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Water and Environment Support

in the ENI Southern Neighbourhood region



JOINING FORCES TO COMBAT SINGLE-USE PLASTICS (SUPs) IN JORDAN

CONSULTATION WORKSHOP ON A PROPOSED ROADMAP TO ADDRESS SUPs AND DRAFT RECOMMENDATIONS FOR STAKEHOLDERS ON GREEN BANKING AND GREEN INVESTMENT OPPORTUNITIES TO CURB PLASTIC WASTE

(Amman, 17 May 2023)

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REPORT

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v.1	Stakeholder's Consultation Workshop report (Amman, 17 May 2023)	Françoise Bonnet Pedro Fernandez Eyad Batarseh Adli Kandah, Koussai Quteishat Ahmad Al Qatarneh	Anis Ismail Michael Scoullas



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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

WES	Water and Environment Support in the ENI Neighborhood South Region
EU	European Union
MENA	Middle East and North Africa
PC	Partner Countries
MoENV	Ministry of Environment
SUPs	Single-Use Plastics
CBJ	Central Bank of Jordan
ABJ	Association of Banks of Jordan
CI	Chamber of Industry
JOD	Jordanian Dinar

1. BACKGROUND OF THE ACTIVITY

Since April 2021, WES has been providing technical assistance to the Ministry of Environment (MoENV) of Jordan to support the implementation of the Green and circular Economy agenda and green investment opportunities in the waste sector in Jordan with emphasis on Single-Use Plastics and in advancing sustainable consumption and production. More specifically, with the support and services of WES consortium members MedWaves, ACR+, GOPA Infra, MIO-ECSDE and LDK Consultants, the WES national “twin” activities are nearing their conclusion:

- a) Activity N-E-JO-1, that contributes to the reduction of the use of Single-Use Plastics (SUPs) in Jordan, as advised in the Green Growth-National Action Plan on Waste under “Waste Sector Priority N°12 - Develop a joint public-private roadmap to transition to reduce the use of SUPs at the household and commercial levels”.
- b) Activity N-E-JO-2, that tackles the aspects of green banking in relation to the same issue of the reduction of the use of SUPs.

Each activity included a consultation meeting in its work plan and it was decided to combine efforts and minimize participants' fatigue and organize a joint consultation meeting in May 2023.

2. OBJECTIVES OF THE CONSULTATION

The objective of the consultation workshop was to present and discuss with the relevant stakeholders, the outcomes of the two interlinked WES national activities on plastic waste management in Jordan:

- a draft Roadmap to address SUP items in Jordan that was prepared under the activity N-E-JO-1, Task 4;
- draft recommendations for stakeholders on green banking and green investment opportunities to curb plastic waste in Jordan that was prepared under the activity N-E-JO-2, Task 4.

3. OVERVIEW OF THE CONSULTATION

The consultation workshop, co-organised by WES with the Ministry of Environment of Jordan, was held on the 17th of May in Amman, Jordan, in the physical presence of the WES Team Leader and the WES international and local experts.

The workshop started with opening remarks by H.E Dr. Mohammad ALKHASHASHNEH - Secretary General, Ministry of Environment and WES Focal Point - Jordan and Mr. Omar Abu Eid – EU Delegation to the Hashemite Kingdom of Jordan, Energy, Environment & Climate Change Programme Manager Cooperation Section - Jordan.

Prof. Michael Scoullas - WES Team Leader, addressed the audience on how promoting green and circular economy can help in tackling plastic waste in Jordan.

He was followed by an overview of the Green Growth National Action Plan and the National Municipal Solid Waste Management Strategy presented by Dr. Jihad Alsawair, Director of Green Economy Unit and Minister Advisor for technical affairs at the Ministry of Environment.

Mr. Eyad Batarseh then presented the current situation in Jordan and proposed sustainable alternative options to transition away from manufacturing and using SUPs. This was followed by an initial round of discussions. The subsequent session focused on the presentation and discussion of the draft joint Roadmap to address SUPs in Jordan. Mr. Pedro Fernandez began by providing an overview of the regional context and proposed policy measures relating to single-use plastics. Ms Françoise Bonnet then presented the proposed public-private Roadmap to address SUP items in Jordan. These presentations were followed by an open discussion on the Jordanian specificities, obstacles and opportunities.

