

# YouGov<sup>®</sup>Sport

## Algeria

Sustainability in the sports, events  
and tourism industries in Algeria



## METHODOLOGY

1	COUNTRY OVERVIEW
2	SUSTAINABILITY IN ALGERIA
3	SPORTS, EVENTS & TOURISM IN ALGERIA
4	SUSTAINABILITY IN SPORTS, EVENTS & TOURISM
5	CONCLUSIONS & RECOMMENDATIONS

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ALGERIA

# Key Areas of Exploration

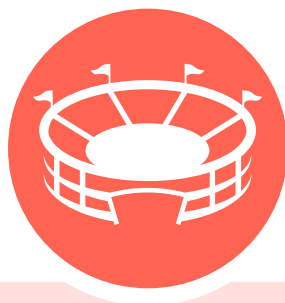


Josoor Institute commissioned YouGov Sport to understand sustainability and its positioning within the sports, events and tourism industry in Algeria.

This report will focus on these 3 key areas of exploration.



Sustainability and its position  
in Algeria



Sports, events & tourism  
in Algeria



Sustainability within sports,  
events & tourism

## ALGERIA

# Methodology

Research for this project was conducted in 2020 and in 2 phases:

## IN DEPTH INTERVIEWS

- > Face to Face/Telephone interviews sports and events industry executives
- > Interview length 15 minutes
- > 4 Industry professionals interviewed in Algeria

## DESK RESEARCH

- > Supporting data for the report will be provided by desk research
- > All sources for the desk research will be credible and verifiable

ALGERIA

# Algeria Country Overview

**1**



# Algeria

Algeria is Africa's largest country with a geography that is mostly desert; the Sahara constitutes four fifths of the country. The northern coastline is on the Mediterranean and due to the vastly Saharan topography the majority of the population live along this coast. Algeria is 73% urbanised.

## COUNTRY INFORMATION

Size	2.4M sq. km.
Population	43.0 million
Capital	Algiers
Other major cities	Setif, Oran, Tizi Ouzou
Languages	Arabic, French, Berber
Currency	Algerian Dinar (Current conversion at USD 0.0078)
Borders	Libya, Mali, Mauritania, Morocco, Niger, Tunisia and Western Sahara

Source: Desk Research, fanack.com

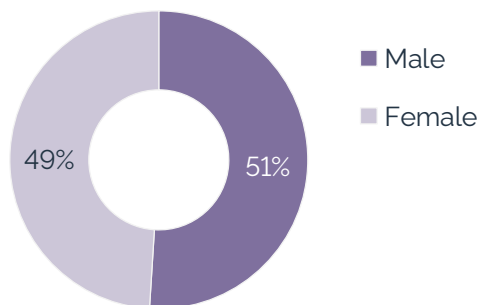


ALGERIA

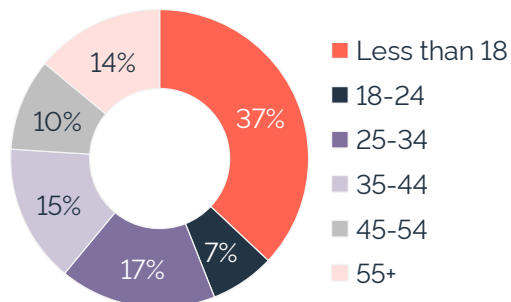
# Its people

About 75% of Algeria's population is under 45, local and with an even gender balance. Algeria's official employment rate is one of the lowest in the MENA region and faces challenges due to a largely State controlled, non diversified economy, a growing working age population and the informal nature of a majority of low paid jobs.

