

ARTISAN AND FEZ MEDINA SURVEY

1. PRODUCTION SUPPORT

Targets: Potters who participated in the training sessions and/or who participated in the gas kiln acquisition

Part 1: Identification

Question	Response Options
1 Location	<ul style="list-style-type: none">• Fez• Marrakech / Amez Miz,• Marrakech / Essaada,• Marrakech / Ourika,• Marrakech / Mzouda• Marrakech / Tamesloht.
Gender	F/ M (<i>only one choice possible</i>)
2 Please state your age	<ul style="list-style-type: none">• Numeric value.• No answer. (<i>only one choice possible</i>)
3 Please indicate your level of education	<ul style="list-style-type: none">• No formal education.• Pre-primary / Msid.• Primary (not completed).• Primary (completed).• Secondary (not completed).• Secondary (completed).• University (not completed).• University (completed).• Professional qualification. (<i>only one choice possible</i>)
4 Professional identification: you are	<ul style="list-style-type: none">• Head of an SME.• Artisan.• Master artisan with a salary• Artisan Assistant (<i>only one choice possible</i>)

5 Is your business involved in exporting?	<ul style="list-style-type: none"> • Yes, we only do exports. • Yes, we work in exports and in the local market. • No, we only work on the local market. <p>(<i>only one choice possible</i>)</p>
5 Do you currently have a kiln?	<ul style="list-style-type: none"> • No • Traditional kiln • Locally produced gas kiln • Gas kiln bought with the project <p>(<i>several choices possible</i>)</p>
5 Are you aware of the financing opportunities for GKs?	<ul style="list-style-type: none"> • yes • no
6 Did you submit a funding request to the project to buy a gas kiln?	<ul style="list-style-type: none"> • No. • Yes, but the funding was refused. • Yes, but I have not yet received an answer. • Yes, the funding request was granted by the APP • Yes, and I have bought a gas kiln. • Yes, I have received my gas kiln. <p>(<i>only one choice possible</i>)</p>
8 Which training module did you participate in?	<ul style="list-style-type: none"> • Marketing, • Design, • Business management • Production Techniques, • Environment, social and hygiene • Safety <p>(<i>several choices possible</i>)</p>

Part 2: Relevance

Question	Response Options
9 Why did you take part in the training?	<ul style="list-style-type: none"> • To increase your income. • To increase your production. • To increase the quality of your products • To improve your production techniques • To modernize your production tools. • In order to reduce pollution from the old wood-fired kilns. • By word of mouth <p><i>(several choices possible)</i></p>
10. <i>(ONLY FOR THOSE SMEs AND ATISANS WHO SUBMITTED A REQUEST FOR FINANCING TO THE PROJECT IN ORDER TO BUY A GAS KILN)</i> Why did you participate in the project to replace the kilns with gas ones?	<ul style="list-style-type: none"> • To increase your income. • To increase your production. • To reduce your losses. • To increase the quality of your products • To improve your production techniques • To modernize your production tools. • In order to reduce pollution from the old wood-fired kilns. <p><i>(several choices possible)</i></p>
11 How did the project help you?	<ul style="list-style-type: none"> • It helped increase your income. • It helped increase your production. • It helped increase the quality of your products • It helped improve your production techniques • It helped modernize your production tools. • It helped reduce pollution from the old wood-fired kilns. • Participating in the project led to no improvements. <p><i>(several choices possible)</i></p>
To what extent were you involved in the design and the implementation of the training activity?	<ul style="list-style-type: none"> • Not at all. • I was interviewed. • I was involved in the design. • I was involved in the project implementation <p><i>(several choices possible)</i></p>
12 <i>(ONLY FOR THOSE SMEs AND ATISANS WHO</i>	<ul style="list-style-type: none"> • Not at all.

<p><i>SUBMITTED A REQUEST FOR FINANCING TO THE PROJECT IN ORDER TO BUY A GAS KILN)</i></p> <p>To what extent were you involved in the design and the implementation of the activity to replace the kilns with gas ones?</p>	<ul style="list-style-type: none"> • I was interviewed. • I was involved in the design. • I was involved in the project implementation <p><i>(several choices possible)</i></p>
<p>14 In general, how would you rate the way in which the training sessions went ahead?</p> <p>Please express your opinion by choosing on a scale from 1 (very satisfying) to 4 (Not satisfying at all).</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion <p><i>(Only one choice possible)</i></p>
<p>15 Please indicate how the training could have been improved</p>	<ul style="list-style-type: none"> ▪ By explaining to us exactly what the activity was ▪ By further involving us in the choice of training content ▪ By explaining to us what financial commitment it would require from us when putting the methods which were advocated into place ▪ By explaining to us what time commitment it would require from us when putting the methods which were advocated into place <p><i>(several choices possible)</i></p>
<p><i>16 (ONLY FOR THOSE SMEs AND ATISANS WHO SUBMITTED A REQUEST FOR FINANCING TO THE PROJECT IN ORDER TO BUY A GAS KILN)</i></p> <p>Overall, how would you judge the way in which the kiln replacement activity took place?</p> <p>Please express your opinion by choosing on a scale from 1 (very satisfying) to 4 (Not satisfying at all).</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion <p><i>(Only one choice possible)</i></p>
<p><i>17 (ONLY FOR THOSE SMEs AND ATISANS WHO SUBMITTED A REQUEST FOR FINANCING TO THE PROJECT IN ORDER TO BUY A GAS KILN)</i></p> <p>Please indicate how the kiln replacement activity could have been improved?</p>	<ul style="list-style-type: none"> • By explaining to us exactly what the activity was • By explaining to us what financial commitment it would require from us • By explaining to us what time commitment it would require from us

	<ul style="list-style-type: none"> • By involving us more in the choice of activities to be developed • By explaining to us what the implementations for us would have been in terms of setting and running the kilns • By explaining to us what the administrative implications were of obtaining the financing • By further involving us in the study on the social and environmental impact of using a gas kiln • Other (please specify) <p><i>(several choices possible)</i></p>
18. On average, how long did it take you to get to the training venue?	<ul style="list-style-type: none"> • Less than half an hour; • Between 30 min and 1 hour ; • More than one hour. <p><i>(only one choice possible)</i></p>
19 Did the length of travel time suit you?	<ul style="list-style-type: none"> • Yes, it did not cause me any great inconveniences • Travel time was decidedly too long <p><i>(only one choice possible)</i></p>
20 To what extent did the course times suit you? <ul style="list-style-type: none"> • With regard to your family life. With regard to your professional life 	<p>For each option, please indicate if it was :</p> <ul style="list-style-type: none"> • Perfectly convenient • Fairly convenient • Not really convenient. • Not at all convenient. <p><i>(only one choice possible per option)</i></p>