The afternoon session was dedicated to discussing green banking and green investment opportunities aimed at tackling plastic waste in Jordan. Mr. Mohamed Amaireh, the Executive Director of the Financial Stability Department at the Central Bank of Jordan, provided an update on the National Green Banking Strategy currently being developed in Jordan. Additionally, the WES team of experts, consisting of Dr. Adli Kandah, Dr. Koussai Quteishat, and Eng. Ahmad Al Qatarneh, presented the draft recommendations for stakeholders regarding green banking and green investment opportunities to curb plastic waste in Jordan. The discussions continued throughout this session.

4. PROFILE OF THE PARTICIPANTS

Invitees to the consultation were the major stakeholders linked to SUPs and plastics in the country: representatives of relevant ministries, agencies and local authorities, the private sector ranging from solid waste operators, the plastics industry to the banking sector, numerous associations, research institutions, donors, NGOs, etc.

At least 36 participants attended the consultation. The graphs below indicate the distribution among institutions as well as the gender and age of the participants (see list of participants in annex).

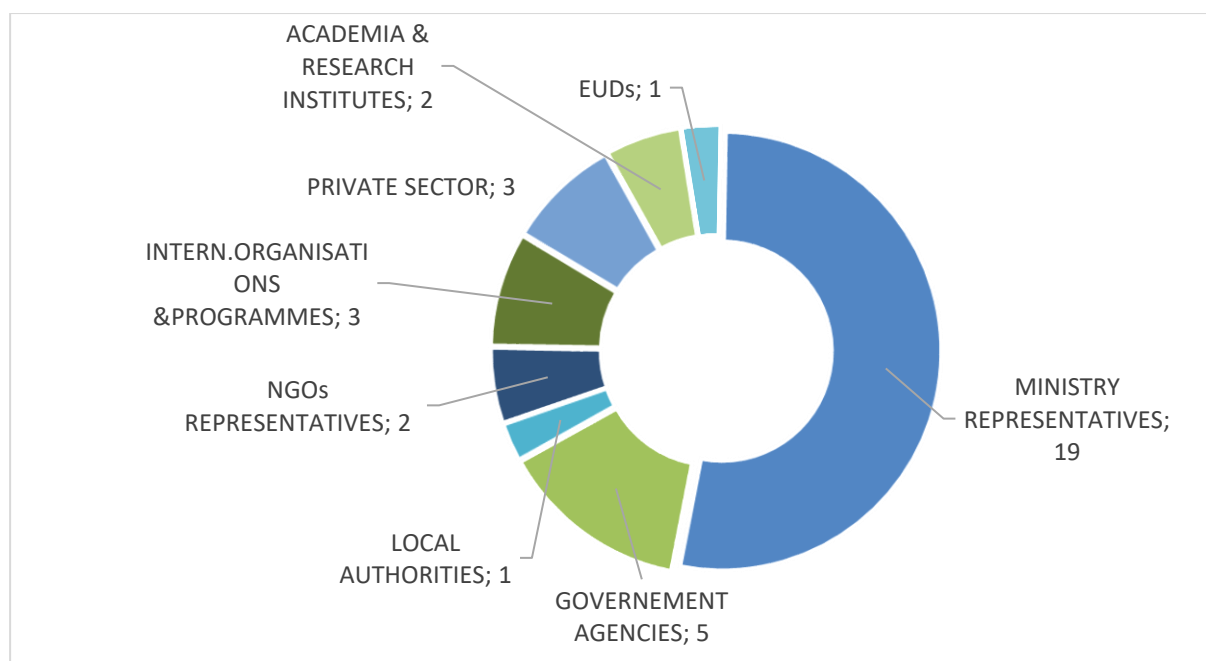


FIGURE 4-1: REPRESENTATION OF PARTICIPANTS PER TYPE OF INSTITUTION

4.1. STATISTICS GENDER AND YOUTH

This event achieved a perfect gender balance (50% of participants were women and 50% were men), while 3% of the participants were below or equal to 30 years old (or between the age group 18-30). For this specific theme (SUPs) it would have been nice to have more youth benefitting from the experiences and discussions and more participants from the private sector - mainly manufacturers.

