



WES INFO BULLETIN NATIONAL ACTIVITY “CONTRIBUTION TO THE DEVELOPMENT OF A JOINT PUBLIC- PRIVATE ROADMAP TO REDUCE THE USE OF SINGLE-USE PLASTICS IN JORDAN”

January 2024

Overview

From May 2021 to December 2023, following the request of the Ministry of Environment (MoENV) of Jordan, the “Water and Environment Support (WES) in the ENI Southern Neighborhood region” Project conducted 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.

The overall aim of activity “Contribution to the development of a joint public-private roadmap to transition to reduce the use of single-use plastics (SUPs) in Jordan (N-E-JO-1)”, 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.

Methodology and Implementation

The activity was designed and delivered in a phased approach, here are the tasks 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:

- 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 over 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 2023, 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**

Main Outcomes

- ✓ 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.

Conclusions

- ❖ All activities were conducted successfully thanks to the excellent collaboration and coordination with 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 Roadmap, 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 Roadmap implementation and see the reaction of the different sectors, while in parallel implement other supporting tools such as the Extended Producer Responsibility (EPR) system.



Useful Link

https://www.wes-med.eu/activities_type/n-e-jo-1-consolidation-activities-for-supporting-the-implementation-of-the-green-economy-roadmap-with-focus-on-the-solid-waste-management-sector/

WES Project

The EU funded Water and Environment Support (WES) is a regional project designed to contribute to the implementation of an integrated approach to pollution reduction and prevention, in line with the Union for the Mediterranean agendas and the Barcelona Convention. WES is also meant to contribute to a more efficient management of scarce water resources in the ENI Southern Neighbourhood region.

The project aims to do so by increasing the capacity of stakeholders that are involved in pollution reduction and water management and support them in formulating and implementing the environmental and water policies.

WES supports the shift to a more sustainable consumption and production model, promotes an integrated and efficient management of water, combats plastic pollution and marine litter and fosters dialogue on key environmental and sustainable development issues. In this way, WES also supports mutual understanding, cooperation, and peace in the region.

For any further information on WES project, please visit:

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