

# BUSINESS PROPOSAL

**PREPARED FOR :**  
Hakkathon

**2023**

# WALKABILITY INDEX IN RABAT

"Walkability" refers to how easily people can walk in a given area, like a neighborhood or city. It includes factors like the proximity of destinations, the presence of sidewalks, pedestrian safety, and other elements that either facilitate or hinder walking as a mode of transportation.

In Morocco, obesity is increasing alarmingly, with a **30% rise** compared to the year 2000. A recent study conducted by the Ministry of Health has shown that over 20% of the Moroccan population is overweight or suffering from obesity. Nearly 4 million Moroccans might even be in a situation of morbid obesity. These alarming statistics were presented during the 16th edition of Officine Expo, an exhibition dedicated to healthcare professionals, which took place on March 1st and 2nd, 2019, in Marrakech.

Furthermore, pollution is also a factor driving the search for walkable areas. Pollution is taking the breath away from Moroccans, as explained by the TelQuel weekly. Casablanca, Rabat, Tangier, Safi... **Every year, more than 8,000** deaths throughout the kingdom are attributed to air pollution, which equals 21 victims per day, according to the magazine.





# VISION AND MISSION



## VISION

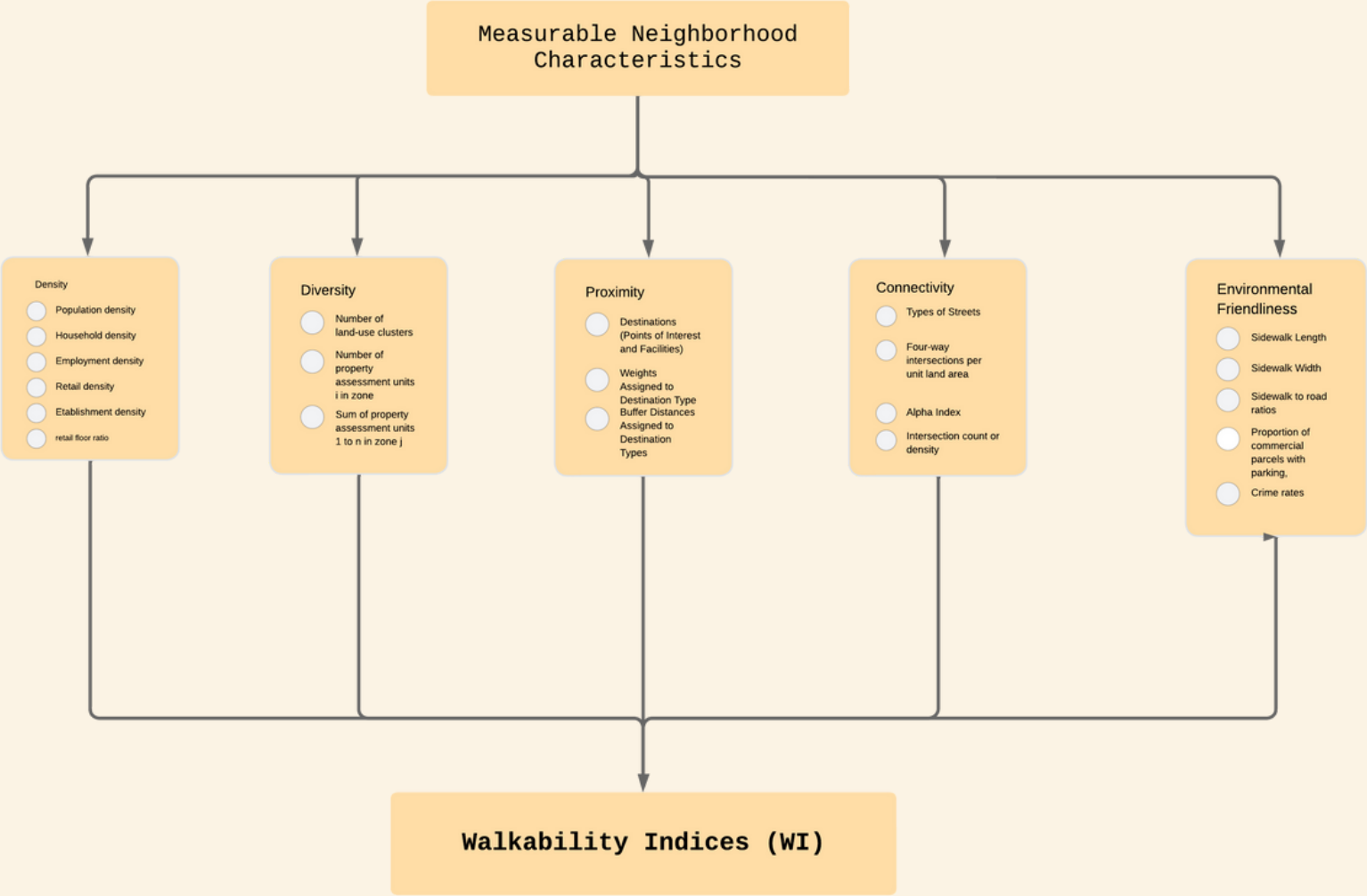
At the heart of our project lies a compelling vision for the urban landscape. We envision a city where neighborhoods are not just places to live, but vibrant communities designed to encourage walking, cycling, and active living. Our vision is rooted in the belief that a well-designed urban environment can promote healthier and more sustainable lifestyles. We aim to create neighborhoods where residents can easily access common destinations on foot, fostering a sense of community and well-being.