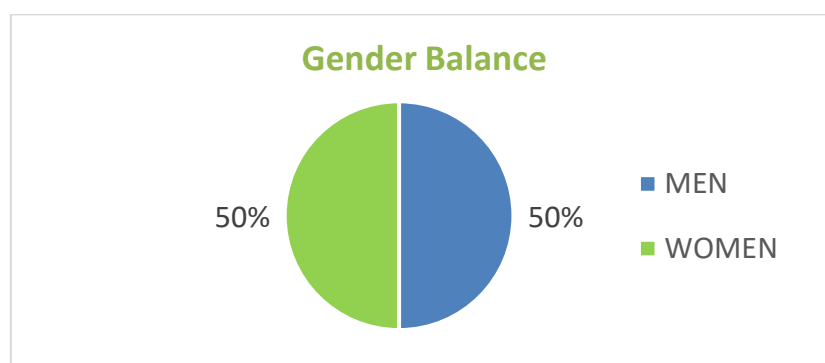


FIGURE 4-2: GENDER BALANCE OF THE PARTICIPANTS

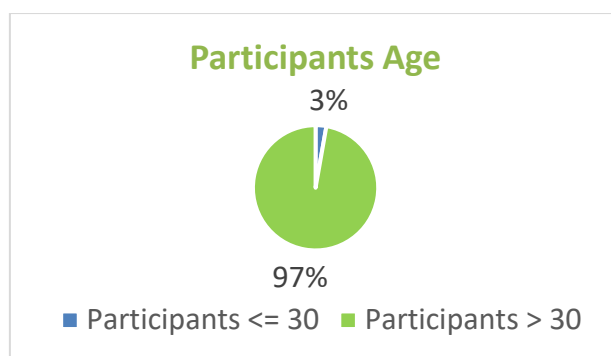


FIGURE 4-3: PARTICIPANTS' AGE

5. EVALUATION OF THE EVENT

A. Organisational, administrative and planning issues before and during the event

Twelve participants (a little less than half) filled out the evaluation questionnaire. The overall rating of the consultation workshop was 3.82 out of 4, a very good satisfaction rating.



FIGURE 5-1: FLOW OF PROGRAMME, HANDLING OF EMERGING NEEDS (A.2)



FIGURE 5-2: PLANNING OF WORKSHOP: EFFICIENT AND EFFECTIVE COMMUNICATION OF OBJECTIVES (A.3)

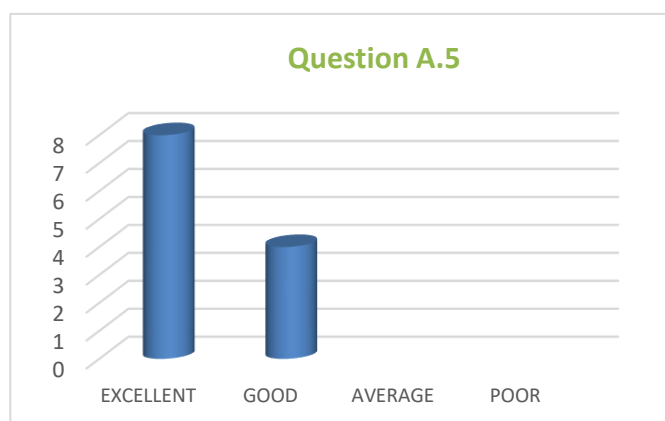
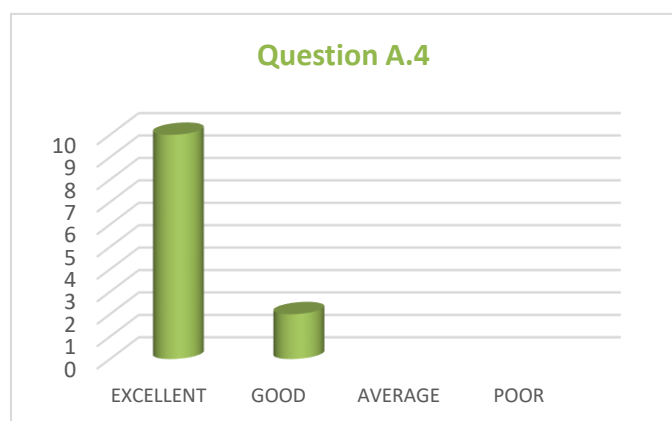


