



WES-BCA Kick-off Meeting

C-1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan

16 September 2025

13:00-15:00 Amman time

Online

Agenda

KICK-OFF MEETING
Pre-conceptualization and support to establish a Plastic Waste
Recycling/Upcycling Hub near existing waste management infrastructure in Jordan



Activity Code: C1_N-JO-1

Tuesday 16 September 2025
13:00-15:00 Amman Time (12:00-14:00 CET)
Online

AGENDA

Time (Amman)

12:45 - 13:00	Connecting to the platform
13:00 - 13:30	Welcome and opening remarks
10'	Introduction to the meeting Mr. Anis Ismail, Key Environment Expert, WES-BCA
20'	Opening remarks - Prof. Michael Scoullios, WES-BCA Team Leader - H.E. Dr. Omar Arabiyat, Secretary General of the Ministry of Environment & WES-BCA Focal Point, Jordan - Eng. Basem Souliman, Greater Amman Municipality, Jordan - Mr. Omar Abu Eid, Programme Manager, Delegation of the European Union, Amman
13:30 - 14:45	Presentation of the activity and general discussion
10'	Presentation of the Water and Environment Support-Biodiversity and Climate Action project (WES-BCA) Mr. Anis ISMAIL, Key Environment Expert, WES-BCA
15'	Communication, impact monitoring and stakeholders' participation - Ms. Lisa Papadogeorgaki, Key Communication Expert, WES-BCA - Dr. Emad Adly, Stakeholder Engagement and Impact Assessment Expert, WES-BCA
15'	General framework of the national activity Eng. Heba Zabalawi, Head of Solid Waste Management Section, MoENV
20'	Presentation of the WES-BCA national activity (C1_N-JO-1) in Jordan - Mr. Haris Kamariotakis, Solid Waste/Circular economy Expert (lead expert), WES-BCA - Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA - Ms. Bara'ah Alshaban, Senior Environmental and solid waste expert, WES-BCA
15'	Discussion: Challenges and expected results
14:45 - 15:00	End of meeting



WES-BCA Kick-off Meeting

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Opening Remarks

16 September 2025

Online

- **Prof. Michael Scoulllos**, Team Leader, WES-BCA
- **H.E. Dr. Omar Arabiyat**, Secretary General of the Ministry of Environment & WES-BCA Focal Point, Jordan
- **Eng. Basem Souliman**, Greater Amman Municipality, Jordan
- **Mr. Omar Abu Eid**, Programme Manager, Delegation of the European Union, Amman



WES-BCA Kick-off Meeting

C-1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan

Presentation of the Water and Environment Support- Biodiversity and Climate Action project (WES-BCA)

16 September 2025

Online

Presented by:
Mr. Anis Ismail, Environment Expert, WES-BCA

WES-BCA in a snapshot



- The EU funded “Water and Environment Support-Biodiversity and Climate Action (WES-BCA) in the Neighbourhood South region” project aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce water resources, while enhancing the resilience to climate change in the Mediterranean region, strengthening the formulation and enforcement of the relevant policies of the Partner Countries and the two regional political frameworks, namely the Union for the Mediterranean (UfM) and the Barcelona Convention.
- It strives to enhance the capacity of relevant stakeholders to support them in formulating and or implementing policies in the issues mentioned above.
- It is meant to raise awareness, increase knowledge and improve public understanding, stimulating behavioural changes needed for appropriate climate action and environmental protection.
- WES-BCA is the continuation of the WES project and therefore capitalises on the experience of previous successful EU funded regional projects (WES, SWIM-H2020 SM, SWIM SM, Horizon 2020 CB/MEP).