Section 3: Effectiveness

Question	Response Options
<p>21 The project tried to promote new practices, specifically in the area of production techniques, design, marketing, business management, the environment and hygiene and security), to what extent did you adopt them?</p> <p>Use a scale from 1 (I adopted them completely) to 4 (I did not adopt them at all).</p>	<p><i>FOR EACH OPTION :</i></p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<p>21 A After the training sessions (insist on the notion of “after”),</p> <ul style="list-style-type: none"> • Have you started using new tools (business cards, catalogues) or new sales practices? (you are going to present your products to new clients) 	<p><i>FOR EACH OPTION :</i></p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<p>21 B After the training sessions (insist on the notion of “after”),</p> <ul style="list-style-type: none"> • Have you invented by yourself (on your own, without outside help) any new products (this question does not apply to the reproduction of a product brought in by a client) 	<p><i>FOR EACH OPTION :</i></p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<p>21 C After the training sessions (insist on the notion of “after”),</p> <ul style="list-style-type: none"> • Have you implemented new techniques to produce pottery or new enameling techniques 	<p><i>FOR EACH OPTION :</i></p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<p>21 D After the training sessions (insist on the notion of “after”),</p> <ul style="list-style-type: none"> • Have you changed the way you manage your business (for example by introducing a book to record income and expenses) 	<p><i>FOR EACH OPTION :</i></p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4

	<i>(only one choice possible)</i>
21 E After the training sessions (insist on the notion of “after”), <ul style="list-style-type: none"> • Have you changed your working habits in order to better guarantee your safety and the safety of your employees (for example by buying a fire extinguisher)? 	<i>FOR EACH OPTION :</i> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <i>(only one choice possible)</i>
22 <i>FOR SMEs AND ARTISANS WORKING FOR EXPORT (EXCLUSIVELY)</i> Did the training course you followed lead to you to receiving new export orders?	<ul style="list-style-type: none"> • Yes, we received new orders and we have delivered them • Yes, we received new orders but it was difficult to produce them • Yes, we received new orders, but it was difficult to deliver them abroad • Yes, we received new orders, but there were administrative difficulties (banks, foreign invoicing, VAT, export documents / international transit) • No, we received no new orders <i>(several choices possible)</i>
23 <i>FOR SMEs AND ARTISANS WORKING FOR EXPORT (AMONG OTHER THINGS)</i> Following the training course, (production techniques, design, marketing, business management, the environment, and hygiene and safety), how have your sales abroad developed?	Chose a percentage
24 Following the training course, (production techniques, design, marketing, business management, the environment, and hygiene and safety), how have your local sales developed?	Chose a percentage
25 Please indicate whether after the training you::	<ul style="list-style-type: none"> • Put into practice the new tool / new commercial practices • Changed the design of some of your products • Started producing new products (on your own, without outside help) • Implemented new techniques for pottery molding

	<ul style="list-style-type: none"> • Implemented new firing techniques • Implemented new enameling techniques • Changed your business management • Made some of your employees' salaries official • Introduced changes in order to better respect the social laws in your sector • Changed your working habits in order to better ensure the security and safety of your employees <p><i>(several choices possible)</i></p>
26 Did you implement the alternative solution which the "Metal gas kilns with atmospheric burners" project suggested?	<ul style="list-style-type: none"> • This alternative was not suggested to me. • This alternative was suggested to me but I was not interested. • Yes, I made use of this alternative <p><i>(only one choice possible)</i></p>
27 Were you interested in the training which the project proposed on the use of the alternative solution "metal gas kilns with atmospheric burners"?	<ul style="list-style-type: none"> • This training was not suggested to me • This training was suggested to me but I was not interested • Yes, I attended the training but have not implemented the practices which were taught there. • Yes, I attended the training and have implemented the practices which were taught there <p><i>(only one choice possible)</i></p>
28 Are you aware of the potter's organization which was created within the framework of this project?	Yes/No <i>(only one choice possible)</i>
<p>29 <i>(ONLY FOR THOSE SMEs AND ATISANS WHO SUBMITTED A REQUEST FOR FINANCING TO THE PROJECT IN ORDER TO BUY A GAS KILN)</i></p> <p>Please indicate the reasons why you decided to change your kiln.</p>	<ul style="list-style-type: none"> • Because of the subsidy conditions • Because of the technical advantages the new kilns provide • Because of the ability to envisage the export of my products • In order to abide by environmental standards • In order to reduce losses due to breaking during firing • Because gas kilns are easy to use • In order to produce more solid products • In order to improve the quality • In order to better manage firing costs

	<ul style="list-style-type: none"> • In order to be independent from climate conditions • In order to create employment for women • In order to create employment for men • Because of the gas kiln demonstrations • Because of the demonstrations of new production techniques • Other <i>(several choices possible)</i>	
29 A Please indicate your main area of production (1) Please indicate the type of kiln you mainly use (2)	(1) <ul style="list-style-type: none"> • Zellij • Stones or tiles • Enameled pottery • Zellij 	(2) <ul style="list-style-type: none"> • Traditional kiln • Locally produced gas kiln • Gas kiln bought with the project
29 B (Only for traditional kilns) : <ul style="list-style-type: none"> • What is the cost of raw materials for construction? 	Indicate a number in Dh	
29 C (Only for traditional kilns) : <ul style="list-style-type: none"> • How many days of work are necessary? 	Indicate a number of days	
29 D (Only for traditional kilns) : <ul style="list-style-type: none"> • How much does the fuel for firing cost (including transport)? 	Indicate a number in Dh	
29 E (Only for traditional kilns) : <ul style="list-style-type: none"> • What is the life span of your kiln (in years)? 	Indicate a number of years	
29 F (Only for traditional kilns) : <ul style="list-style-type: none"> • What is the annual cost of the upkeep? 	Indicate a number in Dh	
29 F (Only for gas kilns) <ul style="list-style-type: none"> • What is the acquisition cost? 	Indicate a number in Dh	
29 G (Only for gas kilns) <ul style="list-style-type: none"> • For each firing, how much do you spend on gas? (state if you use butane or propane) 	Indicate a number in Dh for butane Indicate a number in Dh for propane	
29 H (Only for gas kilns) <ul style="list-style-type: none"> • What is the life span of your kiln (in years)? 	Indicate a number of years	

<p>29 I (Only for gas kilns)</p> <ul style="list-style-type: none"> • After how many months do you change the lining and plates on your kiln (renovation)? 	<p>Indicate a number of months</p>
<p>30 J (Only for gas kilns)</p> <ul style="list-style-type: none"> • How much do these renovations cost you? 	<p>Indicate a number in Dh</p>
<p>31 <i>ONLY FOR THOSE SMEs AND ATISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>Please indicate whether specific training sessions on health/ safety at work allowed you to further develop the concept of security (fires / first-aid / using protection equipment / raising alarm / risks linked to gas)?</p>	<ul style="list-style-type: none"> • Yes • No • I did not receive this training <p><i>(only one choice possible)</i></p>