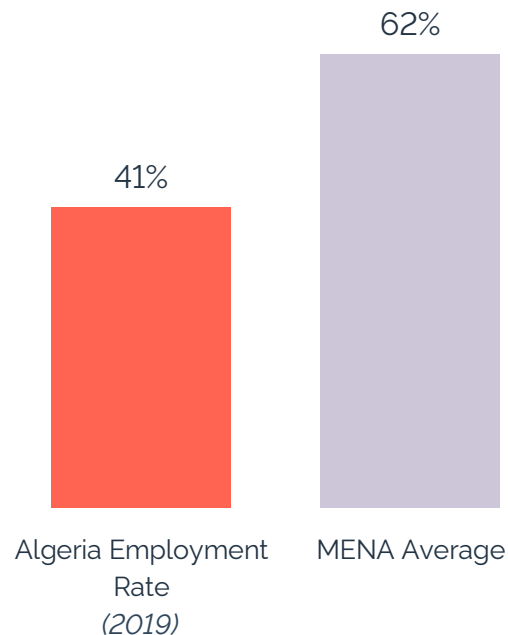
## GENDER



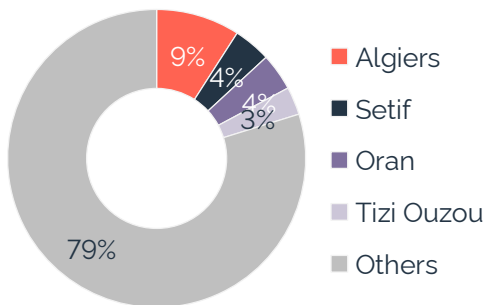
## AGE



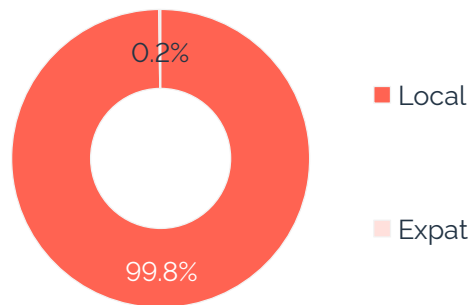
## LABOUR FORCE PARTICIPATION – 2019



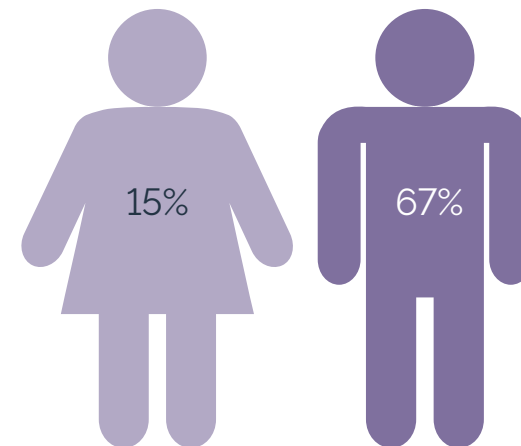
## LOCATION



## NATIONALITY



## % OF WOMEN/MEN IN WORKFORCE

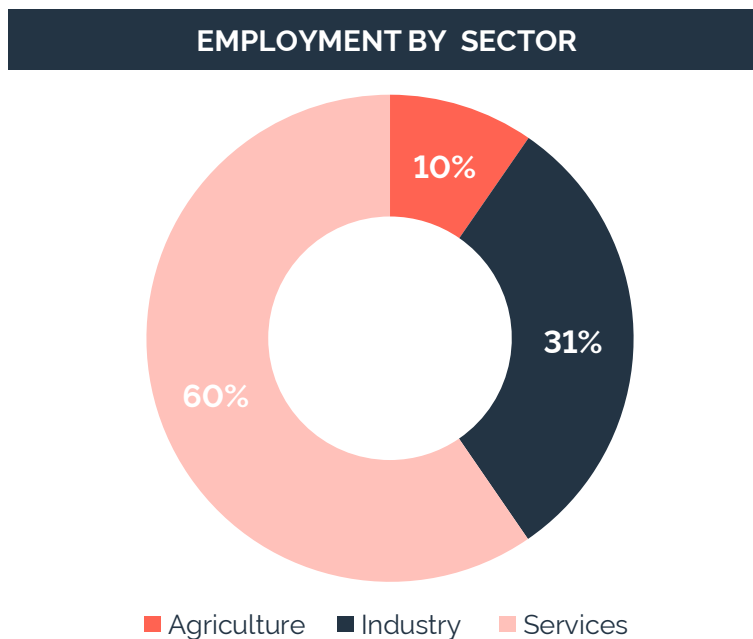
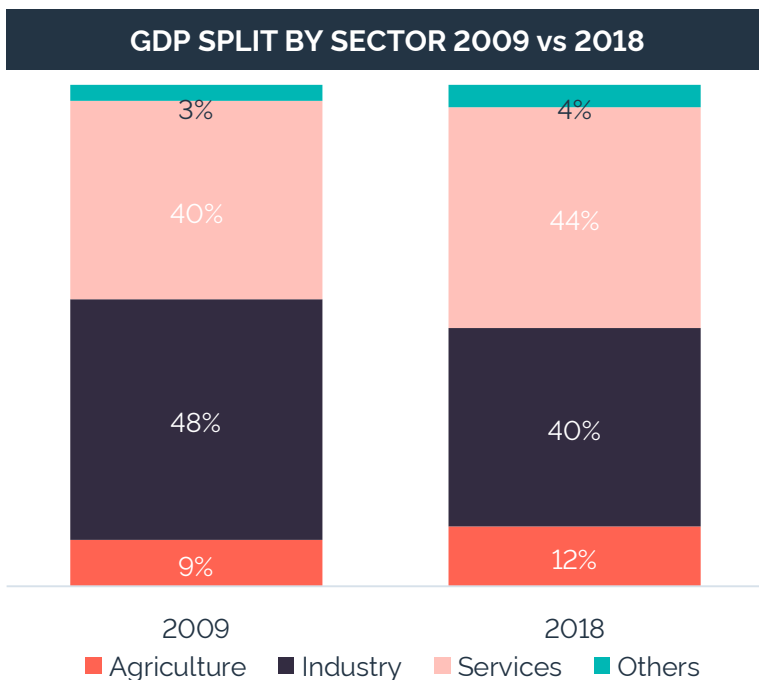


Source: Desk Research, YouGov Panel, The Global Economy/World Bank

ALGERIA

# Economy

The Algerian economy is heavily dependent on the hydrocarbon industry, ranking amongst the world's top 5 for gas exportation. However, unlike other countries in the region, Algeria has not formally diversified; the majority of activity in other sectors is largely unregulated or State supported. Whilst the country has benefited from the boom in hydrocarbons over the last 2 decades and much has been achieved in the area of human development, growth now requires focus in a new economic model that supports the private sector.



