



Renewable Energy and Rural Employment in North Morocco: A Two-Stage Adoption Analysis

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Abstract

Renewable energy sources have emerged as a critical component in Morocco's economic development strategy, particularly in rural areas where traditional employment sectors are declining. A qualitative research approach was employed, utilising semi-structured interviews with local stakeholders including farmers, entrepreneurs, and government officials. Data collection took place over a period of six months, encompassing both urban and rural settings across the North Moroccan region. The analysis revealed that while solar power adoption has led to significant job creation in manufacturing and installation sectors, wind energy projects have primarily benefitted local logistics and maintenance services. Two-stage technology adoption in renewable energy is contributing to diversification of rural employment opportunities but with uneven impacts across different sectors. Government agencies should prioritise policy frameworks that support both innovation hubs for solar technologies and infrastructure development for wind power, ensuring balanced regional growth.

Keywords: *Morocco, Rural Areas, Employment, Sustainability, Ethnography, Qualitative Research, Development Strategy*

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