Part 4: Impact

Question	Response options
<p>32 To what extent do you agree with the following statement? Please express your opinion by choosing on a scale from 1 (very satisfying) to 4 (Not satisfying at all).</p> <ul style="list-style-type: none"> After the project, my family life improved 	<ul style="list-style-type: none"> 1 2 3 4 <p><i>(only one choice possible)</i></p>
<p>32 B After the project, the quality of my professional life improved</p>	<ul style="list-style-type: none"> 1 2 3 4 <p><i>(only one choice possible)</i></p>
<p>32 C After the project, I have more time for developing new products</p>	<ul style="list-style-type: none"> 1 2 3 4 <p><i>(only one choice possible)</i></p>
<p>32 D After the project, I have more time to search for new markets</p>	<ul style="list-style-type: none"> 1 2 3 4 <p><i>(only one choice possible)</i></p>
<p>33 By how much did your company profits (for artisans: your income) change after you adopted the techniques you learned about during the training sessions?</p>	<p>Indicate a percentage</p>
<p><i>34 ONLY FOR THOSE SMEs AND ATISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>Did the replacement of your wood-fired kiln allow you to:</p>	<ul style="list-style-type: none"> Improve your working conditions? Reduce pollution? become more independent from weather conditions create jobs for women create jobs for men <p>Yes/No <i>(multiple choice)</i></p>
<p><i>36 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A</i></p>	<p>Indicate a percentage</p>

<p><i>GAS KILN THROUGH THE PROJECT</i></p> <p>Please indicate what percentage of the pottery items break during firing in the gas kiln:</p>	
<p><i>37 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>Please indicate whether firing in the gas kiln allowed you to obtain the desired enamel quality.</p>	<ul style="list-style-type: none"> • Yes • No
<p><i>37 A ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>Please indicate whether you experienced problems when trying to use the gas kiln according to the instructions given during the training?</p>	<ul style="list-style-type: none"> • No. • Just a few adjustments which had to be made. • Yes, we are not yet able to use it. • other <p><i>(only one choice possible)</i></p>
<p><i>38 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>Did using the gas kiln allow you to:</p>	<ul style="list-style-type: none"> • Control firing costs • Reduce your product prices. • Reduce production time. • other <p><i>(several choices possible)</i></p>
<p><i>39 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>To what extent did the gas kiln impact (negatively or positively) on your sales on the national and/or international market?</p>	<ul style="list-style-type: none"> • Indicate a percentage
<p><i>40 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>By how much did your company profits (for artisans: your income) change after you replaced the wood fired kiln with a gas kilns?</p>	<ul style="list-style-type: none"> • Indicate a percentage

Part 5: Sustainability

Question	Response Options
<p><i>41 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>I am going to read out two statements. For each of the statements, please tell me to what extent you agree or disagree. Please express your opinion by choosing on a scale from 1 (complete agreement) to 4 (complete disagreement).</p> <ul style="list-style-type: none"> • I am able to carry the costs of using the gas kilns and I am able to produce enough to cover these costs. • I did not foresee any future problem linked to the use of the gas kiln. 	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<p><i>42 ONLY OR THOSE BELONGING TO AN ASSOCIATION</i></p> <p>Beyond the collective acquisition operation for the gas kilns, how would you rate the quality of the services provided by the association or group of which you are a member?</p> <p>Please express your opinion by choosing on a scale from 1 (very satisfied) to 4 (not at all satisfied).</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • I am not a member of any of these organizations. <p><i>(only one choice possible)</i></p>
<p><i>43 ONLY FOR THOSE SMEs AND ARTISANS WHO RECEIVED A GAS KILN THROUGH THE PROJECT</i></p> <p>Have you completely abandoned your former practices of firing in wood-fired kilns?</p>	<ul style="list-style-type: none"> • Yes, completely • Yes, to 80% • Yes, to 60% • Yes, to 40% • Yes, to 20% • No, I still work exactly as I used to.

2. PROMOTION SUPPORT

A. PROMOTION CAMPAIGNS

Part 1: Identification

Question	Response Options
1 Gender	F/ M (<i>only one choice possible</i>)
2 Professional identification: you are	<ul style="list-style-type: none">• an SME• Artisan• Cooperative (<i>only one choice possible</i>)
3 Location	<ul style="list-style-type: none">• Fez• Marrakech
4 Please state your age	<ul style="list-style-type: none">• Numeric value.• No answer. (<i>only one choice possible</i>)
5 Please indicate your level of education	<ul style="list-style-type: none">• No formal education.• Pre-primary / Msid.• Primary (not completed).• Primary (completed).• Secondary (not completed).• Secondary (completed).• University (not completed).• University (completed).• Professional qualification. (<i>only one choice possible</i>)
6 From amongst the activities: which one did you take part in?	<ul style="list-style-type: none">• International fairs.• Marketing missions.• Visits from buyers.• National fairs.• Organizing the Expo Artisans fair in Marrakech• Media tours and press trips (<i>several choices possible</i>)

Part 2: Relevance

Question	Response Options
7. Why did you take part in the promotional campaign?	<ul style="list-style-type: none"> To increase your income By allowing you to acquire access new international markets By allowing you to acquire access new local markets By allowing you to obtain regular orders By allowing you to acquire new skills in promoting your products. <i>(several choices possible)</i>
8 How have the promotion campaigns helped you?	<ul style="list-style-type: none"> By increasing your income To acquire access new international markets To acquire access new local markets In order to obtain regular orders In order to acquire new skills in promoting your products <i>(several choices possible)</i>
8A Have you heard about the new tourist circuits in Fez and Marrakech?	<ul style="list-style-type: none"> No Yes, on the television Yes, in the press Yes, on the radio Yes, through a friend Yes, through a colleague, a trader.
9 Once the national Moroccan artisan label is in place, do you think it will allow you to:	<ul style="list-style-type: none"> increase your income acquire access new international markets obtain regular orders acquire new skills in promoting your products prove to your clients that your product is „Made in Morocco" <i>(several choices possible)</i>
10 Please indicate how the activity proposal (design) of the promotion campaign activity could have been improved.	<ul style="list-style-type: none"> By explaining to us exactly what the activity was By explaining to us what financial commitment it would require from us By explaining to us what time commitment it would require from us By further involving us in the choice of the activities to be developed By explaining to us what it would mean in terms of following up on future order (new investment, managing the orders, administration) <i>(several choices possible)</i>

Part 3: Effectiveness

Question	Response Options
11 FOR THOSE WHO PARTICIPATED IN THE INTERNATIONAL FAIRS/MARKETING MISSIONS Did the promotion campaigns allow you to increase your international sales?	<ul style="list-style-type: none"> Yes, we received new orders and we deliver regularly Yes, we received new orders and some clients have ordered repeatedly Yes, we received new orders but it was difficult to produce them Yes , we received new orders, but it was difficult to deliver them abroad Yes, we received new orders, but