**HYDROCARBON CONTRIBUTION**

GDP	20%
Budget Revenues	41%
Exports	94%

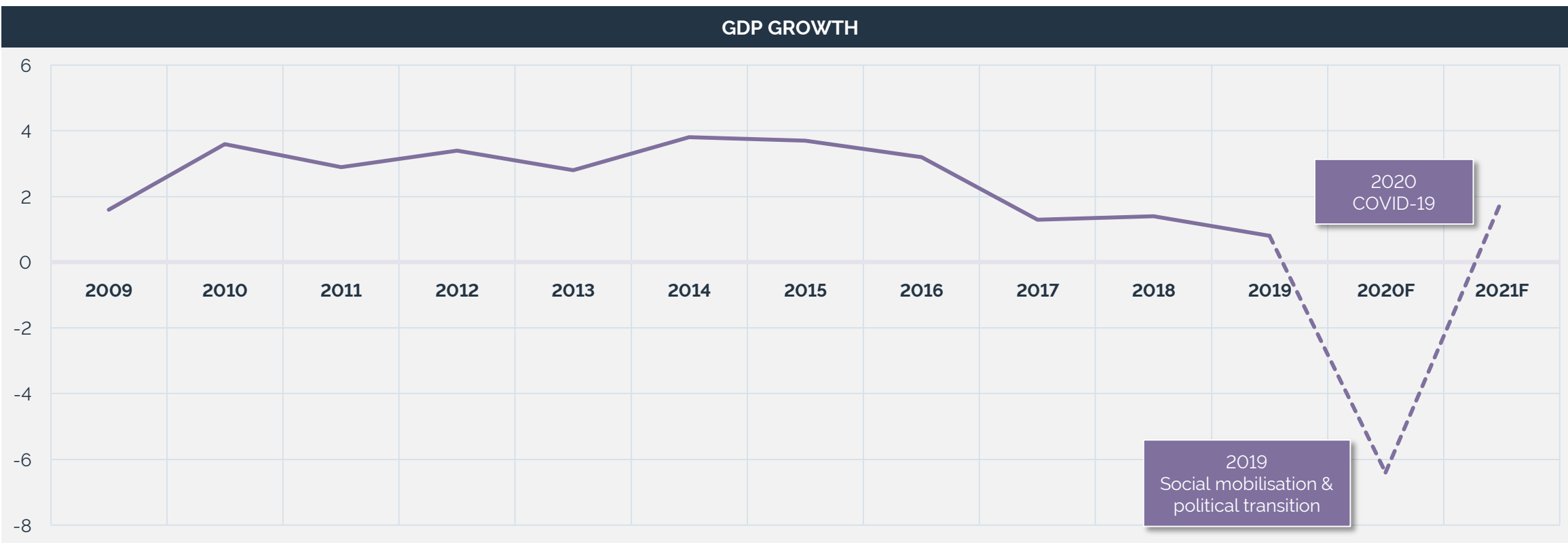
Source: Desk Research, World Bank, Lloyds Bank Trade/World Bank



## ALGERIA

# Outlook

Algeria's economy has been buoyed over previous decades by the hydrocarbon industry. Due to the slump in oil prices since 2014, subsequent drop in production in 2017 and more recent political turmoil, the economy was tending towards recession. The onset of COVID-19 will further impact an uneasy situation, with some positive returns forecast from 2021.



Source: Desk Research, World Bank

ALGERIA

# Sustainability in Algeria

2

## ALGERIA

Economic diversification has been a long-standing aim of the Algerian authorities. However, a series of 5-year plans have continued to put hydrocarbons as central to growth, together with restrictions on foreign investment. In July 2020, recently elected President Tebboune announced a new plan will be developed.

### "...ECONOMIC AND SOCIAL REVIVAL PLAN"

**The plan will aim to reduce the country's reliance on oil and gas and give the private sector a greater role ...**

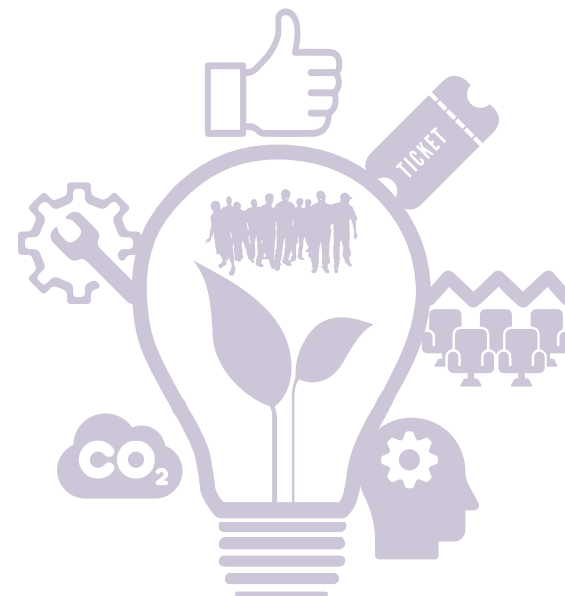
"Building a new real economy requires launching initiatives and liberating them from bureaucracy and reviewing existing legal texts."

"No distinction must be made between the public and private sectors in creating wealth and jobs."

"This plan must preserve the social nature of the state and protect the purchasing power of citizens, especially the fragile class."

Algerian President  
**Abdelmadjid Tebboune**  
July 2020

The new plan has not been released at time of publishing



**The last country plan under the previous regime:** Vision and Plan of Action 2018–2035, prepared by the World Bank has currently been put aside, as political change has taken front stage in the country since 2019.

Source: Desk Research, World Bank, Reuters, Ake International, Energy World

## ALGERIA

Despite the country's economic challenges, Algeria adopted the UN's Agenda 2030 in 2015 and in 2016 set up an inter-ministerial coordination committee whose mission is to monitor and evaluate the implementation of the SDGs in Algeria.



### ALGERIA'S 2019 Review – Challenges & National Priorities

**The plan was to build on pre-existing priority pillars – social, economic and environmental:**

PEOPLE

PROSPERITY

PEACE

PARTNERSHIP

PLANET

- |   |  |
|---|--|
| <b>1</b> Water resources, agriculture, food security and combating desertification and land degradation | <b>5</b> Education, training and scientific research;                |
| <b>2</b> The eradication of poverty and poor housing  | <b>6</b> The rational and integrated management of natural resources |
| <b>3</b> Waste management   | <b>7</b> The protection of coastal and marine ecosystems             |
| <b>4</b> Health coverage  | <b>8</b> Renewable energy and energy efficiency                      |

Source: Desk Research, UN 2019 Voluntary National Review – Algeria

## ALGERIA

Algeria plan 2016-2020 currently aligns with SDGs as follows:



Ensure food security & access to education & health for all	
SDG #	Goal
2	Zero Hunger
3	Good Health and Well Being
4	Quality Education

End to poverty & promote gender equality	
SDG #	Goal
1	No Poverty
5	Gender Equality

Protect the environment for all generations	
SDG #	Goal
6	Clean Water and Sanitation
12	Responsible Consumption and Production
13	Climate Action
14	Life Under Water
15	Life on Land

Develop a strong economy that favours change	
SDG #	Goal
7	Affordable and Clean Energy
8	Decent Work and Economic Growth
9	Industry, Innovation and Infrastructure
10	Reduced Inequalities
11	Sustainable Cities and Communities

Promote the Building of a healthy and peaceful society	
SDG #	Goal
16	Peace, Justice and Strong Institutions

Global solidarity	
SDG #	Goal
17	Partnerships for the Goals

Source: Desk Research, UN 2019 Voluntary National Review – Algeria

## ALGERIA

## SELECTED PROJECT

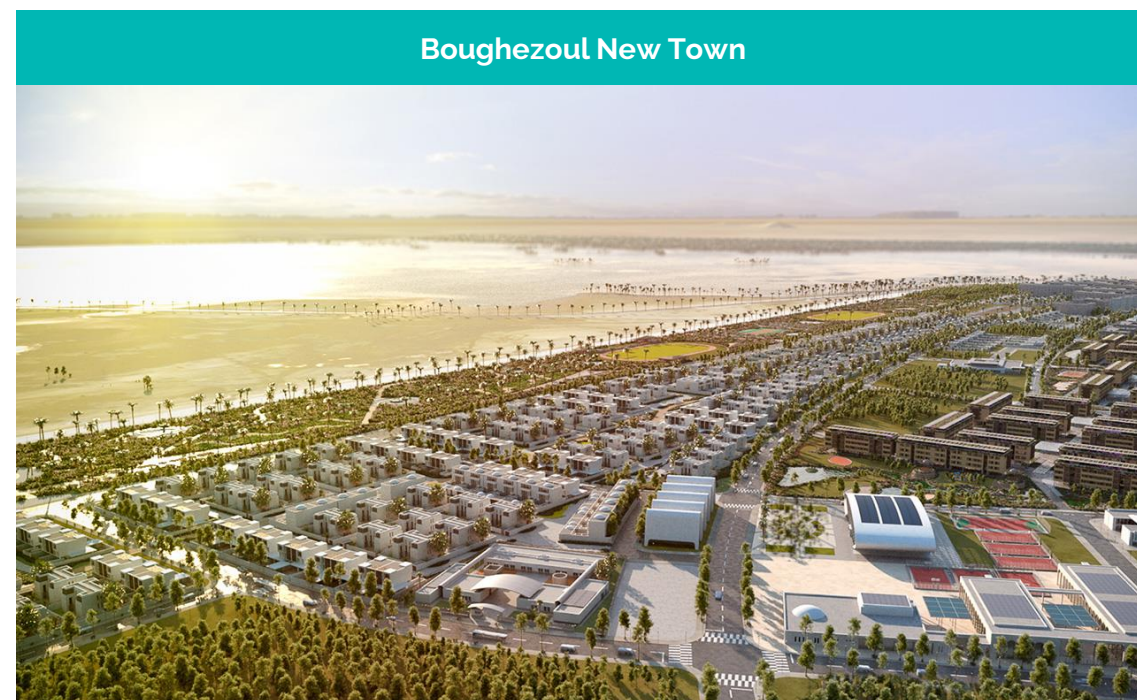
A green economy is a means by which Algeria can address two main challenges; economic diversification and job creation. Planned since 2010, Boughezoul is currently being built as a 'city of the future'.

- 1) To be completed in 2025, Boughezoul will be an administrative and business center with a population of over 400,000 and its own airport.
- 2) Recent economic challenges may impact how the project is finished

### Boughezoul – Sustainable City of the Future

**In 2010, the Global Environment Facility (GEF), the leading public environment fund, unveiled the project of the planned city of Boughezoul. Clean energy focus will be a focus – it has been designed to integrate climate change solutions into urban development plans**

- > Low-carbon construction should save 3.4 million tons of CO2 emissions compared to traditional construction and operations
- > All buildings in the city will be net carbon neutral
- > All streetlights will use LEDs, photovoltaic systems, solar water heating systems will ensure lowest possible traditional energy usage
- > A Center of Excellence for technology transfer will ensure that the knowledge of constructing this city will be used to inspire and guide many more such sustainable cities in the future



Source: Desk Research, Algerie Presse Service, Nature Middle East



## ALGERIA

**Industry professionals' awareness:**

Sustainability as a concept is understood amongst industry professional in Algeria.

"The main role of sustainable development is the protection of the environment through the recycling of single-use products, avoiding polluting products, consuming less electrical energy."

*Tourism and Leisure Organisation*

"Sustainable development affects several areas such as the economic field: the preservation and protection of the country's assets and wealth and of human and social resources."

*Sport Governing Body*



ALGERIA

# Sport and events in Algeria

3

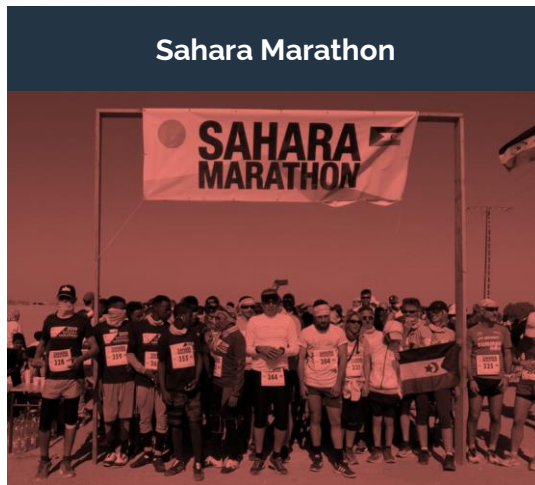
## ALGERIA

Algeria hosts a mix of local and international events, with a healthy variety from the world famous Sahara Marathon to emerging types such as the UCI Africa Tour cycling.

