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## PROJECT BRIEF

# RECYCLING IN JORDAN ACTIVITY

### BACKGROUND

Every day, the Al Ghabawi landfill receives 3,200 tons of Amman's waste, with at least 40 percent generated by the commercial sector according to Greater Amman Municipality (GAM) estimates. While Amman's waste generation continues to climb by more than 5 percent per year, optimistic estimates peg Amman's recycling rate at a paltry 7 percent, well below other cities in the region. Waste generators continue to choose landfilling, and manufacturers continue to choose virgin materials due to their low cost and convenience compared to current recycling offerings.

### OVERVIEW

The USAID Recycling in Jordan Activity uses a market systems approach to increase commercial sector utilization of recycling services in Amman. The project works closely with private recycling firms, the commercial sector, the Ministry of Environment (MOENV), and the Greater Amman Municipality (GAM) to increase the competitiveness of the recycling through strengthening market linkages and improving the enabling environment. As the recycling sector becomes more competitive, the project will support it to capitalize on opportunities that boost commercial sector use of recycling services. By transforming a largely informal network of recycling services into a competitive recycling industry, the project will contribute to sustainable solid waste management in Amman.

## ACTIVITIES

The USAID Recycling in Jordan Project works towards the following strategic objectives:

- ❖ **Expand and improve private sector recycling market:**
  - Improve business performance and profitability for private sector companies in the recycling sector
  - Strengthen capacity of recycling services' providers
  - Expand recycling services and replicate successful models
  - Support informal sector
  - Enhance integration of waste pickers into the recycling value chain
  - Promote investment in the recycling sector
  
- ❖ **Increase demand and utilization of recycling services within Amman's commercial sector:**
  - Increase awareness of recycling services among the commercial sector
  - Strengthen business linkages between the commercial sector and recycling service providers
  - Increase development, implementation and monitoring of commercial sector Solid Waste Management (SWM) plans
  
- ❖ **Improve business enabling environment for recycling services and materials markets:**
  - Strengthen national regulatory policy and enforcement of SWM and recycling
  - Support engagement of the private sector in implementation of SWM law and strategies
  - Improve GAM engagement with the private sector recyclers and waste generators
  - Support registration of large waste generators in the national monitoring Information system for waste
  - Link Extended Producer Responsibility (EPR) to recycling market

## EXPECTED RESULTS

Over five years of implementation, the project aspires to achieve the following:

- 115 tons/day diverted waste from the landfill by the private sector companies
- 2538 commercial waste generators using recycling services
- 500 SWM plans developed for the commercial sector
- 200 recycling service agreements signed
- 800 jobs created
- 200 private sector firms that have improved management practices or technologies
- \$5 Million leveraged for private sector investment