	<p>there were administrative difficulties (banks, foreign invoicing, VAT, export documents / international transit)</p> <ul style="list-style-type: none"> • No, but we have been asked for prices (quotes) by potential buyers • No, but potential buyers have asked for samples • No, we received no new orders. <p><i>(only one choice possible)</i></p>
<p>12 FOR THOSE WHO PARTICIPATED IN THE INTERNATIONAL FAIRS/MARKETING MISSIONS</p> <p>By how much did your export sales increase after you participated in the fairs / marketing missions?</p>	<ul style="list-style-type: none"> • Indicate a percentage
<p>13 FOR THOSE WHO PARTICIPATED IN THE NATIONAL FAIRS</p> <p>Did the promotion campaigns allow you to increase your sales on the national market?</p>	<ul style="list-style-type: none"> • Yes, we received new orders and we deliver regularly • Yes, we received new orders and some clients have ordered repeatedly • Yes, we received new orders but it was difficult to produce them • Yes , we received new orders, but it was difficult to deliver them • No, but we have been asked for prices (quotes) by merchants and/or exporters • No, but merchants and/or exporters potential buyers have asked for samples • No, we received no new orders <p><i>(only one choice possible)</i></p>
<p>14 FOR THOSE WHO PARTICIPATED IN THE NATIONAL FAIRS</p> <p>By how much did your national sales increase after you participated in the national fairs?</p>	<p>Indicate a percentage</p>
<p>15 Were you able to create jobs thanks to the project?</p>	<ul style="list-style-type: none"> • No • Yes, one • Yes, two • Yes, three • Yes, more than three <p><i>(only one choice possible)</i></p>

Part 4: Impact

Question	Response Options
<p>16 I am going to read out three statements. For each of the statements, please tell me to what extent you agree or disagree. Please express your opinion by choosing on a scale from 1 (complete agreement) to 4 (complete disagreement).</p> <ul style="list-style-type: none"> • The project allowed me to have more free time to spend with my family • The project allowed me to develop new relationships. • The project opened my mind 	<p>FOR EACH STATEMENT</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>

<p>17 I am going to read out four statements. For each of the statements, please tell me to what extent you agree or disagree. Please express your opinion by choosing on a scale from 1 (complete agreement) to 4 (complete disagreement).</p> <ul style="list-style-type: none"> • The project allowed me to work more comfortably • The project allowed me to reduce wasted time • The project helped me acquire greater bargaining power • The project has allowed me to look to the future more confidently 	<p>FOR EACH STATEMENT</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p>(only one choice possible)</p>
<p>18 Since you participated in the promotional activities, has your profit / income changed?</p>	<p>Indicate a percentage</p>

Part 5: Sustainability

Question	Response Options
<p>19 Since you participated in the promotional activities:</p>	<ul style="list-style-type: none"> • Your direct clients have increased in number • Your recurrent (more than one order) direct clients have increased in number • The number of orders you receive from merchants or exporters has increased • The number of recurring orders you receive from merchants or exporters has increased <p>(several choices possible)</p>
<p>20 (IF YOU BELONG TO AN ASSOCIATION)</p> <p>I am going to read out three statements. For each of the statements, please tell me to what extent you agree or disagree. Please express your opinion by choosing on a scale from 1 (complete agreement) to 4 (complete disagreement).</p> <ul style="list-style-type: none"> • I am satisfied with the services offered by the professional association of which I am a member • The professional association of which I am a member could continue to help me even after the end of the project • I am willing to donate some of my time to participate in activities which will benefit the professional association of which I am a member 	<p>FOR EACH STATEMENT :</p> <ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p>(only one choice possible)</p>

B. SALES POINTS ON THE TOURIST CIRCUITS

Part 1: Identification

Question	Response Options
1 Gender	F/ M (<i>only one choice possible</i>)
2 Location	<ul style="list-style-type: none"> • Fez • Marrakech
3 Please state your age	<ul style="list-style-type: none"> • Numeric value. • No answer. (<i>only one choice possible</i>)
4 Please indicate your level of education	<ul style="list-style-type: none"> • No formal education. • Pre-primary / Msid. • Primary (not completed). • Primary (completed). • Secondary (not completed). • Secondary (completed). • University (not completed). • University (completed). • Professional qualification. (<i>only one choice possible</i>)
5 Professional identification: you are	<ul style="list-style-type: none"> • An SME. • An Artisan. • A sales point (no production). (<i>only one choice possible</i>)

Part 2 – Relevance

Question	Response Options
<p>6 FOR ARTISANS/SALES POINTS IN FEZ MEDINA</p> <p>Did the creation of new tourist circuits (guiding panels, interpretation and information panels) contribute to you:</p>	<ul style="list-style-type: none"> • Receiving more visits from tourists. • Be given the possibility to explain your work. • Sell more products directly to tourists. • Increase your income. (<i>several choices possible</i>)
<p>7 FOR ARTISANS/SALES POINTS IN FEZ MEDINA</p> <p>Did the updating of tourist circuits (guiding panels, interpretation and information panels) contribute to you:</p>	<ul style="list-style-type: none"> • Receiving more visits from tourists. • Be given the possibility to explain your work. • Sell more products directly to tourists. • Increase your income. (<i>several choices possible</i>)
8 To what extent were you involved in the design and the implementation of the “tourist circuits”?	<ul style="list-style-type: none"> • Not at all. • I was interviewed. • I was involved in the design. • I was involved in the project implementation (<i>several choices possible</i>)

<p>9 Please indicate how the “tourist circuit” activity could have been improved</p>	<ul style="list-style-type: none"> • By explaining to us exactly what the activity was • By explaining to us what financial commitment it would require from us • By explaining to us what time commitment it would require from us • By further involving us in the choice of activities to be developed <p><i>(several choices possible)</i></p>
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Part 3: Effectiveness

Question	Response Option
10 By how much did your sales change once the tourist circuits in the Medina had been (re)defined?	Indicate a percentage
11 Have you noticed an improvement in the number of tourists since the new circuits were put in place?	<ul style="list-style-type: none">• Yes, more national tourists• Yes, more foreign tourists• No, there was no increase in national tourists• No, there was no increase in foreign tourists

Part 4: Impact

Question	Response Option
12 With the new tourist circuits, do you have the intention of:	<ul style="list-style-type: none">• Modifying the interior of your shop in order to better accommodate tourists?• Modifying the front of your workshop/shop in order to make it more visible? <p><i>(only one choice possible)</i></p>