African Wrestling Championships



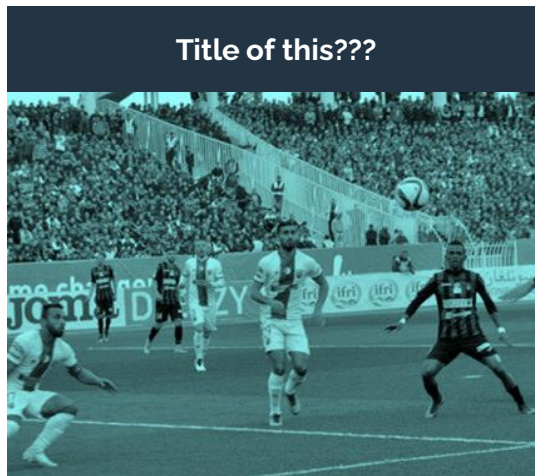
Sahara Marathon



UCI Africa Tour - Tour de Blida



Title of this???



African Athletics Championships



## ALGERIA

Algeria has a rich culture of globally popular sports such as football as well as a love for more indoor ones like handball and volleyball.

SELECTED SPORT EVENTS			
Event	Sport	City	Local / International / Global
Sahara Marathon	Marathon	Sahara	Global
ITF World Tennis Tour Juniors	Tennis	Algiers	International
UCI Africa Tour - Tour de Blida	Cycling	Blida	International
African wrestling championship	Wrestling	Algiers	International
African Athletics Championships 2020	Athletics	Algiers	International
Marathon des Dunes	Marathon	Sahara	International
Algerian Ligue Professionnelle	Football	Multiple cities	Local
Algerian Cross Country Championships	Running	Multiple cities	Local
Algerian Cup	Football	Multiple cities	Local
Algeria: Championnat National 1, Women	Handball	Multiple cities	Local
Algerian National Road Race Championships	Cycling	Multiple cities	Local
National 1 Handball League	Handball	Multiple cities	Local
ABC National 1	Basketball	Multiple cities	Local

Source: YouGov Sport, Desk Research, Event sites

## ALGERIA

For its size, the number of cultural events held in Algeria is fewer compared to other countries. However, the film, music and cultural festivals held are hosted across a geographical spread.

SELECTED LEISURE EVENTS		
Event	City	Local / International / Global
European Cultural Festival	Algiers, Oran, Bejaia and Tizi Ouzou	International
DimaJazz – Constantine International Jazz Festival	Constantine	International
Fi Sahara – Sahara International Film Festival	Sahara	International
PanAf – Pan-African Cultural Festival	Multiple cities	International
Festival du Rai d'Oran	Oran	International
Timgad International Music Festival	Timgad	International
Oran International Arabic Film Festival	Oran	International
Strawberry Festival	Skikda	Local
National Amazigh Film Festival	Tizi Ouzou	Local
Ghardaia Carpet Festival	Ghardaia	Local
Algiers International Comic Festival	Algiers	Local

Source: YouGov Sport, Desk Research, Event sites

## ALGERIA

Algeria has several large stadiums spread across the country, most of them used for the local professional league. Little publicised information on sustainability features.

SELECTED SPORT VENUES				
Venue	City	Capacity	Built in	Main event
Stade 5 Juillet 1962	Algiers	64,000	1976	Football – Algerian Ligue Professionnelle
Stade 19 Mai 1956	Annaba	56,000	1987	Football – Algerian Ligue Professionnelle
Tizi-Ouzou Stadium	Tizi-Ouzou	50,766	2021 expected	Football – Algerian Ligue Professionnelle
Stade Mohamed-Hamlaoui	Constantine	50,000	1973	
Stade 24 Février 1956	Sidi Bel Abbès	45,000		Football – Algerian Ligue Professionnelle
Abdelhamid Kermali Stadium	Baraki	40,784	2021 expected	Football – Algerian Ligue Professionnelle
Stade Olympique d'Oran	Oran	40,143	2020	Football – Algerian Ligue Professionnelle
Stade Rouibah Hocine	Jijel	40,000		Football – Algerian Ligue Professionnelle
Stade Moustapha Tchaker	Blida	37,000		Football – Algerian Ligue Professionnelle
Douera Sportpark Stadium	Douera	40,000	2021 expected	Football – Algerian Ligue Professionnelle
Stade Olympique	Saida	35,000		Football – Algerian Ligue Professionnelle
Stade du 18-Février	Biskra	35,000		Football – Algerian Ligue Professionnelle
Stade Ahmed Zabana	Oran	32,000		Football – Algerian Ligue Professionnelle

Source: YouGov Sport, Desk Research, World Stadiums



## ALGERIA

Over half of large venues in Algeria are more than 30 years old, however, some newer investment can be seen over the past few years<sup>1</sup>