## MISSION

Our mission is to turn this vision into a reality. In today's context of smart cities and the utilization of cutting-edge technologies, our commitment to measuring and enhancing walkability aligns seamlessly with data-driven decision-making in urban planning. Through the application of advanced GIS technology, we aim to provide residents with the infrastructure and resources needed to choose sustainable modes of transportation. By doing so, we strive to reduce the carbon footprint of our city, improve public health, and enhance the overall quality of life for our residents.



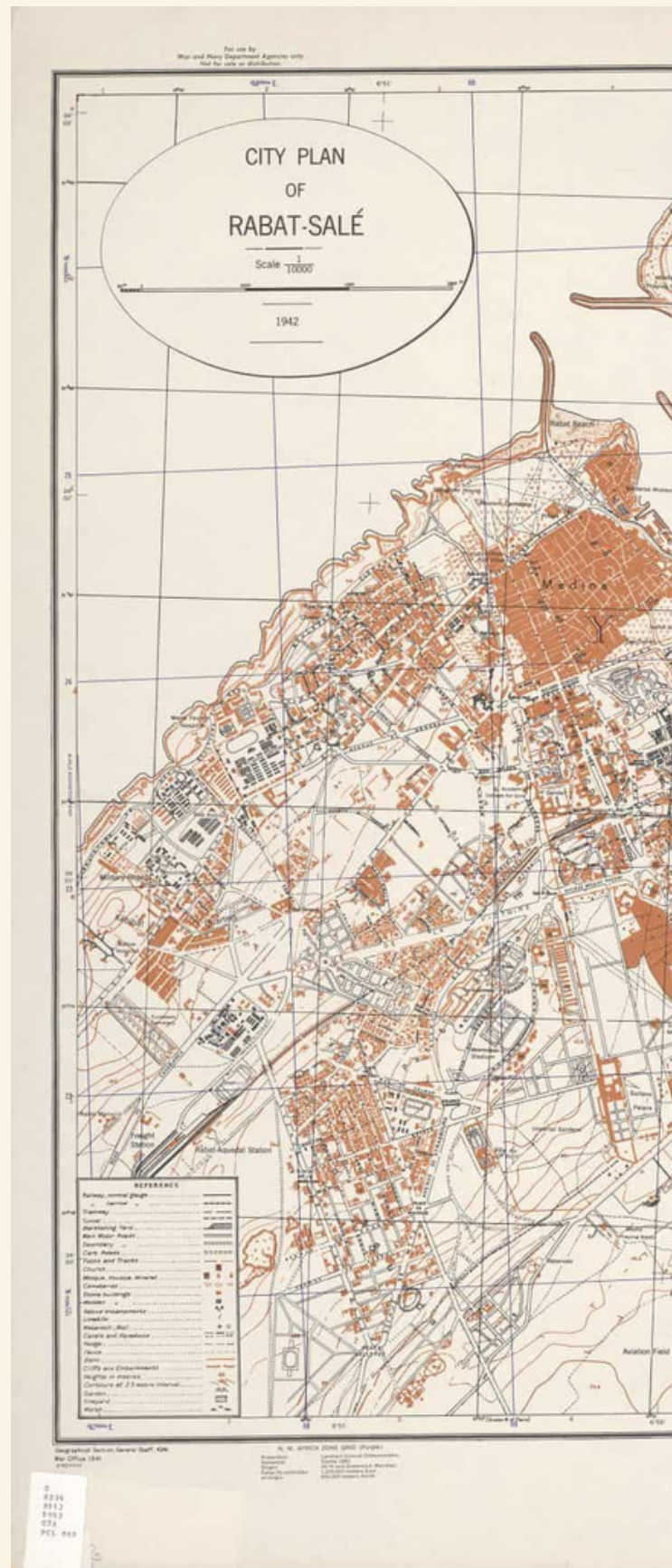
# METHODOLOGY



# BENEFITS

Using a walkability index map provides several benefits:

- **Clear Visualization:** A map allows for a quick and intuitive visual representation of areas with high or low walkability. This offers an immediate visual understanding of pedestrian friendliness in a given region.
- **Identification of Strengths and Weaknesses:** Walkability index maps highlight specific features contributing to pedestrian friendliness, such as population density, diversity, connectivity, proximity, etc. This helps identify strengths and weaknesses in different areas.
- **Urban Planning Assistance:** Local authorities, urban planners, and policymakers can use these maps to make informed decisions on urban planning. They can pinpoint areas that require pedestrian improvements and design policies to promote walkability.
- **Community Engagement:** Walkability index maps can be powerful tools for raising awareness in the local community about the importance of walkability. This can stimulate community engagement and encourage residents to participate in initiatives aimed at improving the walkability of their neighborhoods.
- **Promotion of Active Lifestyles:** By highlighting areas conducive to walking, walkability index maps can encourage active lifestyles. Residents may be more inclined to walk for their daily commute if they are aware of pedestrian-friendly zones.
- **In summary,** walkability index maps offer a powerful visual representation of features influencing the walkability of an area, which can be beneficial for urban planning, community engagement, and the promotion of a healthy lifestyle.



# MEET OUR TEAM



**HIBA DOI**

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**FATIMA ASSAT**

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**FATIMA-EZZAHRAE EL BOUBEKRI**

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**FATIHA EL KADDOURI**

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