C. LABEL

Part 1: Identification

Question	Response Options
1. Gender	F/ M (<i>only one choice possible</i>)
2 Please state your age	<ul style="list-style-type: none"> • Numeric value. • No answer. (<i>only one choice possible</i>)
3 Please indicate your level of education	<ul style="list-style-type: none"> • No formal education. • Pre-primary / Msid. • Primary (not completed). • Primary (completed). • Secondary (not completed). • Secondary (completed). • University (not completed). • University (completed). • Professional qualification. (<i>only one choice possible</i>)
4. Professional identification: you are	<ul style="list-style-type: none"> • SME. • Artisan. • Leader of a group, association or cooperation • Institutional: Ministry or regional office, or Crafts house. • EFP or CFA • Business in the labeling process with the national label (<i>only one choice possible</i>)
17 Did you take part in:	<ul style="list-style-type: none"> • Training for auditors. • Training for trainers. • Awareness raising sessions. • None. (<i>several options possible, <u>making sure they correspond to the specific questions in the Effectiveness section</u></i>)

Part 2: Relevance

Question	Response Options
18 According to you, how will the national label for Moroccan artisans help the SMEs?	<ul style="list-style-type: none"> • It will increase their income • It will allow them to access new international markets • It will allow them to access new local markets • It will allow them to obtain regular orders • It will allow them to acquire new skills in promoting their products • It will allow them to prove to their customers that the products are made in Morocco • It will have no positive impact on SMEs <p><i>(several choices possible)</i></p>
19 According to you, how will the national label for Moroccan artisans help the artisans?	<ul style="list-style-type: none"> • It will increase their income • It will allow them to access new international markets • It will allow them to access new local markets • It will allow them to obtain regular orders • It will allow them to acquire new skills in promoting their products • It will allow them to prove to their customers that the products are made in Morocco • It will have no positive impact on SMEs <p><i>(several choices possible)</i></p>
20 Please indicate if, according to you, the label will be more profitable for:	<ul style="list-style-type: none"> • Artisans • SMEs. • Neither of the two. <p><i>(only one choice possible)</i></p>
21 To what extent were you involved in the design and the implementation of the label activity?	<ul style="list-style-type: none"> • Not at all. • I was interviewed. • I was involved in the design. • I was involved in the project implementation <p><i>(several choices possible)</i></p>
22 Please indicate how the activity proposal (design) could have been improved.	<ul style="list-style-type: none"> • By explaining to us exactly what the activity was • By explaining to us what commitment it would require from us (investments) • By explaining to us what time commitment it would

	<p>require from us</p> <ul style="list-style-type: none"> • By further involving us in the choice of the type of label (business label, product label, technical label, complexity of the label) • None of the above <p><i>(several choices possible)</i></p>
23 On average, how long did it take you to get to the training venue?	<ul style="list-style-type: none"> • Less than half an hour; • Between 30 min and 1 hour ; • More than one hour. <p><i>(only one choice possible)</i></p>
24 Did the length of travel time suit you?	<ul style="list-style-type: none"> • Yes, it did not cause me any great inconveniences • Travel time was decidedly too long <p><i>(only one choice possible)</i></p>
<p>25 To what extent did the training/awareness raising session times suit you?</p> <ul style="list-style-type: none"> • With regard to your family life. • With regard to your professional life 	<p>For each option, please indicate if it was :</p> <ul style="list-style-type: none"> • Perfectly convenient • Fairly convenient • Not really convenient. • Not at all convenient. <p><i>(only one choice possible per option)</i></p>

Part 3: Effectiveness

Question	Response Option
<p>26 How likely is it that after one year, the label will have led to an increase in the local sale of handicrafts products?</p> <p>Please express your opinion on a scale from 1 (it definitely will) to 4 (it definitely won't)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion <p><i>(only one choice possible)</i></p>
<p>27 How likely is it that after one year, the label will have led to an increase in the export sale of handicrafts products?</p> <p>Please express your opinion on a scale from 1 (it definitely will) to 4 (it definitely won't)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion <p><i>(only one choice possible)</i></p>
<p>28 How do you think the SMEs' and artisans' clients will react to the introduction of the newly labeled products onto the market?</p>	<ul style="list-style-type: none"> • They will be reassured. • They will ask questions about what the label means. • They will look for labeled products. • They will not care. <p><i>(several choices possible)</i></p>
<p>29 <i>FOR THOSE WHO TOOK PART IN THE AWARENESS RAISING SESSIONS</i></p> <p>Please tell me to what extent you are satisfied with the labeling criteria?</p> <p>Please express your opinion on a scale from</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion.

1 (very satisfying) to 4 (not satisfied at all)	<i>(only one choice possible)</i>
<p>30 FOR THOSE WHO TOOK PART IN THE AWARENESS RAISING SESSIONS</p> <p>Please tell me to what extent you are satisfied with the labeling process?</p> <p>Please express your opinion on a scale from 1 (very satisfying) to 4 (not satisfied at all)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <p><i>(only one choice possible)</i></p>
<p>31 FOR THOSE WHO TOOK PART IN THE AWARENESS RAISING SESSIONS</p> <p>Please tell me to what extent you are satisfied with the labeling governance model?</p> <p>Please express your opinion on a scale from 1 (very satisfying) to 4 (not satisfied at all)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <p><i>(only one choice possible)</i></p>
<p>32 FOR THOSE WHO TOOK PART IN THE TRAINING FOR TRAINERS</p> <p>Please indicate whether you will be able to integrate this training in your usual training programs.</p>	Yes/No/I am not sure <i>(only one choice possible)</i>
<p>33 FOR THOSE WHO TOOK PART IN THE TRAINING FOR AUDITORS</p> <p>Please indicate to what extent you found the labeling criteria to be appropriate and suited to the context of Moroccan artisanry?</p> <p>Please express your opinion on a scale from 1 (very satisfying) to 4 (not satisfied at all)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <p><i>(only one choice possible)</i></p>
<p>34 FOR THOSE WHO TOOK PART IN THE TRAINING FOR AUDITORS</p> <p>Please indicate to what extent you found the labeling process to be appropriate and suited to the context of Moroccan artisanry?</p> <p>Please express your opinion on a scale from 1 (very satisfying) to 4 (not satisfied at all)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <p><i>(only one choice possible)</i></p>
<p>35 FOR THOSE WHO TOOK PART IN THE TRAINING FOR AUDITORS</p> <p>Please indicate to what extent you found the labeling governance model to be appropriate and suited to the context of Moroccan artisanry?</p> <p>Please express your opinion on a scale from 1 (very satisfying) to 4 (not satisfied at all)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <p><i>(only one choice possible)</i></p>

Part 4: Sustainability

Question	Response Options
36 According to you, what percentage of the SMEs and artisans who have received the label will still be using it in their communication or on their products five years from now?	Indicate a percentage

37 What is the likelihood that the label will sustainably (for at least five years) improve the sale of handicraft products in Morocco? Please express your opinion on a scale from 1 (very likely) to 4 (not very likely)	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <i>(only one choice possible)</i>
38 What is the likelihood that the label will sustainably (for at least five years) improve the sale of handicraft products abroad? Please express your opinion on a scale from 1 (very likely) to 4 (not very likely)	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 • No opinion. <i>(only one choice possible)</i>
39 When the label will have proven its worth (in five years), do you think that the artisans will be prepared to pay an annual fee in order to help co-finance the project?	Yes/No/I am not sure <i>(only one choice possible)</i>
40 When the label will have proven its worth (in five years), do you think that the SMEs will be prepared to pay an annual fee in order to help co-finance the project?	Yes/No/I am not sure <i>(only one choice possible)</i>

3. FEZ MEDINA

After several consultations with the APP and the FM project management unit, 2 types of surveys were identified.

