

Morocco E-mobility

Country	Morocco
Name of Company / Implementer	POGO Green Energy Park (SESA partner in Morocco/ living lab lead)
Type of Business Model	Pay-as-you-go
Type of Use Case	E-mobility

Summary

The SESA Urban Living Lab in Morocco promotes electric mobility to reduce transport-related CO₂ emissions and improve urban air quality. Led by Green Energy Park (GEP) and local partner POGO, the initiative deployed 40 electric scooters across the cities of Marrakech, Agadir, Fez, Benguerir, and Casablanca. Originally aimed at supporting female students, the project expanded to broader user groups. Over 25 months, the e-scooter traveled 650,000 km, saving 51 tons of CO₂ and prompting the planting of 650 trees. The initiative aligns with national sustainability strategies and UN SDGs, offering a scalable, eco-friendly alternative to conventional motorcycles.

The model

Pay as you go model

Users unlock the e-scooters with an app and pay 0.99MAD (0.09 Euro)/min or 1.9 MAD (0.18 Euro)/Km. In addition, there is also another option whereby users can rent the e-scooter with a daily fee or even for an entire month with a monthly fee: one day, 10 euro; 7 days 55 euro and one month, 150 euro. This includes insurance and maintenance.

Customer segments

Urban residents who do not own a vehicle. E-Scooters are currently being implemented in Marrakech, Agadir, Fez and Benguerir.

Key figures under the SESA project

- 25 solar pumps sold
- 100% increase in yield for users of solar pump

Key Lessons Learnt

Product-Market Fit

Early targeting of e-scooters only in Marrakech was faced with challenges as private two-wheeler ownership rates are very high and customers were not willing to swap leasing electric bikes.

Dynamic Fleet Deployment

Active relocation of vehicles to higher demand cities (Agadir, Fez, Benguerir, Casablanca) significantly improved utilisation rates, demonstrating the value of responsive asset management. Preserved inclusivity for the original target group via voucher access while redeploying underused assets.

Pricing Strategy Balancing Affordability and Sustainability

At 0.99 MAD/min or 1.9 MAD/km, POGO undercut competitors while maintaining a ~30–41% margin due to low local OPEX. Short-term (daily/weekly) and long-term (monthly) rental options supported multiple customer profiles.

Strong Potential for Scale

Financial analysis, grounded in the operational performance of the 40 e-scooters deployed during the pilot, indicates strong potential for scale. Assuming the addition of 1,030 e-scooters to the fleet over the next five years, projections demonstrate a robust return on investment and healthy cash flows. These revenue forecasts are considered credible, as they are derived from actual pilot performance data.

Early Stakeholder Engagement

Important for Operational Readiness. Delays in securing parking permits and aligning insurance policies slowed rollout, underscoring the need for early and continuous coordination with municipal and regulatory bodies. Environmental Benefits Are Tangible and Measurable. Over 650,000 km driven by the SESA fleet saved an estimated 51 tonnes of CO₂. Tree-planting pledge (1 tree per 1,000 km) enhanced the sustainability narrative.

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Figure: POGO e-scooter

Next steps

POGO aim to expand the e-scooter sharing service across more Moroccan cities, while addressing key barriers like authorization, financial constraints, and road infrastructure limitations. Efforts will focus on securing permits, improving spare parts logistics, and adapting to extreme weather conditions. The business model will be refined based on user feedback and KPIs, enhancing app functionality and service coverage remains a priority. Environmental goals include increasing CO₂ savings and tree planting. Despite challenges, the project shows strong growth potential and alignment with Morocco's sustainable mobility strategies.

About the company/implementer

POGO is a Moroccan e-mobility company providing electric mobility solutions in Morocco. POGO was selected through a tender to support the SESA Urban Living Lab, tasked with testing and validating a sustainable electric scooter business model in Marrakech Agadir, Fez, Benguerir, and Casablanca.

Green Energy Park (GEP) is a solar energy research, testing, and training center in BenGuerir, Morocco. It was established by IRESEN with support from the Ministry of Energy and the OCP Group to advance renewable energy innovation and education.