrofitted vehicles took part in  
the Rallye Aïcha des Gazelles du Maroc for  
the first time, to test their capacities  
on the Rallye's demanding terrain.



# WORK STREAM #1

## AIR: AVOIDING AND REDUCING CO<sub>2</sub> EMISSIONS FROM OUR ACTIVITIES

As a major player in the events industry and organizer of motorsport competitions, we are aware of the **role we must play in promoting responsible and committed initiatives** to meet the challenges of greenhouse gas emissions and the impact on air quality.

To this end, MAÏENGA is taking action in several areas: **raising awareness, optimizing travel, developing carbon sinks, and innovation.**

### THIS COMMITMENT TRANSLATES INTO:

- The organization of events **with no speed criteria, where the concept is to travel the shortest possible distance to win,**
- **Limiting the number of teams** per event
- **Eliminating 60% of transport-related CO<sub>2</sub> emissions** by storing infrastructure and materials in Morocco
- **Monitoring and reducing energy consumption** at the bivouacs
- **Optimizing event routes and travel**  
(car-pooling among volunteers and staff)
- Eliminating CO<sub>2</sub> emissions linked to the **transport of waste thanks to an on-site incinerator**
- **Purchasing food supplies through local channels;** on-site food preparation and transformation
- **Controlling fuel consumption** through daily monitoring
- Encouraging participants and organizers to adopt **environmentally friendly behaviour**
- **Choosing partners and suppliers who are committed to CSR.**

# WORK STREAM #1

## AIR: AVOIDING AND REDUCING CO<sub>2</sub> EMISSIONS FROM OUR ACTIVITIES

### CARBON FOOTPRINT

**1,808 TONNES DE CO<sub>2</sub>e ARE EMITTED EVERY YEAR BY ALL OF OUR EVENTS COMBINED**

This figure includes emissions linked to travel\* by all stakeholders from their home to the event venue in Morocco, emissions associated with event logistics and infrastructure, and emissions generated on the ground during the competition upon return from the event.

(\*Plane, boat, car, train, bus)

**1,360 TONNES OF CO<sub>2</sub>e**

at the Rallye Aïcha des Gazelles du Maroc

**251 TONNES OF CO<sub>2</sub>e**

at the Trek'in Gazelles

**197 TONNES OF CO<sub>2</sub>e**

at the Bab El Raid

▼  
**EVERY YEAR, MAÏENGA AVOIDS THE EMISSION OF MORE THAN 38 TONNES OF CO<sub>2</sub> THROUGH OPTIMIZED LOGISTICS**

▼  
**EVERY YEAR, 3,302 TONNES OF CO<sub>2</sub> ARE ABSORBED** by the more than 16,000 date palms planted in southern Morocco (\*1) and through the Treely challenge (\*2)

\*1 – Date palms planted during “Green Day” by Maïenga. According to the “The Khalifa Award Report 2021” (Khalifa International Award for Date Palm and Agricultural Innovation), 1 date palm absorbs 200 kg of CO<sub>2</sub> per year.

\*2 - Inter-company walking challenge. “**15 000 steps = 1 tree**”, organized by Treely. 106 trees were planted in 2023 and 150 more will soon be planted thanks to Maïenga employees.



**THROUGH CONCRETE ACTIONS, MAÏENGA IS CONTRIBUTING TO THE COLLECTIF EFFORT TO ACHIEVE GLOBAL CARBON NEUTRALITY BY 2050.**

# SPOTLIGHT ON

## INNOVATION – THE GAZELLE LAB



30 years ago, MAÏENGA took the bold step of offering an alternative to conventional motorsports by creating the first rally not based on speed, where the concept was to drive the shortest distance to win.

**In 2017**, the introduction of e-Gazelle Class at the Rallye thanks to SOLUTIONS VE marked a turning point in the history of off-road motorsports. It allows participants to compete with 100% electric vehicles in a demanding desert environment. **This is a world first for a rally-raid competition of this scale.**

The electric vehicles used are specially prepared to withstand the extreme conditions of the desert. This includes improving battery durability, boosting the cooling system and increasing vehicle range for longer distances (during which there is no possibility of charging).

**Mobile charging:** To enable the participation of electric vehicles, the rally had to come up with an innovative infrastructure solution for charging e-vehicles in the desert: mobile charging stations. These stations use renewable energy generators to minimize carbon footprint.