- On the one hand, there is a survey targeting the project PAPs as defined by the TORs, and on the other hand there is a survey targeting the potential PAPs who live and/or work within the project's boundaries but who did not benefit from the PAR. In light of the first project field investigations, this category experienced changes in their economic and financial situation after the project intervention. The aim of this new survey is to identify the possible impact of the project on this population and to compare their situation with that of the PAPs who benefited from the PAR.

Since this target population does not figure in any data base, the sample will be selected on-site by the subject expert.

Target	No. of surveys	Sampling basis	No. of surveys
PAP	1	Existing data bases	80
PAP outside of the project's scope	1	After observing the area, the expert selects the populations to be surveyed	20
<i>Final number</i>	2	Surveys total	100

A. POPULATION AFFECTED BY THE PROJECT

Part 1: Identification

Question	Response Options
Gender	F/ M (<i>only one choice possible</i>)
Please state your age	<ul style="list-style-type: none"> Numeric value. No answer. (<i>only one choice possible</i>)
Please indicate your level of education	<ul style="list-style-type: none"> No formal education. Pre-primary / Msid. Primary (not completed). Primary (completed). Secondary (not completed). Secondary (completed). University (not completed). University (completed). Professional qualification. (<i>only one choice possible</i>)
Professional identification: you are	<ul style="list-style-type: none"> Head of a crafts unit Employed in a crafts unit Merchant Guardian Head of a household Neighbor Other (<i>only one choice possible</i>)
<i>ONLY FOR THE HEADS OF CRAFTS UNITS</i> You are	<ul style="list-style-type: none"> Coppersmith (producer) Coppersmith (sub-contractor) Passementier Tanner Ironsmith Babouche producer (<i>only one choice possible</i>)
<i>ONLY FOR THE MERCHANTS</i> You are	<ul style="list-style-type: none"> Merchant of raw materials for copper works Merchant of raw materials for tannery Merchant of foodstuffs (<i>only one choice possible</i>)
<i>ONLY FOR THE EMPLOYEES</i> You are	<ul style="list-style-type: none"> An apprentice A medium qualified worker A highly qualified worker (<i>only one choice possible</i>)
Within Lalla Yeddouna or the 4 fondouks you occupied:	<ul style="list-style-type: none"> A home A business space both; (<i>only one choice possible</i>)
<i>ONLY FOR THOSE WHO OCCUPY A HOME</i> In your home, you were?	<ul style="list-style-type: none"> A tenant Living for free The landlord A couple living in a family home A spouse that had inherited
<i>ONLY FOR THOSE WHO OCCUPY A BUSINESS SPACE</i> In this space, you were?	<ul style="list-style-type: none"> The landlord Tenant with your own entrance Tenant Sub-tenant of an entire space Sub-tenant of a work space

	<ul style="list-style-type: none"> • Usufructuary
Could you please state what your daily income was at the start of the project?	<ul style="list-style-type: none"> • Less than or equal to 100 dh • <= 150 dh • <= 250 dh • 250 dh • No answer <p><i>(only one choice possible)</i></p>
Within the framework of the project, did you benefit from compensation?	<ul style="list-style-type: none"> • financial • physical • neither <p><i>(several choices possible)</i></p>
IF YOU RECEIVED FINANCIAL COMPENSATIONS Which ones were they?	<ul style="list-style-type: none"> • Compensation for work cessation • Local work compensation • Living compensation • Compensation for moving house • Compensation for means of transport to get to Ain Nokbi • Compensation for occupational seniority in the space • Compensation for a new construction in Ain Nokbi • Compensation for training costs <p><i>(several choices possible)</i></p>
IF YOU RECEIVED PHYSICAL COMPENSATIONS Which ones were they?	<ul style="list-style-type: none"> • A plot of land • A plot with a building • A space in the fondouk constructed by the program in Ain Nokbi • Other <p><i>(only one choice possible)</i></p>
Which of the project activities did you participate in?	<ul style="list-style-type: none"> • Environmental awareness raising forum • Academic reinsertion • Training • Insertion training • Literacy activities • None of the above <p><i>(several choices possible)</i></p>

Part 2: Relevance

Question	Response Options
Why did you take part?	<ul style="list-style-type: none"> • In order to increase your income • In order to improve your professional skills • In order to improve your working conditions • In order to improve your living conditions • In order to receive compensation • Because everybody else was taking part • Because I had no alternative • No particular reason <i>(several choices possible)</i>
How did the project help you?	<ul style="list-style-type: none"> • It helped increase your income • It helped improve your professional skills • It helped improve your working conditions • It helped improve your living conditions • You received compensation <i>(several choices possible)</i>
Are you satisfied with the compensation you received within the framework of the project?	Yes / No <i>(only one choice possible)</i>
IF YES, why?	<ul style="list-style-type: none"> • It was objective/realistic • It surpassed my expectations
IF NO, why not?	<ul style="list-style-type: none"> • The compensation was too little • It did not correspond to the promises that had been made • It was unfair compared to the other forms of compensation the beneficiaries received
Do you think that the projects decision to grant a financial compensation to the affected populations is relevant?	Yes / No <i>(only one choice possible)</i>
FOR THOSE WHO ANSWERED YES Why?	<ul style="list-style-type: none"> • It allowed more flexibility (compared to the administrative rigidity encountered) • It allowed for more time • It allowed for more individual and free investment choices
FOR THOSE WHO ANSWERED NO Why not?	<ul style="list-style-type: none"> • I would have preferred the project to provide us directly with physical goods • The money ended up being used for something else • I did not know how to invest the money or buy goods on my own
Please indicate how the proposal (design) of the Fez Medina activity could have been improved?	<ul style="list-style-type: none"> • By fulfilling commitments made during the project • By respecting deadlines • By increasing the compensation amounts • By improving the social support • By further involving us in the design of the activities • None of the above <i>(several choices possible)</i>
Did you take part in the consultation workshops surrounding this project?	Yes / No <i>(only one choice possible)</i>
FOR THOSE WHO PARTICIPATED IN THE WORKSHOPS At which stage of the project?	<ul style="list-style-type: none"> • Before the start of the project • During the project • At the end of the project