WES-BCA Identity



Partner Countries: 8 Countries in North Africa and the Middle East



Duration: November 2024 - November 2027



Budget: 7.000.000 Euros



Team Leader: Professor Michael Scoulllos, scoulllos@wes-med.eu

Environment Expert: Mr. Anis Ismail, a.ismail@wes-med.eu

Water Expert: Ms. Suzan Taha, taha@wes-med.eu

Communication Expert: Ms. Lisa Papadogeorgaki, lpa@ldk.gr

WES-BCA Consortium



LDK CONSULTANTS S.A. (Leader)



Arab Network for Environment and Development (RAED)



Association of Cities and Regions for Sustainable Resource Management (ACR+)



Mediterranean Agronomic Institute of Bari (CIHEAM Bari)



Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSDE)



MedWaves, the Regional Activity Centre of UNEP/MAP for Sustainable Consumption and Production

WES-BCA Components



The project will be implemented through **two** complementary, closely related and mutually supportive **Components**:

Component I - focusing on Water, Biodiversity and Environment

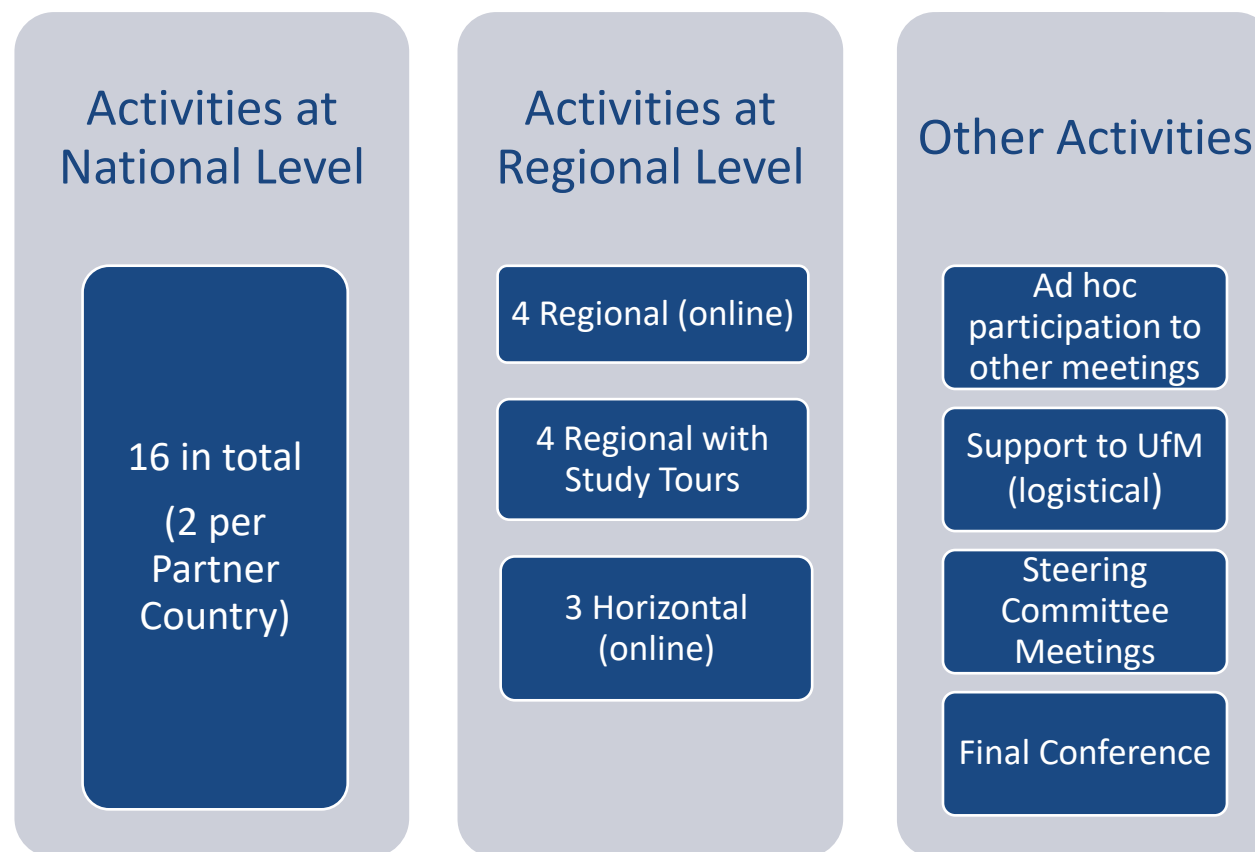
Component II - focusing on Communication and Outreach

Under **Component I**, the issues covered focus on:

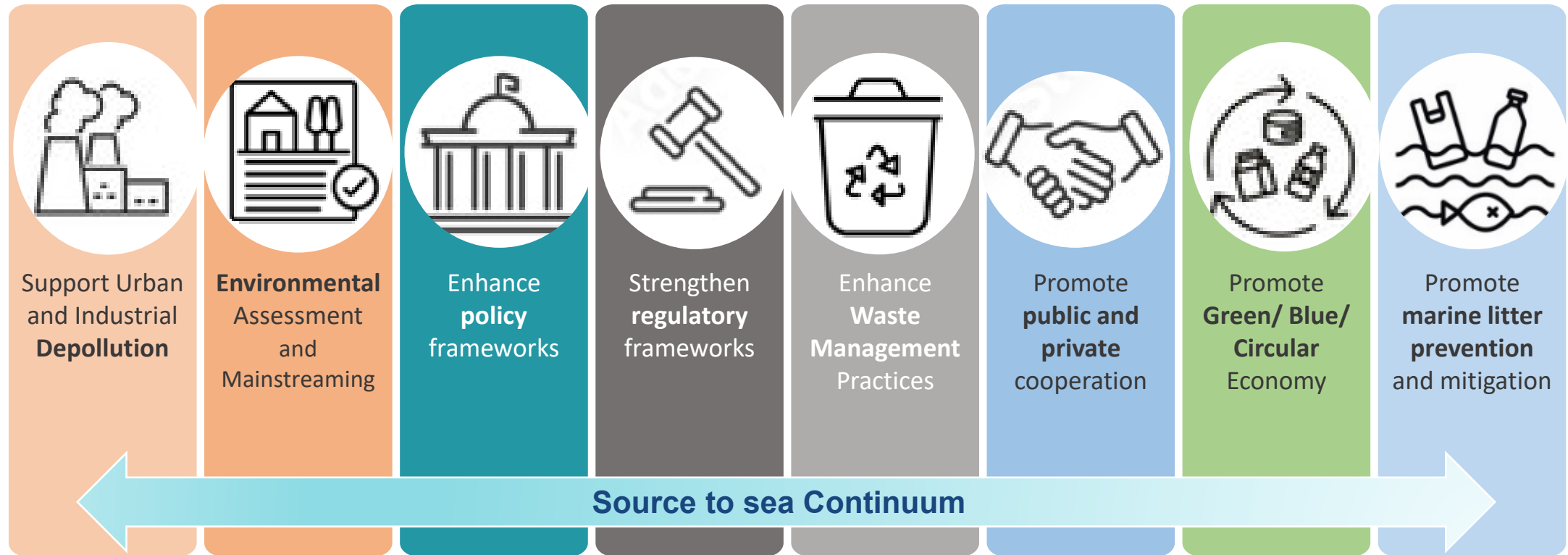
- **Topic 1:** Prevention & Reduction of Pollution
- **Topic 2:** Curbing Plastic Pollution & Marine Litter
- **Topic 3:** Promoting the Water-Energy-Food-Ecosystems (WEFE) Nexus approach
- **Topic 4:** Promotion of water efficiency at all steps and levels of water management and use
- **Topic 5:** Climate Change mitigation and adaptation actions including Water Scarcity and Biodiversity protection as priorities

Under **Component II**, the project aims to raise awareness and improve understanding by the general public (and specific segments of the population), including youth and women, stimulating adoption of appropriate behaviours and attitudes towards improved **Climate Action** and effective **Environmental Protection**.

Expected capacity building and technical assistance outputs of Component I on water, biodiversity and environment



Tackling Plastic Pollution and Fostering Collaboration Across the Mediterranean





WES-BCA Kick-off Meeting

C_1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure

Component I, Communication Plan

16 September 2025

Online

Presented by:

Ms. Lisa Papadogeorgaki, Communication Expert, WES-BCA

WES-BCA
Water and Environment Support -
Biodiversity and Climate Action
in the Neighbourhood South region



- Disseminate information and knowledge on all WES-BCA activities;
- Increase awareness on the protection of the environment, the restoration of biodiversity, the management of scarce water resources and the effects of climate change in the Mediterranean region;
- Increase the commitment of decision-makers and key stakeholders at national and local level;
- Mobilise the civil society, especially young people and women;
- Ensure the visibility of WES-BCA and the EU support for WES-BCA and other projects/initiatives related to environmental issues in the Southern Neighbourhood countries.