SELECTED SPORT VENUES				
Venue	City	Capacity	Built in	Main event
Stade Ahmed-Kaïd	Tiaret	30,000		Football – Algerian Ligue Professionnelle
Stade Tahar Zoughari	Relizane	30,000		Football – Algerian Ligue Professionnelle
Stade Messaoud Zougar	El Eulma	25,000		Football – Algerian Ligue Professionnelle
Stade 8 Mai 1945	Sétif	25,000		Football – Algerian Ligue Professionnelle
Stade Unité Africaine	Mascara	22,000		Football – Algerian Ligue Professionnelle
Stade 1er Novembre	Batna	20,000	1979	Football – Algerian Ligue Professionnelle
Stade 1er Novembre	Tizi-Ouzou	20,000		Football – Algerian Ligue Professionnelle
Stade Habib Bouakeul	Oran	20,000		Football – Algerian Ligue Professionnelle
Stade 20 Août 1955	Béchar	20,000		Football – Algerian Ligue Professionnelle
Stade de Sig	Sig	20,000	2020	Football – Algerian Ligue Professionnelle
Stade 20 Août 1955	Skikda	20,000		Football – Algerian Ligue Professionnelle
Stade Akit Lotfi	Tlemcen	18,000		Football – Algerian Ligue Professionnelle
Stade de l'Unité Maghrébine	Béjaïa	18,000		Football – Algerian Ligue Professionnelle

Source: YouGov Sport, Desk Research, World Stadiums

## ALGERIA

Over half of large venues in Algeria are more than 30 years old, however, some newer investment can be seen over the past few years<sup>2</sup>

SELECTED SPORT & LEISURE VENUES				
Venue	City	Capacity	Built in	Main event
Stade Boumezrag Mohamed	Chlef	18,000		Football – Algerian Ligue Professionnelle
Stade Omar Hamadi	Algiers	17,500		Football – Algerian Ligue Professionnelle
Stade 20 Août 1955	Algiers	15,000		Football – Algerian Ligue Professionnelle
Stade 20 Août 1955	Bordj Bou Arreridj	15,000		Football – Algerian Ligue Professionnelle
Stade Mohamed-Bensaïd	Mostaganem	15,000		Football – Algerian Ligue Professionnelle
Stade Souidani-Boudjemaa	Guelma	15,000	1986	Football – Algerian Ligue Professionnelle
Stade Benabdelmalek Ramdane	Constantine	13,000	1948	Football – Algerian Ligue Professionnelle
Stade Imam-Lyes	Médéa	12,000		Football – Algerian Ligue Professionnelle
Stade du 4 Mars	Tébassa	11,000		Football – Algerian Ligue Professionnelle
Stade Omar Oucief	Aïn Témouchent	11,000		Football – Algerian Ligue Professionnelle
Stade Omar Benhaddad	Kouba	10,000		Football – Algerian Ligue Professionnelle
La Coupole d'Alger Arena	Algiers	5,500	1975	Indoor sports – Handball, Basketball, Volleyball
Hamou Boutlélis Sports Palace	Oran	5,000	1960	Indoor sports – Handball, Basketball, Volleyball
Harcha Hassan Arena	Algiers	8,000	1975	Indoor sports – Handball, Basketball, Volleyball
Regional Theater of Oran	Oran		1905	Concert
Théâtre National Algérien Mahieddine Bachtarzi	Algiers		1883	Concert
Centre International des Conférences d'Alger	Algiers		2016	Exhibitions

Source: YouGov Sport, Desk Research, World Stadiums, World Atlas, Paralympic Org

ALGERIA

# Sustainability in sport and events in Algeria

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## ALGERIA

## SELECTED PROJECT

Tourism in Algeria has been close to non-existent, largely due to the previous closing off from foreign investment in the country as well as visa restrictions. There are plans for this to now change. In spite of this, the country does offer eco tourism options like the Dar TerreHut resort in Taghit.

**Eco Tourism**

**Taghit is a small oasis that today has only 6,000 permanent inhabitants. People have lived in the region for thousands of years, since the Neolithic era. The eleventh-century ruins of the ancient city, have now been partially restored by the government.**

- > Accommodation tries to conserve as much electricity as possible with natural ventilation being the norm in all rooms
- > Only bio-degradable or reusable cutlery is used to serve food and beverages – a strict no single use plastics policy
- > Generates local employment at the property as well as collaborations with locals for eco adventure activities for visitors Only locally produced food is used at the resort

Dar TerreHut Resort, Taghit



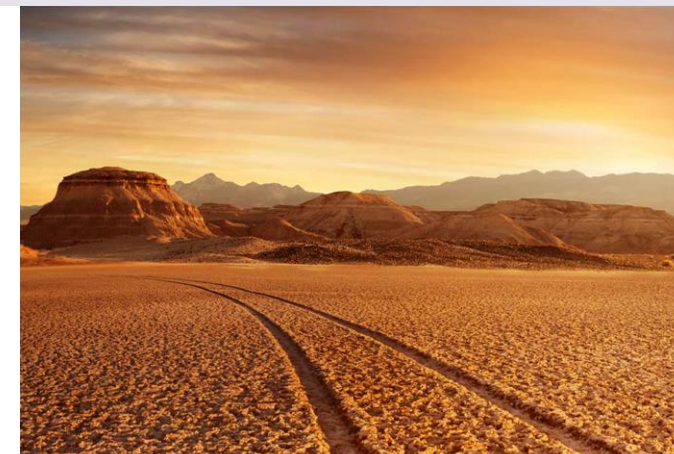
Source: YouGov Sport, Desk Research, Arabian Business



## ALGERIA

## SELECTED PROJECT

Algeria's budding adventure tourism sector is trying to involve tourists in a sustainability movement during their journeys inside the desert.



### Responsible Tourism and Sustainable Practices

Algeria adventure tourism is following the World Tourism Organization (WTO) Charter which states that responsible tourism must be *“sustainable in the long term, economically viable and ethically and socially equitable for the local populations”*.

- Smaller groups are easier to manage and educate on responsible tourism
- Only reusable bottles allowed to consume water – single use plastic free
- Leaving no waste behind in the desert – travelers will manage and carry their own rubbish till they can responsibly dispose of it
- Generates local employment and income through encouragement to buy local artefacts without too much bargaining

### Algeria Adventure Tourism



Source: YouGov Sport, Desk Research, Arabian Business

## ALGERIA



### Leading by sustainable example :

Some knowledge of high profile international sustainable events, with the indication that very little is implemented at a local level in Algeria.