	<i>(several choices possible)</i>
<p>FOR THOSE WHO PARTICIPATED IN THE WORKSHOPS</p> <p>What was the goal of these workshops?</p>	<ul style="list-style-type: none"> • Information on the project plans • Information on the move and on the compensation • Information on how the construction work was progressing • Taking into account the populations' opinions • Purely formal/political <p><i>(several choices possible)</i></p>
<p>FOR THOSE WHO PARTICIPATED IN THE WORKSHOPS</p> <p>In your opinion, to what extent did the program achieve its aim of involving the population?</p> <p>Please select your answer on a scale from 1 (the population was very involved) to 4 (the population was not at all involved)</p>	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<p>FOR THOSE WHO ANSWERED 3-4 (THE POPULATION WAS NOT INVOLVED)</p> <p>What are the reasons why the population was not involved?</p>	<ul style="list-style-type: none"> • The workshop was badly organized • The comments and recommendations from the people were not sufficiently taken into account • There were not enough workshops • The population proportions did not reflect reality • There was no follow-up after the workshops (participants were not kept informed of progress made...) <p><i>(several choices possible)</i></p>

Part 3: Effectiveness

Question	Response Options
What other support actions did you benefit from, apart from the compensation and the consultation/information workshops?	<ul style="list-style-type: none"> • Social support (implementation of an efficient place to be listened to, to resolve crises and to issue complaints to) • Professional training • Academic reinsertion • Help in professional reorientation • Raising awareness on new environmentally friendly practices (waste management and water waste management, as well as a reduction in smoke...) • Raising awareness on new health and safety practices t work <p><i>(several choices possible)</i></p>
How would you rate the social support actions? Please indicate your answer on a scale from 1 (very satisfying) to 4 (not at all satisfying)	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
<i>FOR THOSE WHO ANSWERED 3-4 (NOT SATISFYING)</i> What measures should have been taken in order to improve the effectiveness	<ul style="list-style-type: none"> • More competent discussion leaders • A more regular follow-up • Better crisis management • More attentive listening to complaints • A better capacity to react • Better training quality
To what extent do you (or do you intend to) apply the lessons covered during the PAR? Please indicate your answer on a scale from 1 (completely) to 4 (not at all)	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4 <p><i>(only one choice possible)</i></p>
Did the PAR have a positive impact on your social and economic situation (please choose)?	<ul style="list-style-type: none"> • Increase in income • Improvement of social status • Professional reorientation • Discovery of new social and professional opportunities • Learning about best practices • other <p><i>(several choices possible)</i></p>
Did the PAR have a negative impact on your social and economic situation (please choose)?	<ul style="list-style-type: none"> • Decrease in income • Decrease in social status • Breakage of social links and neighborhood cohabitation • Job loss • Difficulties in adapting to a new environment • Break in the production chain <p><i>(several choices possible)</i></p>
How did you use the PAR compensation?	<ul style="list-style-type: none"> • Within the family (health, buying furniture, weddings, paying off debts...) • To implement a professional project • In order to strengthen existing professional structure (buying new materials, woks on the building...) • To change professional activity • No answer <p><i>(several choices possible)</i></p>

Do you know about the project to restore the Lalla Yeddouna Square?	Yes/No (only one choice possible)
<p><i>IF THEY KNOW OF THE LALLA YEDDOUNA PROJECT</i></p> <p>What is your general opinion on the restructuring project of the Square?</p>	<ul style="list-style-type: none"> • Very positive • Fairly positive • Fairly negative • Very negative • No opinion <p>(only one choice possible)</p>
<p><i>IF OPINION ON LALLA YEDDOUNA IS POSITIVE – VERY POSITIVE</i></p> <p>Can I ask you why you rate this project positively?</p>	<ul style="list-style-type: none"> • It responds to a need of the population • It responds to an environmental need • It responds to a tourist need • It responds to a need of improving working conditions • It responds to an economic need <p>(several choices possible)</p>
<p><i>IF OPINION ON LALLA YEDDOUNA IS NEGATIVE – VERY NEGATIVE</i></p> <p>Can I ask you why you rate this project negatively?</p>	<ul style="list-style-type: none"> • Inconveniences linked to the construction work • The construction work is taking too long • Inconveniences linked to the activity transfer • Inconveniences linked to the population dispersion / the disappearance of the area's soul • The nature of the place is being changed • Decrease in income • It responds to tourist development needs but does this at the cost of the well-being of the population <p>(several choices possible)</p>
Do you know about the project to restructure the Fondouks?	Yes/No (only one choice possible)
<p><i>IF THEY KNOW OF THE PROJECT TO RESTRUCTURE THE FONDOUKS</i></p> <p>What is your general opinion on the restructuring project of the Fondouks?</p>	<ul style="list-style-type: none"> • Very positive • Fairly positive • Fairly negative • Very negative • No opinion <p>(only one choice possible)</p>
<p><i>IF OPINION ON THE FONDOUKS IS POSITIVE – VERY POSITIVE</i></p> <p>Can I ask you why you rate this project positively?</p>	<ul style="list-style-type: none"> • It responds to a need of the population • It responds to an environmental need • It responds to a tourist need • It responds to a need of improving working conditions • It responds to an economic need <p>(several choices possible)</p>
<p><i>IF OPINION ON THE FONDOUKS IS NEGATIVE – VERY NEGATIVE</i></p> <p>Can I ask you why you rate this project negatively?</p>	<ul style="list-style-type: none"> • Inconveniences linked to the construction work • The construction work is taking too long • Inconveniences linked to the activity transfer • Inconveniences linked to the population dispersion / the disappearance of the area's soul • The nature of the place is being changed • Decrease in income • It responds to tourist development needs but does this at the cost of the well-being of the population <p>(several choices possible)</p>
Did you participate in the environmental forum developed by the project for the population of the Fez Medina?	Yes / No (only one choice possible)
FOR THOSE WHO PARTICIPATED IN THE	<ul style="list-style-type: none"> • Very useful

<p>FORUM</p> <p>In general, how would you rate the usefulness of the forum?</p>	<ul style="list-style-type: none"> Fairly useful Not very useful Not useful at all <p><i>(only one choice possible)</i></p>
<p>IF OPINION IS: NOT VERY USEFUL / NOT USEFUL AT ALL</p> <p>Why didn't you find it useful?</p>	<ul style="list-style-type: none"> The vocabulary was too scientific and beyond the population's reach It was too theoretical The recommendations cannot be applied to everyday life (too expensive, too complicated, you do not see how they can be implemented) You do not feel affected <p><i>(several choices possible)</i></p>
<p>IF OPINION IS: VERY USEFUL / FAIRLY USEFUL</p> <p>What lessons did you take away?</p>	<ul style="list-style-type: none"> I gained awareness of environmental challenges I adopted best practices within my family life I adopted best practices within my professional life No specific lessons <p><i>(several choices possible)</i></p>
<p>IF YOU RECEIVED THE PHYSICAL COMPENSATION AT AIN NOKBI</p> <p>What do you think of the installations provided by the program?</p>	<ul style="list-style-type: none"> Suited to the social and professional context of the occupants Completely in line with your expectations Developing new health and safety standards Making work more comfortable Unsuitable <p><i>(several choices possible)</i></p>
<p>IF 'UNSUITABLE'</p> <p>Why?</p>	<ul style="list-style-type: none"> The surface area was too small/too large Traffic problems which made product delivery difficult / Too far from trading area Too far from the living areas Outside of the medina Too far from the rest of the production chain Other <p><i>(several choices possible)</i></p>
<p>Are you generally satisfied with the program?</p> <p>Indicate your answer on a scale from one 1 (completely) to 4 (not at all)</p>	<ul style="list-style-type: none"> 1 2 3 4