**In 2024, electric vehicles were charged using generators powered by bio-fuel supplied by EVOLE.**

# SPOTLIGHT ON Retrofitting



In 2024, **Maienga** went a step further, testing retrofitted **Toyota RAV4 4x4s** for the first time at the **Rallye Aïcha des Gazelles du Maroc**.

Originally powered by internal combustion engines, the vehicles were **modified to become 100% electric**. This innovation was made possible thanks to Win-Win.

To test the full extent of the retrofitted vehicles' capacities on the Rallye's rugged terrain, two teams took the wheel.

These were:

- **Team 606**, competing in **e-Gazelle class** and
- **Team 299**, challenging the **internal combustion vehicles of 4x4**. The team, made up of 2 seasoned Gazelles with 9 previous Rallye editions between them, was able to test the full extent of the **retrofitted vehicle's** capabilities, **finishing 57<sup>th</sup> overall out of 153 competing teams**.

This Test & Learn initiative is in line with the  
**GAZELLE LAB**

**MAIENGA** and its partners, including **VOLVO TRUCKS**, continue to promote electric vehicles in rally-raid competition, positioning them as a major focus for development and an emerging category that is indispensable for the future of the sport.





# WATER: SAVING, PRESERVING AND FACILITATING ACCESS



## WORK STREAM #2

### WATER: SAVING, PRESERVING AND FACILITATING ACCESS

In response to the increase in water stress predicted by 2025, MAÏENGA is committed to using water sparingly during its events. At the same time, it is working to ensure that the people of southern Morocco have fair access to this resource, which is essential to the country's health, ecosystems and economy, by building wells.

- **Daily inspection** of water distribution facilities, **checking for leaks**,
- Limiting consumption** by raising awareness among stakeholders and
- **installing water-saving devices**,
- Monitoring the volume of water** consumed by taking daily readings,
- Selecting water catchment areas that **respect the balance of local resources**.
- 

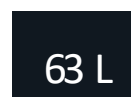
**Bottled water is not “self-serve”** but is distributed as needed to reduce waste.

#### WATER CONSUMPTION /DAY/PERSON

##### IN FRANCE



##### AT OUR EVENTS



Source: ADEME.

#### SUSTAINABLE ACTIONS

With Cœur de Gazelles association, we are committed to facilitating access to water for desert populations.

**26 wells have been built to date and irrigation channels have been renovated to support long-term crop production.**

# WASTE: REDUCTION, COLLECTION, TREATMENT, TRANSFORMATION



# WORK STREAM #3

## WASTE: REDUCTION, TREATMENT, COLLECTION, TRANSFORMATION

To restore each site to its original state, MAÏENGA is strict about dealing with all the waste generated during its events. This commitment is reflected in concrete initiatives to reduce, reuse and recycle waste.

### REDUCTION

- The organization raises awareness about food waste among event attendees
- The caterer adjusts quantities on a daily basis to avoid surpluses
- A manager orders food supplies as precisely as possible

### TREATMENT

At the bivouacs, waste collection bins are provided and a dedicated team ensures that no mistakes are made.

#### 100% OF WASTE IS TREATED

- **50% IS INCINERATED** using a mobile incinerator truck.
- **50% IS RECYCLED** through appropriate channels:
  - Food scraps are given to nomad farmers,
  - Empty water bottles are recycled through Cœur de Gazelles and Ressourc'In,
  - Specific types of waste are disposed of through appropriate channels.

Since 2021,  
**29,000 LITRES**  
of waste, most of it  
plastic, has been  
**collected and  
destroyed.**

### COLLECTION

The CleanWalkers of the Desert initiative has been a part of the Trek'in Gazelles since the event's inception in 2021. Equipped with garbage bags, participants are tasked with picking up all the waste in their path.

#### 0 PLASTIC CUTLERY AT THE BIVOUAC

In March 2023, plastic was replaced by a natural material. MAÏENGA has reached its goal of **0 plastic in the dining tent.**

#### 0 WASTE LEFT BEHIND IN THE DESERT

In partnership with GSF Cleaning Services.



## WORK STREAM #3

### WASTE: REDUCTION, TREATMENT, COLLECTION, TRANSFORMATION

#### TRANSFORMATION

For health reasons, we are forced to use mineral water in plastic bottles at our events. The bottles are not made available on a self-serve basis, but are rationed and marked with the team number or the participant or organizer's initials to prevent waste.