FIGURE 5-3: EVALUATION OF PRESENTATIONS (A.4)

**FIGURE 5-4: CLARITY, COVERAGE AND SUFFICIENCY OF CONCEPTS,
OBJECTIVES, ANTICIPATED OUTPUTS (A.5)**

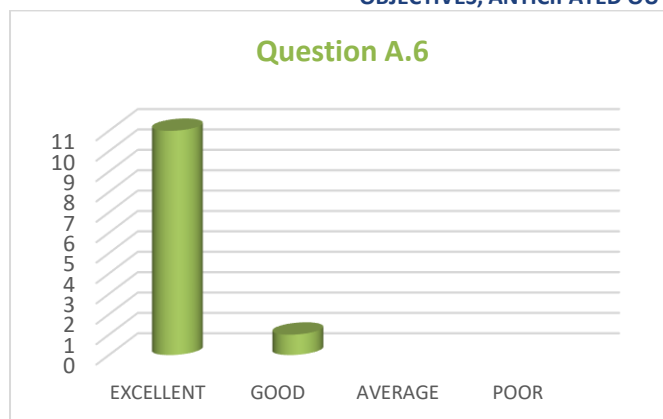


FIGURE 5-5: EFFICIENCY AND EFFECTIVENESS OF THE FACILITATION (A.6)

B. Feedback by participants on technical aspects:

Questions B1 to B4 are related to the technical aspects of the workshop:



FIGURE 5-6: CONSULTATION WORKSHOP COVERAGE (B.1)



**FIGURE 5-7: EFFICIENT AND EFFECTIVE PERFORMANCE AND
INTERACTION WITH EXPERTS (B.2)**

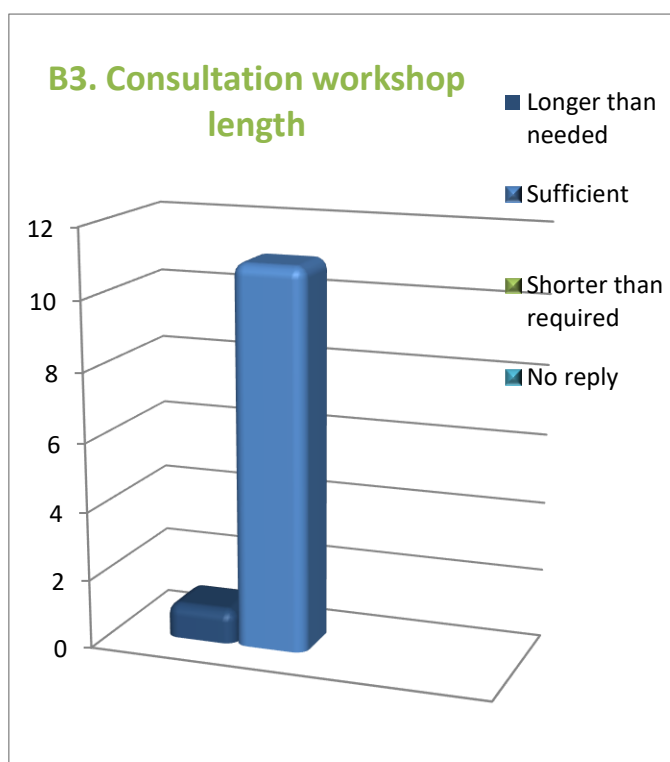


FIGURE 5-8: CONSULTATION WORKSHOP LENGTH (B.3)



FIGURE 5-9: LEVEL OF ACHIEVEMENT OF PLANNED OBJECTIVES
(B.4)

The following table presents some key remarks of the participants:

Summary of most frequent statements made by the participants	
B5	What did you like most about this event?
	<ul style="list-style-type: none"> • Very clear objectives of the workshop, and the mix of participants and an excellent interpretation • The recommendations were clear and direct • Reality and good experiences to be learned • Focus on SUPs or single-use of products • Open interaction
B6	What needs to be improved?
	<ul style="list-style-type: none"> • Many more workshops like this workshop. It was a good one • More participation from the rest of the stakeholders • Nothing (x2)

6. CONCLUSIONS & OVERALL ASSESSMENT

The conclusions of the consultation session included the following:

- 1) All participants agreed on the importance of further and in-depth information on the topic of SUPs and the importance of having a road map for its reduction and elimination.
- 2) Overall, there was a general agreement on the measures and timeline proposed for implementing the roadmap on SUPs. Only minor comments were brought up (nothing major).
- 3) A number of interventions stressed the need for focusing on implementation and enforcement, since several planning reports have been produced over the last years but final impact is still low.
- 4) The impacts of measures on different aspects of SUPs were also discussed. An important part of the management is related to collection and separation. 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.
- 5) Education was acknowledged as a major tool to drive sustainable consumption in Jordan.
- 6) It was pointed out that public procurement offers an opportunity for administration to show commitment, coherence and lead the transition to reusable options.
- 7) For implementing the road map, there were two views expressed within the session: (a) one view was for gradual soft implementation, where a good period is spent on awareness, education and labeling campaigns with voluntary participation; (b) the second view was for introducing enforcements early on, in order to demonstrate visible results and successes in the short term. Both of the views had good merits and justifications. Finally, it was agreed to take this decision after starting the road map implementation as per the reaction of the different sectors to the road map and as per the progress with other supporting tools such as the EPR system.
- 8) Regarding green banking and green investment opportunities to curb plastic waste in Jordan, the four presentations (one from the CBJ representative and three from the NKE experts of the twin activity) shed light on the following:
 - a. The CBJ current status in the development of a National Strategy towards Green Banking, which is a positive development. This is in anticipation that such a strategy capitalizes on situation of existing experience (notably renewable energy), elaborating a financial vehicle for plastics/SUPs and developing a centralized database.
 - b. Basic results of the survey conducted for 14 banks in Jordan and their response showing some maturity in applying green banking to renewable energy practice, while nearly nil in solid waste in general, and plastics with concentration on SUPs, in particular.

- c. Reforms needed within the various relevant institutions for enhancing the enabling conditions for green banking and green investment to curb plastic waste and address SUPs, particularly within the Ministry of Environment and inclusive of the Ministry of Local Administration, Ministry of Investment, Ministry of Industry and Trade and Supply, Central Bank of Jordan (CBJ), Association of Banks of Jordan (ABJ), and the Chamber of Industry (CI).
- d. The good and profitable business opportunities offered by many projects related to plastics recycling.
- e. The need for suitable communication and education to stimulate necessary behavioral changes from the public, and raising funding awareness.
- f. Suggestions on capacity building needs to enhance ownership and management of such serious matters in the fight against plastics in general, but confined first to the need for drastic reduction and phasing out of SUPs.
- g. The case of the Jordan Kuwait Bank, which has issued the first Green Bond, valued at JOD 50 million, and has shown keen interest in green projects and is fully welcoming WES involvement /support.

7. ANNEXES

7.1. AGENDA

**JOINING FORCES TO COMBAT SINGLE-USE PLASTICS (SUPs) IN JORDAN:
CONSULTATION WORKSHOP ON A PROPOSED ROADMAP TO ADDRESS SUPs AND
DRAFT RECOMMENDATIONS FOR STAKEHOLDERS ON GREEN BANKING AND GREEN INVESTMENT
OOPPORTUNITIES TO CURB PLASTIC WASTE
17 May 2023, the Hilton Hotel, Amman, Jordan**