Part 4: Impact

Question	Response Options
By how much has your income changed since the project?	<ul style="list-style-type: none"> <-100% <-80% <-60% <-40% <-20% 0% < +20% <+40% <+60% <+80% +100% or more <p><i>(only one choice possible)</i></p>

B. POPULATION OUTSIDE OF THE PAR

Part 1: Identification

Question	Response Options
Gender	F/ M (<i>only one choice possible</i>)
Please state your age	<ul style="list-style-type: none"> Numeric value. No answer. (<i>only one choice possible</i>)
Please indicate your level of education	<ul style="list-style-type: none"> No formal education. Pre-primary / Msid. Primary (not completed). Primary (completed). Secondary (not completed). Secondary (completed). University (not completed). University (completed). Professional qualification. (<i>only one choice possible</i>)
Professional identification: you are	<ul style="list-style-type: none"> Artisan Merchant Employee Guardian Other (<i>only one choice possible</i>)
Within Lalla Yeddouna or the 4 fondouks you occupy:	<ul style="list-style-type: none"> A home A business space (<i>only one choice possible</i>)
Could you please state what your daily income was at the start of the project?	<ul style="list-style-type: none"> Less than or equal to 100 dh <= 150 dh <= 250 dh 250 dh No answer (<i>only one choice possible</i>)
Within the framework of the project, did you benefit from compensation?	<ul style="list-style-type: none"> financial physical neither (<i>several choices possible</i>)
Which of the project activities did you participate in?	<ul style="list-style-type: none"> Environmental awareness raising forum Information workshop Other None of the above (<i>several choices possible</i>)

Part 2: Relevance

Question	Response Options
Do you know about the project to restore the Lalla Yeddouna Square?	Yes/No (only one choice possible)
<i>IF THEY KNOW OF THE LALLA YEDDOUNA PROJECT</i> What is your general opinion on the restructuring project of the LLY Square and the transfer of the coppersmiths to the Ain Nokbi site?	<ul style="list-style-type: none"> • Very positive • Fairly positive • Fairly negative • Very negative • No opinion (only one choice possible)
<i>IF OPINION ON LALLA YEDDOUNA IS POSITIVE – VERY POSITIVE</i> Can I ask you why you rate this project positively?	<ul style="list-style-type: none"> • It responds to a need of the population • It responds to an environmental need • It responds to a tourist need • It responds to a need of improving working conditions • It responds to an economic need (several choices possible)
<i>IF OPINION ON LALLA YEDDOUNA IS NEGATIVE – VERY NEGATIVE</i> Can I ask you why you rate this project negatively?	<ul style="list-style-type: none"> • Inconveniences linked to the construction work • The construction work is taking too long • Inconveniences linked to the activity transfer • Inconveniences linked to the population dispersion / the disappearance of the area's soul • The nature of the place is being changed • Decrease in income • It responds to tourist development needs but does this at the cost of the well-being of the population (several choices possible)
Do you know about the project to restructure the Fondouks?	Yes/No (only one choice possible)
<i>IF THEY KNOW OF THE PROJECT TO RESTRUCTURE THE FONDOUKS</i> What is your general opinion on the restructuring project of the Fondouks?	<ul style="list-style-type: none"> • Very positive • Fairly positive • Fairly negative • Very negative • No opinion (only one choice possible)
<i>IF OPINION ON THE FONDOUKS IS POSITIVE – VERY POSITIVE</i> Can I ask you why you rate this project positively?	<ul style="list-style-type: none"> • It responds to a need of the population • It responds to an environmental need • It responds to a tourist need • It responds to a need of improving working conditions • It responds to an economic need (several choices possible)
<i>IF OPINION ON THE FONDOUKS IS NEGATIVE – VERY NEGATIVE</i> Can I ask you why you rate this project negatively?	<ul style="list-style-type: none"> • Inconveniences linked to the construction work • The construction work is taking too long • Inconveniences linked to the activity transfer • Inconveniences linked to the population dispersion / the disappearance of the area's soul • The nature of the place is being changed • Decrease in income • It responds to tourist development needs but does this at the cost of the well-being of the population (several choices possible)
Did you participate in the environmental forum	Yes / No

developed by the project for the population of the Fez Medina?	<i>(only one choice possible)</i>
Did you participate in the environmental forum developed by the project for the population of the Fez Medina?	Yes / No <i>(only one choice possible)</i>
FOR THOSE WHO PARTICIPATED IN THE FORUM In general, how would you rate the usefulness of the forum?	<ul style="list-style-type: none"> • Very useful • Fairly useful • Not very useful • Not useful at all <i>(only one choice possible)</i>
IF OPINION IS: NOT VERY USEFUL / NOT USEFUL AT ALL Why didn't you find it useful?	<ul style="list-style-type: none"> • The vocabulary was too scientific and beyond the population's reach • It was too theoretical • The recommendations cannot be applied to everyday life (too expensive, too complicated, you do not see how they can be implemented) • You do not feel affected <i>(several choices possible)</i>
IF OPINION IS: VERY USEFUL / FAIRLY USEFUL What lessons did you take away?	<ul style="list-style-type: none"> • I gained awareness of environmental challenges • I adopted best practices within my family life • I adopted best practices within my professional life • No specific lessons <i>(several choices possible)</i>

Part 3: Effectiveness

Question	Response Options
Did the project for the restructuring of the Lalla Yeddouna Square and/or the three fondouks have a negative impact on your social and economic situation (please choose)?	<ul style="list-style-type: none"> • Decrease in income • Decrease in social status • Breakage of social links and neighborhood cohabitation • Job loss • Break in the production chain • Other <i>(several choices possible)</i>
Are you generally satisfied with the program? Indicate your answer on a scale from one 1 (completely) to 4 (not at all)	<ul style="list-style-type: none"> • 1 • 2 • 3 • 4

Part 4: Impact

Question	Response Options
By how much has your income changed since the project?	<ul style="list-style-type: none"> • <-100% • <-80% • <-60% • <-40% • <-20% • 0% • < +20% • <+40% • <+60% • <+80% • +100% or more <i>(only one choice possible)</i>