With our **charitable association Cœur de Gazelles** and our partner **Sidi Ali**, we have developed a **project and network to upcycle** (extend the life cycle) of the plastic water bottles consumed at the Rallye Aïcha des Gazelles du Maroc.

#### UPCYCLING

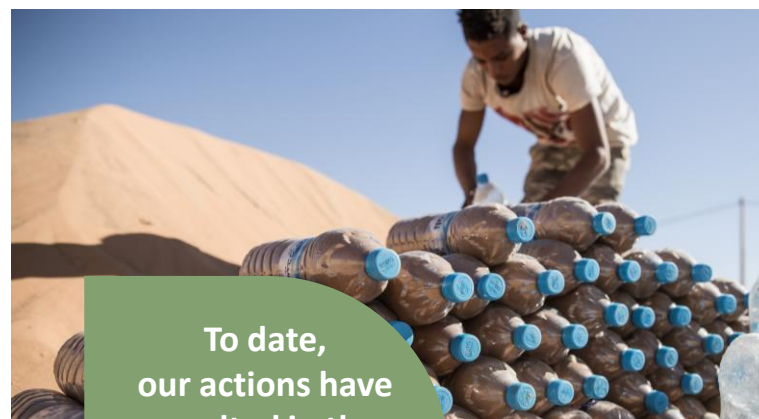
##### INTO CONSTRUCTION MATERIALS

Thanks to an ingenious system, some of the empty water bottles are used to build walls. Once filled with sand, these bottles provide a good alternative to the bricks normally used to build houses. Using bottles instead of earth also saves water (no need to make bricks) and energy (no bricks to bake or transport).

A women's craft workshop in Tisserdimine and a day care centre for around fifteen young children in Takougte were partly built using our upcycled plastic water bottles.

##### INTO OBJECTS

The remainder of the empty water bottles are transformed into design objects by the social enterprise Ressourc'In in Casablanca, which helps unemployed young people and women to integrate the labour market. The objects are marketed under the Koun brand.



To date,  
our actions have  
resulted in the  
upcycling of  
140,000 plastic  
bottles

# BIODIVERSITY: PRESERVATION AND PROTECTION



# WORK STREAM #4

## BIODIVERSITY: PRESERVATION AND PROTECTION

THE KINGDOM OF MOROCCO HOSTS OUR EVENTS. MAÏENGA IS PROUD TO HELP PEOPLE DISCOVER THE BEAUTY AND RICHNESS OF THIS COUNTRY.



**Nature is our primary stakeholder.** As we are interdependent and directly connected, we do everything to preserve it:

- **Preserving protected areas and species, respect for local populations and cultures;**
- **Limiting light and sound pollution:** bivouacs are set up far from villages and sensitive natural areas in agreement with the **Moroccan Ministry of Tourism;**
- **Use of eco-friendly, solvent-free and biodegradable products;**
  - Installing tarpaulins to protect the ground** during mechanical repairs
- **and refuelling;**
  - Equipping each mechanical assistance vehicle with an anti-pollution**
- **kit** and implementing protocols in the event of fire or spillage of substances harmful to the environment;
- Refuelling carried out by a trained team** to avoid the risk of accidental
- **spills,**
- Sports penalties given to participants** for any environmentally
- **harmful actions,**
- Filtering and channelling of wastewater from the sanitary facilities:**
- **local authorities confirm there are no negative impacts from discharge.**

# THE AGENCY





# A COMMITTED AGENCY AND DEDICATED EMPLOYEES

## ALL YEAR ROUND

Aware that the success of its environmental strategy cannot be limited to one-off actions during its events, MAÏENGA and its employees have a year-round commitment to internal practices aimed at improving the agency's environmental footprint.

Eco-friendly behaviour encourages each employee to be a **player and an ambassador for the agency's environmental approach**.

In addition to the reglementary framework, **5 KEY THEMES** are led by the agency's environmental manager, Karen GIROD-ROSSINI:

### WATER



**Combatting water wastage** and controlling leaks, monitoring and setting targets for reducing water consumption, raising awareness of eco-actions, etc.

### WASTE



**Combatting waste**, monitoring and setting targets for reducing paper consumption, **sorting of waste**: recycling of electronic waste, paper, toner, glass, etc.

### BIODIVERSITY



Participating in actions to **create carbon sinks**.

### AIR/ENERGY



Raising awareness of **eco-actions**, replacing energy-intensive equipment, use of **renewable energies**, etc.