08:30 - 09:00	Registration
09:00 - 09:30	Session 1: Welcome and opening remarks
09:00 - 09:30	Welcome, opening remarks and introduction to the consultation objectives <ul style="list-style-type: none"> - Dr. Mohammad ALKHASHASHNEH - H.E Secretary General, Ministry of Environment & WES Focal Point - Jordan - Mr. Omar ABU EID - EUD, Energy, Environment & Climate Change Programme Manager Cooperation Section- Jordan - Prof. Michael SCULLLOS - WES Team Leader
09:30 - 10:45	Session 2: Addressing plastic waste and promoting green and circular economy in Jordan
09:30 - 09:50	National efforts in promoting green and circular economy in Jordan: Overview of the Green Growth National Action Plan and the National Municipal Solid Waste Management Strategy <ul style="list-style-type: none"> - Dr. Jihad ALSAWAIR, Director of Green Economy Unit and Minister advisor for technical affairs at the Ministry of Environment
09:50 - 10:10	Baseline situation in Jordan and proposed sustainable alternative options to transition away from manufacturing and using SUPs <ul style="list-style-type: none"> - Dr. Eyad BATARSEH, Senior WES expert in environment and waste management
10:10 - 10:45	Open discussion Moderated by Prof. Michael Scoulllos, WES Team Leader
10:45 - 11:15	Coffee break
11:15 - 13:00	Session 3: Discussion on the draft joint Roadmap to address SUPs in Jordan
11:15 - 11:30	Regional context and proposed policy measures in relation to Single Use Plastics <ul style="list-style-type: none"> - Mr. Pedro FERNANDEZ, Senior Expert in Plastic Pollution Prevention Measures, WES/ MedWaves
11:30 - 12:00	Presentation of the proposed public-private Roadmap to address SUP items in Jordan <ul style="list-style-type: none"> - Mrs. Françoise BONNET, Senior WES Circular Economy and Legal Expert
12:00 - 13:00	Open discussion Moderated by Prof. Michael Scoulllos, WES Team Leader
13:00 - 14:00	Lunch
14:00 - 15:30	Session 4: Discussion on green banking and green investment opportunities to curb plastic waste in Jordan
14:00 - 14:15	Update on the National Green Banking Strategy under development in Jordan <ul style="list-style-type: none"> - Mr. Mohamed Amaireh, Executive Director of the Financial Stability Department - Central Bank of Jordan
14:15 - 14:45	Presentation of the draft recommendations for stakeholders on green banking and green investment opportunities to curb plastic waste in Jordan <ul style="list-style-type: none"> - Dr. Adli KANDAH, Senior expert on (Green) Economics and Banking, Dr. Koussai QUTEISHAT, Senior Environment and Water Finance Expert, Eng. Ahmad Al QATARNEH, Senior Solid Waste expert
14:45 - 15:30	Open discussion Moderated by Prof. Michael Scoulllos, WES Team Leader
15:30 - 16:15	Session 5: Stakeholder consultation results and closing session
15:30 - 15:45	Summary of the key consultation outcomes by Prof. Michael Scoulllos, WES Team Leader
15:45 - 16:00	Participants' commitment on follow-up and evaluation of the consultation
16:00 - 16:15	Wrap-up and closing of the consultation workshop <ul style="list-style-type: none"> - Dr. Jihad ALSAWAIR, Director of Green Economy Unit and Minister advisor for technical affairs at the Ministry of Environment - Mr. Omar ABU EID - EUD, Energy, Environment & Climate Change Programme Manager Cooperation Section- Jordan - Prof Michael SCULLLOS, WES, Team Leader

16:15	Closing
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7.2. LIST OF PARTICIPANTS

