

# **Mövenpick Hotel Mansour Eddahbi Marrakech & Palais des Congrès partners 'Tour Véhicules Electriques' to organise the first ever electric vehicle road trip from Paris & Europe to Marrakech, a first for Morocco!**

**In partnership with the Mövenpick Hotel Mansour Eddahbi Marrakech & Palais des Congrès and timed to coincide with COP22, the conference on climate change currently underway in Marrakech from 7 to 18 November 2016, the Moroccan company Green Mobility Africa (GMA), the EPAMAROC association and the French agency BlueCom – all of whom are keen to promote events linked with sustainable mobility – have organised the first ever electric vehicle road trip (TVE) between Paris, other European capitals and Marrakech.**



**Paris, November 2016** – This event of international importance provides a major opportunity for a meeting of key partners from public and private sector businesses and organisations involved in electric vehicles and alternative energy fuels. With the market in electric vehicles almost non-existent in Morocco, the goal of this event is to promote the development of electric vehicles and the installation of charging stations across the kingdom. It is hoped that this initiative will encourage people to embrace measures aimed at enhancing sustainable mobility.

The Paris & Europe to Marrakech Electric Vehicle Road Trip is the first ever ecological rally to the African continent. In the context of the Paris Agreement and COP21, the kick-off took place on 4 November at the Paris City Hall. Departing from various major European cities (Paris, Brussels, Zurich, Budapest, Lisbon ...), the routes will converge on Marrakech in a 'migration of electric vehicles'.

The event will also be marked by the arrival of the COP22 flame, a photovoltaic torch christened 'Light Us', a symbol of a lasting commitment to safeguarding the future of our planet. The handover of the torch represents the continuity of progression from COP21 to COP22. In partnership with the NGO MIPAI (The Moroccan Intelligence & Public Affairs Institute), the rally will see the flame transported to the 'ochre city' in true ecological style.

Fully committed to sustainable development and greener tourism, the Mövenpick Hotel Mansour Eddahbi Marrakech **will be the first hotel in Morocco to be equipped with a temporary charging station for electric vehicles for the duration of COP22.** A first in Morocco, this reflects the hotel's strong commitment to sustainable mobility.

Conscious of the environmental impact of its operations, the Mövenpick Hotels & Resorts Group is pleased to have this opportunity to showcase the good practices it adopts for the benefit of the environment, its ecological approach in the field of sustainable tourism aimed at preserving resources, fostering a positive community and making a lasting environmental contribution. Mövenpick Hotels & Resorts aims to establish new standards with regard to sustainability through its partnership with Green Globe, an international certification organisation that promotes a proactive approach to environmental protection in order to preserve natural resources and contribute to sustainable tourism.

Mövenpick Hotels & Resorts is the world's leading hotel group in terms of the number of Green Globe certifications.

Such projects allow the establishments within the Mövenpick Hotels & Resorts Group to position themselves as responsible businesses keen to encourage innovative technology aimed at preserving our environment and moving forward in the fight against global warming.

## **For Further Information:**

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