### RESPONSIBLE PURCHASING



Favouring **responsible suppliers**, encouraging **local purchasing**, using recycled or recyclable packaging, favouring **eco-labelled products**, etc.

# SPOTLIGHT ON ENERGY EFFICIENCY

As a concrete response to energy issues, MAÏENGA is committed to replacing its energy-intensive equipment.

With a view to continuous improvement and in addition to the measures already in place, MAÏENGA has decided to **promote the use of renewable energy by installing solar panels.**



**IN THE SPRING OF 2023, THE AGENCY HAD 24 SOLAR PANELS INSTALLED ON THE ROOF OF ITS HEAD OFFICE IN VILLENEUVE-LÈS-AVIGNON, FRANCE.**

Since its installation, thanks to the sunny weather in the Gard region, this solar power setup has enabled the premises to be **76% self-sufficient in electricity during opening hours.**

**In 2023 Maïenga reduced its energy consumption by 25%, thereby reducing its greenhouse gas emissions.** Maïenga is doing its bit in the fight against combat climate change.



# SPOTLIGHT ON

## BIODIVERSITY AND AIR QUALITY

At MAÏENGA, we believe that to be effective, an environmental approach must be **dynamic and proactive**. This is why management is doing everything it can to **actively engage its employees** in environmental issues.



### TOP STORY

#### THE TREELY CHALLENGE: WALK, PLANT, PLAY.

In 2024, for the second consecutive year, the agency's employees took part in Treely's 12-day **"15,000 steps = 1 tree"** inter-company walking challenge.



Thanks to MAÏENGA, 106 trees have already been planted, and a further 150 trees will soon be planted at the Ankinao reforestation site in Madagascar by partner NGO Eden Reforestation Projects.

This NGO works with local populations to restore forests on a large scale, thereby **reviving rich ecosystems and creating carbon sinks and sustainable jobs**.

256

TREES PLANTED

6,000 kg

OF CO<sub>2</sub> ABSORBED  
EACH YEAR

# 03

## OUR HOST REGIONS AND POPULATIONS



### OBJECTIFS DE DÉVELOPPEMENT DURABLE



#### WORK STREAM #1

#### HEALTH

#### WORK STREAM #2

#### SUSTAINABLE ECONOMIC DEVELOPMENT

#### WORK STREAM #3

#### ENVIRONMENTAL AWARENESS

#### WORK STREAM #4

#### EDUCATION

#### WORK STREAM #5

#### SUPPORTING OUR PARTNER ASSOCIATIONS





We want to have a positive impact on the people around us through initiatives that reflect the reality of the regions we have come to know so well. To achieve this, we co-construct actions that correspond to the needs of those with whom we have built up a relationship of trust since our inception.

## ABOUT

Around each of our events we work with the local populations to develop targeted community actions that are designed to last over the long term in a spirit of partnership and with the approval of the Moroccan ministerial authorities.

Our wish is to have a high positive impact for the regions and communities that welcome us with unconditional hospitality.

Building on our human and logistical resources, and the support of the participants in our events, our charitable association **Cœur de Gazelles** leads and implements community actions in the areas of health, economic development, environmental awareness and education.

**And while MAÏENGA knows where it's going, it also knows where it comes from.**

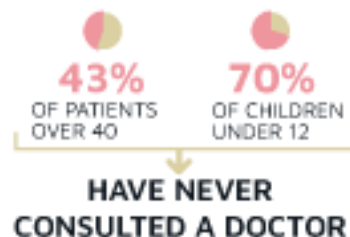
As a French company, we never forget that equal opportunities must be defended everywhere. This is why our Trek'in Gazelles participants walk for Secours Populaire Français, to which our agency donates €5 for every checkpoint found by every team during the event, amounting to an average donation of €30,000 per year.

