



# HIGH ATLAS CULTURAL LANDSCAPES PROGRAMME

GDF supports High Atlas rural communities to revitalise traditional practices, sustain livelihoods and restore nature.

## High Atlas communities and environments under threat

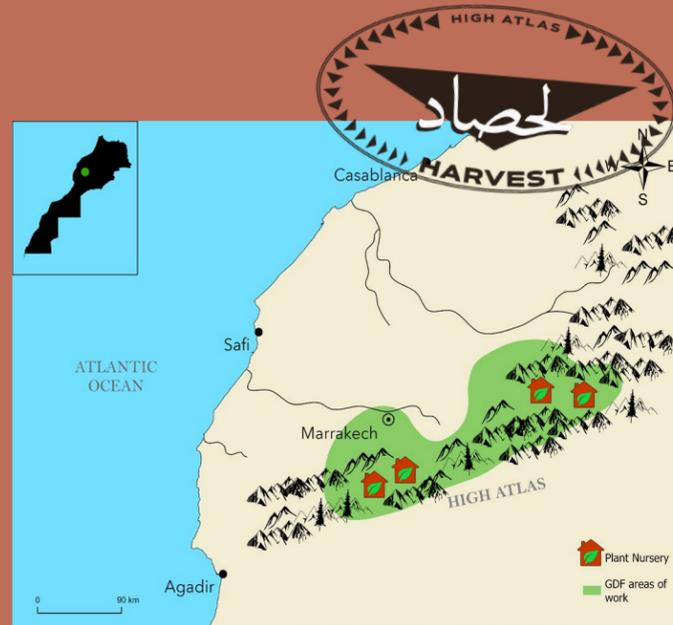
Centuries of interactions between people and nature have shaped High Atlas mountain landscapes. Rural communities continue ancient practices such as terrace farming and management of collective pastures that conserve the region's unique biodiversity. Climate change, market inequalities and rural exodus are threatening these landscapes. The challenge of making a living in the harsh High Atlas environment leads to biodiversity loss, poverty, and erosion of traditional knowledge and practices.

## Sowing regenerative solutions

Since launching the High Atlas Cultural Landscapes programme in 2013, we helped establish the Moroccan Biodiversity and Livelihoods Association (MBLA), a local non-profit staffed by 6 young Moroccan professionals. GDF helps them improve their skills in proposal writing, project planning and finance and grant management.

We collaborate with MBLA to support local associations, rural cooperatives and communities to:

- conserve biodiversity, restore ecosystems and maintain cultural practices
- improve the productivity of agriculture and pastoralism
- increase household revenue through sustainable value chain development
- build capacity for entrepreneurship, product innovation and marketing
- foster intergenerational knowledge transmission



### High Atlas Harvest:

In collaboration with rural cooperatives, local associations and social enterprises, we are creating a label and certification process that enhances the market position of High Atlas products.

### # 26 cooperatives

including 16 women-only cooperatives, with new ones joining every year

### # 750 households

pertaining to local cooperatives supported

### # 150 products

including olive oil, almonds, honey, Argan oil, couscous, essential oils, apple vinegar, carob by-products, and more

### € 375 000

in total annual revenue for partner cooperatives



## HARVEST FESTIVAL MARRAKECH

### Marrakech Harvest Festival:

Launched in 2021, the festival is a collaboration between communities, artists, activists and sustainable businesses that celebrates High Atlas cultural heritage and nurtures urban-rural solidarity.

### # 55 events

since october 2021

### # 53 partners organizations

and businesses collaborating with Harvest Festival in the Marrakech- Safi region

Donate: [emily@global-diversity.org](mailto:emily@global-diversity.org)  
Collaborate: [tasnim@global-diversity.org](mailto:tasnim@global-diversity.org)

“Since creating the Moroccan Biodiversity and Livelihoods Association in 2014, GDF has given us invaluable support along our journey. Thanks to this long term partnership, MBLA is now one of the most-respected NGOs working on biodiversity conservation and sustainable livelihoods in Morocco.

On a personal level, GDF has helped me grow as a leader, mentoring and actively supporting me through our close collaborations”.

Rachid Ait Babahmad, Director of the Moroccan Biodiversity and Livelihoods Association