TYPE OF INSTITUTION	TITLE	FIRST NAME	LAST NAME	POSITION/ FUNCTION
MINISTRY REPRESENTATIVES	Dr.	Mohammad	ALKHASHASHNEH	H.E Secretary General & WES Focal Point
MINISTRY REPRESENTATIVES	Dr.	Jihad	ALSAWAIR	Minister advisor for technical affairs, Director of Green Economy Unit
MINISTRY REPRESENTATIVES	Mr.	Abdallah	ALZYOD	Director Assistant, Head of Policies & Strategies Section
MINISTRY REPRESENTATIVES	Eng.	Heba	ZABALAWI	Head of Solid Waste Management Section
MINISTRY REPRESENTATIVES	Eng.	Maha	MA'AYTA	Director of Policy and International Cooperation
EUROPEAN UNION DELEGATION (EUD)	Mr.	Omar	ABU EID	Energy, Environment & Climate Change Programme Manager, Cooperation Section
PRIVATE SECTOR	Mr.	Mohamed	AMAIREH	Executive Director of the Financial Stability Department
PRIVATE SECTOR	Mr.	Hussein	ABU JABAL	CEO
PRIVATE SECTOR	Mr.	Abdelkhaleg	ABU JABAL	Expert industry development
GOVERNMENT AGENCIES	Mr.	Mohammad	AL FAOURI	Eng.
INTERNATIONAL ORGANISATIONS AND PROGRAMMES	Ms	Zain	WAHBEH	Senior Technical Advisor
GOVERNMENT AGENCIES	Mr.	Adnan	SHNIKAT	Engineer
ACADEMIA AND RESEARCH INSTITUTES	Mr.	Saleh	ABU SALHA	Engineer
MINISTRY REPRESENTATIVES	Ms	Esra'a	HARASIS	Employee
MINISTRY REPRESENTATIVES	Ms	Randa	BARAKAT	Employee, Project Management
GOVERNMENT AGENCIES	Mr.	Fernaz	ODETALLAH	
MINISTRY REPRESENTATIVES	Ms	Sewar	SHATNAWI	Engineer
MINISTRY REPRESENTATIVES	Ms	Leen	AMIREH	Engineer
GOVERNMENT AGENCIES	Ms	Kefah	SALEH	Engineer
MINISTRY REPRESENTATIVES	Mr.	Mamduh	AL BASSAL	Engineer
MINISTRY REPRESENTATIVES	Mr.	Hatem	ABU RUMMAN	Engineer
MINISTRY REPRESENTATIVES	Ms.	Helen	JAWABREH	Engineer
LOCAL AUTHORITIES	Ms	Fadia	AL KASSABEH	Ranger

INTERNATIONAL ORGANISATIONS AND PROGRAMMES	Mr.	Christophe	ASSICOT	Country Representative, Jordan
MINISTRY REPRESENTATIVES	Ms	Nadia	MOSLEH	Waste Water Department
MINISTRY REPRESENTATIVES	Ms	Ehtram	AL ORAN	Engineer
MINISTRY REPRESENTATIVES	Ms	Asmaa	HAZOUQ	Researcher
GOVERNMENT AGENCIES	Ms	Enas	AL ARABYAT	Head Assistance of Environment Section
ACADEMIA AND RESEARCH INSTITUTES	Mr.	Baker	AL HAWATMEH	
INTERNATIONAL ORGANISATIONS AND PROGRAMMES	Ms	Jumana	ABDIN	Advisor
MINISTRY REPRESENTATIVES	Ms	Razan	AL SHARAAH	Engineer
NGOs REPRESENTATIVES	Mr.	Adnan	ZAWAHREH	Engineer
MINISTRY REPRESENTATIVES	Mr.	Ahmad	AL BARMAWI	Engineer
MINISTRY REPRESENTATIVES	Ms	Heba	HAMMOUDEH	Engineer
MINISTRY REPRESENTATIVES	Mr.	Nayef	BANI JAMA	International coordinator
NGOs REPRESENTATIVES	Ms	Mona	SAYAH	
WES PROJECT	Prof.	Michael	SCOULLOS	Team Leader
WES PROJECT	Ms	Francoise	BONNET	Senior WES Circular Economy and Legal Expert (NKE)
WES PROJECT	Mr.	Pedro	FERNANDEZ	Senior WES Expert in Plastic Pollution Prevention Measures (NKE)
WES PROJECT	Mr.	Eyad	BATARSEH	Senior WES Expert in Environment and Waste Management (NKE)
WES PROJECT	Mr	Koussai	QUTEISHAT	Senior WES Environment and Water Finance Expert (NKE)
WES PROJECT	Mr.	Adli	KANDAH	Senior WES Expert on (Green) Economics and Banking (NKE)
WES PROJECT	Mr.	Ahmad	ALQATARNEH	Senior WES Solid Waste expert (NKE)

7.3. POWERPOINT PRESENTATIONS AND BACKGROUND DOCUMENTS

The presentations of the consultation meeting can be accessed via the WES website:

<https://www.wes-med.eu/environment/activities/jordan/>