## KEY FIGURES

### CŒUR DE GAZELLES ASSOCIATION

#### ACCESS TO FREE MEDICAL CARE

A MEDICAL CARAVAN FOR THE PEOPLE OF THE MOROCCAN DESERT



EMERGENCIES  
**261**  
INTERVENTIONS  
ON SITE

FOLLOW-UP  
**1 957**  
PATIENTS  
YEAR-ROUND

OPTICS  
**44 268**  
PEOPLE TESTED

**6 550**  
NEW PAIRS  
OF GLASSES  
custom made on site

HEALTH PREVENTION  
**38 623**  
CHILDREN ATTENDED  
hygiene workshops

**360 716**  
HYGIENE  
PRODUCTS  
distribués

DONATIONS  
**1 137**  
MEDICAL AIDS

**547**  
WHEELCHAIRS

#### UNIVERSAL ACCESS TO EDUCATION

##### FIGHTING SCHOOL DROP-OUT

930 CHILDREN BENEFITTED

- **490 RECYCLED BICYCLES GIVEN**  
aux enfants parcourant + de 10km à pieds pour se rendre à l'école
- **1 SCHOOL AND 2 CLASSROOMS BUILT**

##### IMPROVING THE LEARNING ENVIRONMENT

1 300 CHILDREN BENEFITTED

- **9 SCHOOLS**  
renovated
- **10 GREEN SPACES**  
created

##### EARLY LEARNING

30 000 CHILDREN BENEFITTED

- **3 000 M<sup>3</sup>**  
OF EDUCATIONAL AND  
PLAY MATERIALS  
donated to schools
- **1 DAY CARE CENTRE BUILT**

#### SUSTAINABLE DEVELOPMENT

##### THE FIGHT AGAINST PLASTIC POLLUTION



##### COMMUNITY PALM GROVE



**26 WELLS BUILT FOR 4,300 NOMAD FAMILIES**

# HEALTH



# WORK STREAM #1

## HEALTH

### THE MEDICAL CARAVAN

Every year, thanks to the logistics of the Rallye Aïcha des Gazelles and in partnership with the Moroccan Ministry of Health, Cœur de Gazelles organizes the **largest travelling medical caravan in southern Morocco**, providing **free medical care** for the country's most remote communities.

On average,

➤ **43%** of patients over 40 **have never consulted a doctor.**

**70%** of children under 12 **have never had a medical check-up.**

Every patient is issued a health booklet.



60

MEDICAL VOLUNTEERS EACH YEAR IN 6 SPECIALITIES



GENERAL MEDICINE

PAEDIATRICS

DERMATOLOGY

GYNAECOLOGY

OPHTHALMOLOGY / OPTICS

DENTAL



97,386

PEOPLE TREATED IN 22 YEARS



47%



53%

### FREE ACCESS TO MEDICINE, AN ETHICAL ISSUE

**Access to medicine is a fundamental right: the right to preserve life.**

After each consultation, patients receive **the full treatment they need for their condition**. Medicines are dispensed on site by our pharmacists, on presentation of the doctor's prescription, and are entirely paid for by the association.

THE DISPENSARY COVERS 99% OF  
THE DOCTORS' REQUESTS.

279,850

BOXES OF MEDICINE DISTRIBUTED TO  
DATE.



# WORK STREAM #1

## HEALTH

### VISION TESTING AND CORRECTION

**Optics is one of the specialities that receives the most patients during the medical caravan.** Aware of the importance of good vision for personal development and school success, the opticians pay special attention to children, who are systematically given a complete eye exam.

After the various tests, each child who needs them **is given a new pair of customized “Cœur de Gazelles” glasses with snap-in lenses for instant perfect vision correction.**

Adults receive the same tests free of charge. At the same time, a screening program identifies patients with cataracts who are then operated on.

**33,358**  
**CHILDREN**  
**TESTED**

**10,911**  
**ADULTS**  
**TESTED**

**6,650**  
**PAIRS OF**  
**CUSTOM-MADE**  
**GLASSES**

**418**  
**PEOPLE OPERATED**  
**ON FOR CATARACTS**

*In 23 years*



### HEALTH PREVENTION

**In Morocco, 34% of the population is under the age of 18.** To promote healthy behaviour among the younger generation, the association organizes hygiene awareness workshops.

**38,523**  
**CHILDREN HAVE ATTENDED**  
**THESE WORKSHOPS**

**365,700**  
**HYGIENE PRODUCTS HAVE BEEN**  
**DISTRIBUTED BY THE CARAVAN**  
(Dental hygiene kit, soap, shampoo, etc).

*In 23 years*

# WORK STREAM #1

## HEALTH

### MEDICAL EMERGENCIES

Our medical team has a mobile ultrasound machine to help handle medical emergencies and refer patients to the appropriate hospitals.



# 261

### SURGICAL OPERATIONS

2 surgeons perform  
minor surgeries  
directly on site.

*In 23 years*

### PATIENT FOLLOW-UP

The activities of Cœur de Gazelles are not limited to the duration of the caravan. Certain identified medical conditions require hospital consultations (trauma specialist, endocrinologist, etc.), surgical intervention or year-round follow-up, for example in the case of rehabilitation.