"FIFA applies sustainability practices during its operation and at the level of its projects. Besides, it encourages federations to use biodegradable materials and solar panels, in well-defined strategies."

*Sport Governing Body*

"I know some of the organizing committees for major events, for example, the American Football Association and the Olympics Tokyo in the coming summer of 2021.. "

*Event Organiser*

"Generally, sporting events promote brands, brands of drinks or clothing. For example: Coca-Cola, Délice, and Nike. No one has focused on sustainability."

*Tourism and Leisure Organisation*

"I have no idea about an event or tournament that applies sustainability practices on a regular basis, except that all Algerian sports, social or tourism organizations are always striving to apply the practices durable."

*Sport Governing Body*





## ALGERIA

### Sustainable initiatives in practice:

With financial and logistical constraints, driving awareness appears to be a positive focus within industry in Algeria.

Where supported and viable, single-use plastic is being replaced – the main barrier across the board is economical

"Our organization has two hotels (4 and 5 stars) and two restaurants. It is forbidden to use paper towels and plastic bottles. Our players are professionals, they use glass plates, no disposable, stainless steel cutlery. We always think about the hygiene of athletes.

We are working, in collaboration with FIFA, on a project in Tlemssan; a training center which gives great interest to renewable energies. The project design was put in relation to the region; we used large glass to save electrical energy and light to save electricity consumption, so we installed large solar panels with the installation of arabesque patterns. FIFA recommends renewable materials to us....

We also use organic products, for example natural and organic fertilizers in our land, not chemical fertilizers."

*Sport Governing Body*

"Mainly we work mainly on awareness; we educate participants and children especially to use degradable products and to avoid plastic products.

But really the financial means prevent us, our task is satisfied with raising the awareness of the participants during the events, programming cleaning campaigns. These initiatives are carried out in collaboration with associations, which in turn are involved in sorting and recycling waste."

*Tourism and Leisure Organisation*

"We are not a industrialized country, and the potential and infrastructure are a major obstacle for us in Algeria, However especially in technical field tools related to trash such as paper and plastic that we use to drink water, there also sewage and cafeteria material..... There are some practices in Algeria but they are still within a narrow framework and we are trying to spread them as much as possible, such as reducing the use of plastics, using solar energy, and recycling paper."

*Event Organiser*

"Within our organization, we prohibit the use of anything plastic and recyclable and single-use products. Hence the use of glass bottles instead of plastic ones put the bread in cardboard bags (degradable) instead of the plastic bag. Our work is not limited to these practices; we also work on raising awareness of others, especially children, during a nature event."

*Sport Governing Body*

"We face a problem of unavailability of materials, equipment and organic and natural products. This was caused by the lack of financial resources. Even the consumption of drinking water, the bottles used are not available in glass, they are all made of plastic. Replacement materials and substitutions unfortunately are not available. On the contrary, we prefer to use photovoltaic panels to save energy and we encourage these uses."

*Sport Club*

## ALGERIA

**Importance of sustainability:**

There is no doubt that sustainability is considered an area for attention in Algeria. Awareness and financial support are required.

"It is a form of education for future generations. If we succeed in training the current generations and raising their awareness, we will have a well-educated population at the latest.

..... But first you need to raise awareness; you have to communicate with people who are aware of the importance of sustainability."

*Sport Club*

"Sustainability practices help improve the country's economy by reducing energy consumption. Although they require a significant investment but it will be amortized over time (compared to the consumption of energy). The consumption of light and energy is the responsibility of the ministry. But sustainable practices are very expensive, hence we are sure that the charges will be amortized over time."

*Sport Governing Body*



"Yes, they are important, because the sports sector uses a large number of sports and hygiene equipment.

Then get attention to the materials with which these devices are manufactured. We must think of the health of athletes."

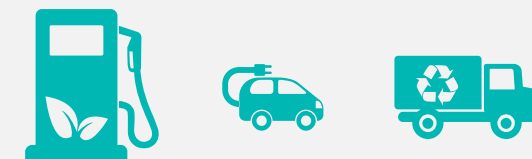
*Tourism and Leisure Organisation*



## ALGERIA

**Relevance of event size:**

As the main objective in Algeria is to drive awareness on sustainability, opinion is split on the best way to achieve this – not necessarily only via large events.

**What drives awareness and delivers a message best?**

"No, on the contrary, no matter the size of the event, sustainability practices must be applied. The problem is that these standards are not embedded in the culture of society.

If a big brand or a big sports team promotes the image of sustainability, it will influence a large number of participants. And sustainability practices became part of everyone's daily life."

*Tourism and Leisure Organisation*

"Sustainability practices should not depend on the size of the event; it does not require the participation of a large number of participants or partners.

You just have to get the attention of people in the region."

*Sport Governing Body*

"Yes. The impact of the message is explained by the magnitude of the event. Therefore, to educate a large number of consumers of the event and for the message to be well received and leave a remarkable and positive impact, the event must be large.."

*Sport Club*

"The size is important. It has a big impact on the consumers of the event. To sell the image of sustainability, you need to include a large number of stakeholders, sponsors and a large advertising campaign to influence the general public."

*Sport Governing Body*

ALGERIA

## Accreditation and measurement:

ISO 20121 is not an accreditation known amongst industry professionals, though ISO does have some awareness. Receptivity to the concept was high, as is measurement, with caution around country equality.

