

## 5 SMIA – A NEW TOOL INTRODUCED TO PREMANET MEMBERS IN MARRAKECH

Following the PREMANet General Assembly, 1½ days were dedicated to the presentation (by Edith Kuerzinger) and application of a new tool called SMIA, which stands for Sustainable Management of Industrial Areas (SMIA). SMIA was originally piloted by UNEP and GTZ Tunisia with funding from the German Ministry for Economic Co-operation and Development (BMZ).

SMIA applies the “triple-win” (economic, environmental and organisational, including workplace safety), which we are all familiar with, to an industrial area where a density of companies is located, where there is some type of management of the overall area. This could be in the form of an industrial zone, export zone, an industrial estate, or even a municipally administered industrial cluster, like where we applied the tool in Marrakech. SMIA helps companies learn from each other, resolve mutual problems, start to trade products and get in dialogue with business associations or industrial zone management. SMIA initiates action at three levels:

At the macro level, where municipalities and/or industrial zone owners could be interested in:

- Obtaining higher fees from resident companies in exchange for services provided.
- Solving the NPO problems of companies under customs.
- Reducing costs of waste disposal (e.g. by creating a waste stock-exchange market).

At the *meso* level, where industrial zone management could be interested in:

- Doing a SWOT analysis and processing the results following the PREMA cycle of change.
- Implementing measures to reduce NPO in the industrial area as a whole.
- Supporting networking using the Action Learning Set of PREMA.

At the *micro* level, where company owners and managers could be interested in:

- Optimizing resource utilization and minimizing NPO through an application of PREMA for a group of enterprises.
- Working in a network to improve the implementation of measures.

In Marrakech, we had an opportunity to apply SMIA and evaluate its usefulness and interest for PREMANet. Participants were split into three groups. Each did a walk through part of the same industrial zone, observing sources of NPO and marking these on a map of the industrial zone. In total, we compiled six maps covering the aspects of: Landscape and Quality of Life, Soil and Subsoil, Air and Noise, Waste, Water, Energy and Industrial Risks.

A working group, led by Edith Kuerzinger, has been formed to continue work on developing SMIA as a tool that could be used by PREMANet. Stay tuned for further developments, which will be reported in future PREMANet Newsletters.



*This photo shows Ali Ims spotting some of the only “real” waste containers observed in the whole industrial area where we applied SMIA in Marrakech*

*(Submitted by: Joyce Miller, PREMA Certified Trainer for GHK, ChM, PSM – Aubonne, Switzerland)*

### Impressum

PREMANet e. V., Tulpenfeld 2, 53113 Bonn;

Tel.: 0049 - (0)228 – 60 47 124; Fax: 0049 – (0)228 – 98 57 018

Internet: [www.premanet.net](http://www.premanet.net) ; E-mail: [PREMANetoffice@aol.com](mailto:PREMANetoffice@aol.com)