#### Cœur de Gazelles supports these patients at several levels:

- By financing transport from home to hospital (several hours' travel are often necessary)
- By financing major operations.

The association's volunteers are in charge of this year-round follow-up: they stay in contact with patients until their treatment is completed.

### A TOTAL OF

# 1,957

**PATIENTS HAVE RECEIVED YEAR-  
ROUND FOLLOW-UP.**

*In 23 years*

# WORK STREAM #1

## HEALTH

### SUPPORTING HOSPITALS AND CLINICS

The paediatric intensive care unit at Essaouira hospital has been completely renovated and fitted out with incubators, a warming table, a bronchoscope and a laryngoscope. The Ouarzazate and Errachidia hospitals have also been supplied with surgical equipment. Coeur de Gazelles systematically provides the clinics along its route with basic equipment.

### DONATIONS OF MOBILITY AIDS

Cœur de Gazelles recovers and recycles mobility aids in order to offer them to families who cannot afford it.

**547**

**RECYCLED WHEELCHAIRS HAVE BEEN DONATED.**

**1,137**

**MOBILITY AIDS**

**HAVE BEEN GIVEN OUT**

(Walkers, canes, crutches, splints, etc.)



*In 23 years*





# SUSTAINABLE ECONOMIC DEVELOPMENT





# WORK STREAM #2

## SUSTAINABLE ECONOMIC DEVELOPMENT

### GREEN DAY

Green Day is our project to develop the largest community palm grove in Morocco, in collaboration with local farmers and financed by the Bab el Raid teams.

16,456

DATE PALMS PLANTED  
INCLUDING 1,500  
IN 2022

655

WATER TANKS  
PURCHASED

490

METRES OF IRRIGATION  
CHANNELS RENOVATED

### BUT ALSO:

- The construction of a 100m<sup>3</sup> **water storage pond** with a solar pump
- The replacement of a **hydraulic valve** used to irrigate plots of land
- Almond, olive, acacia and eucalyptus trees planted to diversify the types of crops grown and **raise children's awareness of the importance of environmental principles**
- The distribution of **several tonnes** of organic fertilizer
- The installation of a **solar oven** and **solar panels** on the roof of the local school
- The purchase of **tools** for farmers

In 2024, Cœur de Gazelles launched a new project in a new area, planting 1,000 palm trees and financing over 3,000 metres of irrigation system.

## WORK STREAM #2

### SUSTAINABLE ECONOMIC DEVELOPMENT



As well as being a source of income for local families, the collateral benefits of the community palm grove, the backbone of the oasis ecosystem, are threefold:

#### **REDUCED RURAL EXODUS**

Villagers can earn additional, sustainable income in their local area.

#### **PROMOTING CHILDREN'S EDUCATION**

A thriving community means that schools can continue to operate, and children can attend school without interruption.

#### **PRESERVING THE ENVIRONMENT**

The date palm has the capacity to draw water from deep in the ground: this helps the soil to remain moist, encouraging the development and diversification of crops. Trees also protect biodiversity and help combat climate change, particularly desertification, which is a problem affecting southern Morocco.



# ENVIRONMENTAL AWARENESS



# WORK STREAM #3

## ENVIRONMENTAL AWARENESS

### AWARENESS ECO-CARAVAN

Alongside the medical caravan, Cœur de Gazelles raises awareness about the environment in general and the importance of eradicating plastic in particular, by cleaning up the countryside to put an end to plastic pollution.

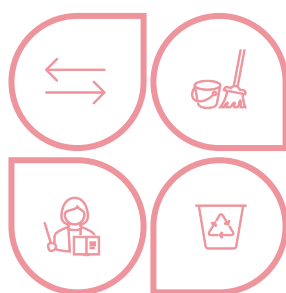
OUR ACTION HAS 4 PHASES:

#### ALTERNATIVE

We give biodegradable cotton bags to local residents.

#### AWARENESS

We are committed to continuing to raise awareness of the problem of plastic waste.



#### COLLECTION

We work with associations that recycle waste through work integration projects.

#### RECYCLING

We organize actions to clean the desert and rural areas of southern Morocco.

