

# Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



## Jordan Environment Society: Recycling programme in Jordan

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**Project Name:** Jordan Environment Society

**City, country:** Amman, Jordan

**Name of entrepreneur/ founder:** Engr. Ahmad Al Kofahi

**Description:** JES is a non for profit organization that promotes recycling through Training, Research and Capacity Building, Awareness Campaign, Eco-Products, Sorting and Collection. It is the largest NGO in its field in Jordan and operates an extensive waste collection system with 300 recycling points and two secondary sorting centres. In addition recycled products are made to attract investors into recycling and a biogas plant is supplied with organic waste.

**Investment:** The program received funds from GEF, Canada Fund, USAID, UNDP with a total amount of \$200,000; and the approximate outcome of it reaches around 5.000\$ monthly.

**Stakeholders:** The population of Amman city of all ages.

**Employment generation:** Four women from poor areas, one driver, eight workers on full time basis, a coordinator, one part time accountant hired by the program – a total of 14 people.

**Timeline:** 1995-present

**Feasibility study:** Although this was not conducted, a study on recycling behaviour has been carried out since the project has been initiated.

**Geo-social-economic setting:** The program is contributing in minimizing the unemployment especially among youth and poor women.

**Key features:** Recycling, women's empowerment and youth engagement.

**Overall rationale and motivation:** Conserving natural resources to promote sustainable development and minimizing the emissions of the greenhouse gases. Advocate the concept of recycling through an organized awareness program in schools, houses, different factories, enterprises and NGOs. Training specialized groups on the concept of solid waste management through workshops and field visits. Collecting paper, plastic and metals, etc. As the best practice to change the attitudes and the habits of the consumers through involving them in the process of recycling. Supplying the Biogas Project with the needed organic waste. Producing recycled products to encourage investors to start recycling industries. Involving the local community in protecting the environment and changing the consumptive habits by participating in solid waste separation.

<b>Strengths:</b>	<ul style="list-style-type: none"> <li>Increasing the collection sites from 2 in 1995 to 300 in 2010. The sites include but not limited to schools, offices, embassies, governmental ministries and corporations.</li> <li>Increasing the collected waste paper from 3 ton/ year in 1995 to 500 ton/ year in 2010.</li> <li>Increasing the use of recycled paper from 5 ton/year in 1995 to 10 ton/year in 2010.</li> <li>Contributing in minimizing the unemployment especially among youth and poor women.</li> <li>Establishing two secondary sorting centres in two poor areas and one main centre in Jordan Road. These centres are considered as transformation centres where the collected materials are further sorted before sending them to recycling factories.</li> <li>The program has awarded and honoured from national and international agencies.</li> </ul>
<b>Challenges and constraints:</b>	<p>Many of the entities working in solid waste management in Jordan has little or even no technical expertise in the field and without adequate training such projects won't sustain. The lack of awareness among the local community benefiting by the program and Jordan as whole is directly affecting the implementation. The lack of national plans for coordinating the solid waste industry.</p>
<b>Direct activities and impacts:</b>	<p><i>Social:</i> Training, Research and Capacity Building, Awareness Campaign  <i>Environmental:</i> Eco-Products, Sorting and Collection, contributing to solid waste problem, a major concern in Jordan.  <i>Economic:</i> Creating job opportunities and improve standards of living for the locals, especially for the women working at the separation centres as well as the labourers.</p>
<b>Use of innovative technologies:</b>	<p>the program uses the regular recycling methods, including collecting, compressing, and separation units and locations.</p>
<b>Evidence of a holistic approach/world view:</b>	<p>the recycling industry has an international significance since the end products are widely used and easily attainable</p>
<b>Scale of benefits:</b>	<p>Supporting the local industries by producing recycled paper to be used in different stationary and publications. Raising the environmental awareness among different kinds of sectors. Designing of different kinds of containers (indoor and outdoor). Signing a partnership agreement with GAM in 2000 renewed every two years so far. Signing many agreements and MOU with governmental, private, and international organizations.</p>
<b>Policies, incentives and regulations needed:</b>	<p>the enforcement of the existing solid waste management laws and regulations developed by the Greater Amman Municipality (GAM).</p>
<b>Lessons and recommendations:</b>	<p>Income generation, new employments opportunities, and environmental conservation and sanitation improvement are the key benefits to this project. Effective legislation and enforcement is the best way to incorporate the community in the solid waste management system; but at the meantime, most people shows willingness to participate in solid waste disposal programs, which could ease and facilitate such projects, and the community should participate in the development of such laws.</p>
<b>Key references:</b> Greater Amman Municipality (GAM), Jordan Ministry of Environment. <a href="http://www.jes.org.jo">www.jes.org.jo</a>	