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Synthesis Note

WES-N-E-JO-1

Contribution to the development of a joint public-private roadmap to transition to reduce the use of single-use plastics (SUPs) in Jordan

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|----------------|-----------------------|------------------|-----------------------------|
| v.1 | Synthesis Note | Françoise Bonnet | Anis Ismail |
| | WES-N-E-JO-1 | Francesco Lembo | Michael Scoulllos |

WATER AND ENVIRONMENT SUPPORT IN THE ENI SOUTHERN NEIGHBOURHOOD REGION

The "Water and Environment Support (WES) in the ENI Neighborhood South Region" project is a regional technical support project funded by the European Neighbourhood Instrument (ENI South). WES aims to protect the natural resources in the Mediterranean context and to improve the management of scarce water resources in the region. WES mainly aims to solve the problems linked to pollution prevention and the rational use of water.

WES builds on previous similar regional projects funded by the European Union (Horizon 2020 CB/MEP, SWIM SM, SWIM-H2020 SM) and strives to create a supportive environment and increase capacity all stakeholders in the partner countries (PCs).

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ABBREVIATIONS

| | |
|--------------|-------------------------------|
| <i>MoENV</i> | Ministry of Environment |
| <i>WES</i> | Water and Environment Support |
| <i>PPP</i> | Public private partnership |
| <i>NGO</i> | Non-governmental organisation |
| <i>SWM</i> | Solid Waste Management |
| <i>SUPs</i> | Single Use Plastics |

1 CONTEXT OF THE ACTIVITY

As part of the WES project work plan, the Ministry of Environment (MoENV) of Jordan asked the WES project to conduct a “twin” activity covering two topics (Curbing Single-Use Plastics (SUPs) and green banking) to support the implementation of the Green Economy roadmap and green investment opportunities in the waste sector in Jordan and in particular of SUPs. After discussion and coordination with the designated representatives at the Ministry of Environment (MoENV), the WES team proposed an approach for a structured technical assistance activity that addressed the abovementioned topics and responded to the country’s priorities.

The twin activities to be implemented in an integrated way were to focus on tackling:

- the issue of the reduction of the use of Single-Use Plastics in Jordan, as mentioned in the GG-NAP Waste under “Waste Sector Priority N°12 - Developing a joint public-private roadmap to transition to reduce the use of SUPs at the household and commercial levels” (focus of N-E-JO-1).
- aspects of green banking in relation to the same issue of the reduction of the use of SUPs (focus of N-E-JO-2).

The approach adopted was fully coordinated with other programs and initiatives in these sectors that are implemented by other donors and financial partners, including other EU bilateral and regional programs and initiatives.

The overall aim of activity N-E-JO-1: **Contribution to the development of a joint public-private roadmap to transition to reduce the use of single-use plastics (SUPs) in Jordan**, was to provide technical assistance and strengthen the capacities of Jordan to elaborate and implement effective measures to reduce consumption and leakage of SUPs into the environment. This report provides a brief overview of this national activity of WES.

2 SUMMARY OF ACTIVITIES

The following activities were conducted:

- **Compilation of a baseline report based on a desk study and bilateral contacts with the key stakeholders, including an overall assessment of SUPs in Jordan and a market assessment and plastic waste stream analysis**

This baseline report helped to identify the Jordanian state of play, priorities, barriers and challenges for reducing the use of SUPs. Based on the results, it determined the selection criteria of the 4 priority SUPs to be considered. After implementing the selection criteria and through consultations with the Jordanian Ministry of Environment the following SUPs were selected:

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- Plastic bags
-
- Drink bottles, caps and lids
-
- Food containers including fast food packaging
-
- Cutlery, plates and trays
-

- **Report identifying sustainable alternative options to the selected SUPs to transition away from manufacturing and using these SUPs**

The report assesses the sustainable alternatives for selected SUP applications in terms of national production capacity and needs, i.e. offer and demand, it compares alternative options to transition away from manufacturing and using the selected SUPs, including examining the regional and international market demand and offer on sustainable alternatives to SUPs.

- **Drafting of a public-private roadmap to transition towards curbing the use of the selected SUPs in Jordan**

This roadmap is based on the outcomes of the two previous reports mentioned above. It describes the set of measures to be adopted with a timeline on the next 3-5 years with specific targets, including assignment of roles and responsibilities among the stakeholders. It also describes the necessary organisation of a production/import, distribution to users/consumers as well as the provision of mechanisms and infrastructure for the collection, treatment, eventual recycling and/or safe disposal of used SUPs.

- **Organisation of a consultation meeting to discuss the draft roadmap towards curbing the use of SUPs**

A one-day meeting was organized in Amman on the 17th of May, where the activity results were presented, offering the possibility to all stakeholders to voice their reactions on the proposed roadmap and on the way green banking can help to achieve its milestones.

- **Compilation of a synthesis report:** the present report.

3 MAIN OUTPUTS

All documents and deliverables of this national WES activity are available on the WES website: https://www.wes-med.eu/fr/activities_type/n-e-jo-1/:

- comprehensive inception report including a state of play of the Jordanian situation, barriers and challenges
- baseline information document on SUPs in Jordan including a review of the plastic waste stream connected with SUPs
- report on alternative options to the selected SUPs transition away from manufacturing SUPs
- Public-private roadmap to transition towards curbing the production and use of SUPs in Jordan
- presentations and report of the joint consultation meeting in May 2023
- synthesis report on the activity

4 MAIN OUTCOMES

All activities were conducted successfully thanks to the excellent collaboration and coordination with the MoENV. The Ministry is well aware of the need to strengthen the collaboration with the other ministries that need to be engaged as well as with all the other stakeholders mentioned in the roadmap.

Overall, the roadmap was a timely development for the country and the measures and timeline proposed for implementing the roadmap on SUPs were very well accepted by the majority of the stakeholders. Focusing on implementation and enforcement is now a priority.

The impacts of various measures to be taken need careful assessment (as also indicated in the roadmap and other activity deliverables). For example, when it comes to the informal sector, there is a need for the issue to be properly addressed and taken into account within any enhancement of the collection systems in the country.

Education is acknowledged as a major tool to drive sustainable consumption in Jordan, while public procurement offers an opportunity for administration to show commitment, coherence and lead the transition to reusable options.

For implementing the road map, there are two options: (a) gradual soft implementation, where a good period is spent on awareness, education and labeling campaigns with voluntary participation; or (b) introducing enforcements early on, in order to demonstrate visible results and successes in the short term. Since both options have merits and justifications, it was agreed to take a decision after starting the road map implementation and see the reaction of the different sectors, while in parallel implement other supporting tools such as the Extended Producer Responsibility (EPR) system.