Concern around measures revolve around country development and international comparison

### ACCREDITATION

"In Algeria, the focus is not seriously on ISO standards. And I think it is very difficult because those who watch over its implementation do not have much knowledge in these areas, nor do they have strong relations with officials in this field."

*Event Organiser*

"We must have political decisions before talking about the relevance of qualifications."

*Sport Club*

### MEASUREMENT

"There are criteria that can be used to measure sustainability. But in order to obtain this information, it is necessary to return to the specialists. There are engineers, and committees who have exact standards, for example in the ISO standard."

*Event Organiser*

"Yes it can be measurable. It is already possible to measure the percentage of recyclable products through sorting for example; we can measure how consumers respect sustainability. We can then measure sustainability practices but implementation takes time... think that a person's awareness is the benchmark for measuring sustainability."

*Tourism and Leisure Organisation*

"In Algeria I don't think, but I think that private organizations for the measurement and sustainability follow-up inventory like the ISO are worth setting the task."

*Sport Governing Body*

"The standards must be identical for all countries, except that the measurement details must be adapted to the specificities of each country."

*Sport Club*



ALGERIA

Challenges:

Awareness is the first step towards a sustainably active country and it is widely acknowledged that people are the key at this stage; particularly when the economic and logistical frameworks are not established to support further.

"For sustainability practices to work well and be implemented, the Algerian authority must intervene and involve all stakeholders. This initiative must be well studied by the ministries for the application to be official."

*Tourism and Leisure Organisation*

"Firstly, it is the socio-economic field which is directly linked to the sports field.

Second, it's human resource, it's another important area related to the sports industry.

Lately it's infrastructure..

Working on the social side is the easiest step."

*Sport Club*

"All stakeholders in Algeria, local authorities, different organizations must think about the protection and preservation of the environment, the nature of the country and the health of citizens through sustainable policies such as minimizing use of plastic, the use of solar energy....

We must therefore work on raising awareness."

*Sport Governing Body*



"Currently, it is very difficult to implement sustainability practices. All countries are in economic crisis."

*Sport Governing Body*

ALGERIA

# Conclusions

5



# Nudge, push or pull?



**Sport Governing Body**

## ALGERIA

## Conclusions

**As a country undergoing political transition and economic reform, Algeria's focus on sustainability perhaps lags behind others in the region. However, there are some foundations on which to build.**

- > Country economic development is a challenge and therefore implementing sustainable practices is not top priority
  - *However, initiatives are being established with a great focus on the need to mobilise the population*
- > Good levels of awareness and knowledge of the concept and requirement for sustainability within Algeria and how it has been applied in some events.
- > There is some awareness of single-use plastic, with action being taken where possible.
- > (International) tourism is embryonic but has potential
- > Awareness and education are key to as first steps and a focus

## Recommendations

**Sustainability is understood within industry. The current political reforms will be key to much of both economic and market potential for future growth.**

- > In the first instance, initiatives can focus on raising awareness amongst the key younger population
- > Sports events and tourism are recognised as key areas for implementing even minimal sustainability initiatives and making a difference
  - *As a recognised key driver of growth, this is an area of opportunity for job creation*
  - *Events and destinations must promote their sustainable credentials to attract the eco-conscious traveller*
- > As a destination, Algeria is largely untapped by the foreign visitor – relaxation of visa restrictions and foreign investment in to the country's naturally eco-friendly destinations should be promoted to the curious traveller
- > State and/or foreign investment and guidance is a pre-requisite to make this commercially attractive and viable
  - *This includes job creation and support*

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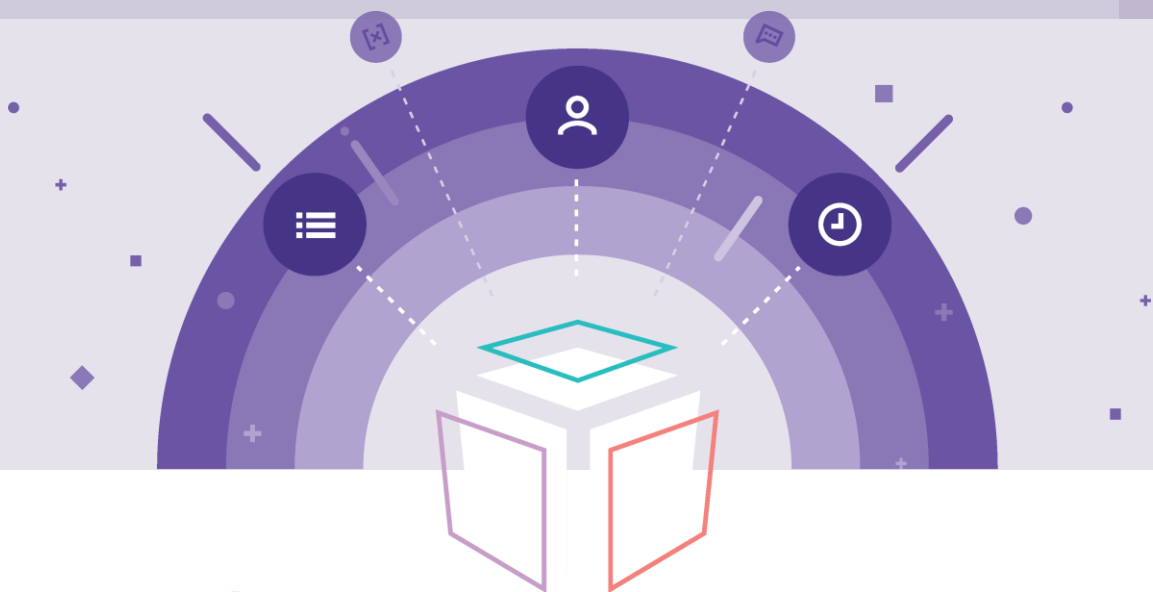
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