**29,000**  
**LITRES OF PLASTIC WASTE**  
picked up and incinerated

since 2021

**40,037**  
**PEOPLE**  
Made aware of the harmful impact of plastic

**50,000+**  
**COTTON BAGS**  
handed out

since 2021

**WE WANT TO CONTINUE HELPING PEOPLE TO TRANSITION FROM “DISPOSABLE TO SUSTAINABLE”.**

### SPOTLIGHT ON THE FIGHT AGAINST THE MIKA KHALA

The *mika khala* is a black plastic bag that was a part of daily life in Morocco on a massive scale until the government banned its production in 2016.

**Single-use plastic bags are an environmental scourge, taking 450 years to degrade.** They are a source of visual pollution, are dangerous for animals that ingest them, pose a health risk to humans, and cause serious problems by clogging up sewage pipes, which ultimately has an impact on groundwater.



# EDUCATION



# WORK STREAM #4

## EDUCATION

The Moroccan government devotes 25% of its budget to education. In collaboration with the Moroccan Ministry of Education, Cœur de Gazelles has set itself 3 objectives:

### FIGHTING SCHOOL DROP-OUT

Many villages in the south of Morocco are isolated, so children have to walk several kilometres to get to school.

To address this problem, we build kindergarten and primary schools. We give recycled and refurbished bicycles to students entering secondary school who live more than 10 km away in areas not served by school transport services. We also provide them with a complete safety kit (helmets, yellow vests...).

- A school has been built with 2 classrooms for kindergarten and primary school
- An additional classroom has been built in an existing school
- 490 bicycles have been given to students

### SUPPORTING CHILDREN

To date, participants in our events have transported more than 3,000 m<sup>3</sup> of donations to Morocco: arts and crafts supplies (markers, paints, etc.); learning, building and mobility games; educational books; computer equipment (computers, printers, supplies); sports equipment (balls, clothing, sports shoes); as well as warm clothing and hygiene products.

1,720 M<sup>3</sup>  
OF DONATIONS

1,300 M<sup>3</sup>  
OF WARM CLOTHES  
FOR ALL STUDENTS

*In 23 years*

# WORK STREAM #4

## EDUCATION

### IMPROVING THE LEARNING ENVIRONMENT

To improve the children's learning environment, **we renovate and equip schools that need it.** The children choose the colours to paint the school. These are generally a combination of cheerful colours that brighten up a village consisting primarily of mud brick houses. The villages targeted by the project are remote. **The school is the only meeting place in the village; it is open to all, and community activities are held there. Local associations provide adult education classes there, and women can learn a trade.**



**THE SCHOOL IS A TOOL THAT HELPS THE ENTIRE VILLAGE TO MOVE FORWARD.**

It takes several months of discussions with teachers, parents, the village chief and the relevant education authorities to set up such a project.

**The aim is also to get the entire village involved in this community initiative. The craftsmen chosen to carry out the work live in the village and their children will attend the school!**

**9 SCHOOLS HAVE BEEN COMPLETELY RENOVATED**

**1,300+ CHILDREN HAVE BENEFITTED**

**10 GREEN SPACES HAVE BEEN CREATED WITHIN THE SCHOOLS TO RAISE CHILDREN'S AWARENESS OF THE IMPORTANCE OF PRESERVING THE ENVIRONMENT**

*Since 2012*

# SUPPORTING PARTNER ASSOCIATIONS





# WORK STREAM #5

## SUPPORTING PARTNER ASSOCIATIONS

DEPUIS  
2021

### LE SECOURS POPULAIRE FRANÇAIS

€76,650

donated by MAÏËNGA since 2021.

Participants in the Trek'in Gazelles are awarded 5 euros for every checkpoint they find. At the end of the event, the total amount is donated to the association.

2021

### TOUTES A L'ÉCOLE

€10,000

donated by MAÏËNGA in 2021 to purchase computers for disadvantaged female students.

2022

### ATLAS KINDER

€10,000

donated by MAÏËNGA in 2022.

Atlas Kinder are Moroccan children who have been orphaned or abandoned due to social pressure, illness or poverty.

2022

### LA FONDATION DES FEMMES

€2,250

donated by MAÏËNGA in 2022 to this association that fights for the freedom and rights of women and against violence against women.

2023

### ENFANCE & CANCER

€10,000

donated in 2023 to help fund research for children and adolescents with cancer.

2024

### LES PETITS PRINCES

10 000 €

ont été versés en 2024 à l'association pour réaliser les rêves des enfants et des adolescents gravement malades.





## HEAD OFFICE

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