

MOROCCO

GENDER AND MOBILITY IN MOROCCO

POLICY ROADMAPS FOR E-MOBILITY IN MOROCCO



**WE DRIVE
CHANGE**
WOMEN IN E-MOBILITY DRIVE CHANGE

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Introduction

Morocco is advancing toward a decarbonized transport system, with e-mobility at the heart of this transformation. As part of this shift, there is growing recognition of the need for equitable access and inclusive participation - especially for women and vulnerable groups. This summary highlights the policies, strategies, and enabling frameworks that relate directly or indirectly to gender equality and women's empowerment in the mobility sector.

Supporting Inclusive Access to E-Mobility

To make e-mobility solutions more accessible, a range of financial incentives is being implemented. These include reduced value-added taxes on electric vehicles, exemptions from special annual and luxury vehicle taxes, and a structured bonus-malus system that rewards the purchase of low-emission vehicles. By lowering the cost of ownership and use of electric transport, these measures contribute to removing financial barriers that often disproportionately affect women, especially those in low-income households. In addition, vehicle renewal and scrapping programs provide an entry point for safer and more efficient transport, replacing older, high-emission vehicles with new electric alternatives that improve both affordability and reliability.

Cleaner Transport and Healthier Cities

Morocco's nationally determined contributions (NDCs) and the National Strategy for Sustainable Development 2030 include strong commitments to reducing emissions in the transport sector and improving public transportation. These efforts are directly linked to urban air quality and public health outcomes, which are particularly relevant for women and children. The expansion of urban public transport using renewable energy, along

with the introduction of hybrid and electric vehicles in public and state-owned fleets, supports safer, cleaner, and more sustainable mobility options in daily life.

Empowerment Through Training and Public Awareness

The roadmap also places importance on training and education. Programs for eco-driving, technical maintenance of electric vehicles, and emergency response offer opportunities to develop new skills and expand workforce participation. By integrating these training elements into national education systems and professional development programs, women can access new roles in the e-mobility value chain. At the same time, public awareness campaigns will play a vital role in informing citizens about the benefits of electric vehicles, the available incentives, and the location of charging infrastructure. These campaigns are designed to reach diverse groups, including women, and will be implemented in collaboration with schools, civil society organizations, and municipalities to ensure local relevance and engagement.

Participation and Local Innovation

The policy roadmap highlights the importance of collaboration between public institutions, private sector actors, and community-based initiatives. Municipalities are seen as key players in piloting and scaling up electric mobility solutions. Local partnerships—such as those involving startups and universities—can foster inclusive innovation and respond to the specific mobility needs of women in urban and peri-urban settings. These structures provide a valuable platform for women to participate in planning processes and decision-making, ensuring that transport services reflect their lived experiences and support their full social and economic participation.

Conclusion

The shift to e-mobility in Morocco creates an opportunity to reshape transport systems in a way that is not only environmentally sustainable but also socially inclusive. Through financial incentives, improved infrastructure, professional training, and awareness campaigns, the national strategy is laying the groundwork for gender-responsive mobility solutions. Women stand to benefit significantly from these changes—not only as users of safer and cleaner transport, but also as active contributors to a green and just transition.

Femmes, Genre et Mobilité Électrique au Maroc

D'après : Policy Roadmaps for E-Mobility in Morocco (SESA, 2024)

La feuille de route pour la mobilité électrique au Maroc soutient une transition vers un transport plus propre, accessible et inclusif. Bien que le genre ne soit pas abordé de manière spécifique, plusieurs mesures contribuent indirectement à l'autonomisation des femmes et à une mobilité plus équitable.

Des incitations financières, telles que la réduction de la TVA et des exonérations fiscales sur les véhicules électriques, rendent la mobilité plus abordable pour tous, y compris les femmes. Les programmes de renouvellement des véhicules visent à améliorer l'accès à des moyens de transport plus sûrs et plus écologiques.

La stratégie nationale prévoit également des actions pour améliorer les transports publics alimentés par des énergies renouvelables, contribuant à un environnement plus sain, particulièrement bénéfique pour les femmes et les enfants.

Des campagnes de sensibilisation et des formations techniques ouvrent des opportunités aux femmes dans le secteur de la mobilité durable, en tant qu'utilisatrices informées mais aussi en tant que professionnelles qualifiées.

Enfin, les initiatives locales encouragent la participation des femmes à la conception de solutions de mobilité, renforçant leur rôle dans la transition vers un système de transport plus juste et durable.