Communication Plan for this Activity in Jordan

- ❑ Throughout the implementation of the activity, all related information and results (presentations, deliverables etc.) will be disseminated to promote innovation in the reuse, recycling, and upcycling of plastic waste materials by fostering collaboration with entrepreneurs and relevant stakeholders.
- ❑ Enhancing the country's awareness to respond to the challenges posed by solid waste and particularly plastic pollution;
- ❑ Emphasis will be placed on successful practices to replacing and/or recycling SUPs and on raising awareness of the importance of phasing out SUPs.
- ❑ News items, especially prepared for this activity, would enhance knowledge exchange and learning among a wider public.
- ❑ Based on Best Practices for addressing waste management and plastic pollution, a set of key messages/slogans, such as: "Be Part of the Solution: Reduce, Reuse, Recycle!", "Single-Use Plastics? No Thanks!" etc., will be used to accent the importance promoting circular economy, upcycling and recycling.

All communication material will be sent out to Media Contacts in Jordan, regional news platforms and Target Groups (mentioned in the Stakeholders' Engagement slide below).

Communication Tools



- ☐ Press Releases/Announcements;
- ☐ Social media posts;
- ☐ WES Repository;
- ☐ Best Practices;
- ☐ Deliverables published via the website;
- ☐ WES Videos;
- ☐ Photos.

All News items will be published in English, French and Arabic.





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Home  مشروع دعم المياه والبيئة - فرع التتبع البيولوجي والعمل المناخي بتطبيق رسميًا

مشروع دعم المياه والبيئة – فرع التنوع البيولوجي والعمل
المناخي ينطلق رسميًا!

 مشروع دعم المياه والبيئة - فرع التنوع البيولوجي والعمل المناخي ينطلق رسمياً!

كما أكد الـڤروفيسور مايكل سكولس، قائد فريق مشروع دعم المياه والبيئة - فرع التنوع البيولوجي والعمل المناخي، في تخصيصه للمناقشات، على الكيفية التي سيمكن بها مشروع دعم المياه والبيئة على الارتقاء بإنتاجات المشروع، والتي إلى تحقيق فهم البلدان وتعزيز المهارات في النهج المتكاملة، مثل الترابيع بين المياه والغذاء والبيئة والتنمية الريفية (WEEF) في سلسلة القيمة الأريفيين القروية من المصدر إلى البحر، على النقص الذي يربط له يتكامل منتمه الاتحاد الأوروبي والاتحاد من أجل المتوسط والوكالة الفرنسية للتعاون الدولي، فيتمثل الحد من الثغرات البيولوجية في القواعد البحرية، من المصادر البيولوجية، وأيضاً هذا لا يحد من عدم عنصر اتصال تلكه وتوابعها، بل يتعدى إلى الفعاليات الرئيسة والعمود الرئيسة، من التكرار على النقص في النظم

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نودى في قمة دبيهاكس: ثلاث ركائز لبيئة الهند - الأمم المتحدة والخصم

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نحو منطقة بحر متوسط مستدامة

الأخبار

منصة التواصل

الصفحة الرئيسية

التقويم

الأخبار

مشروع WES-BCA

الاجتماع التشاوري لمشروع WES-BCA حول "النهوض بسياسات واستراتيجيات الترابط بين المياه والطاقة والغذاء والنظم البيئية وتنفيذها: مراجعة تعاونية للنتائج والتوصيات الرئيسية" (03/09/2025)

[...]



اقرأ المزيد <

اجتماع مشروع WES-BCA التمهيدي عبر الإنترنت حول النشاط المائي في لبنان (05/08/2025)

نظم مشروع WES-BCA اجتماعًا تمهيديًا عبر الإنترنت حول النشاط المائي في لبنان، في 5 آب/أغسطس 2025.

يكمّن الهدف من هذا النشاط في إطار مشروع WES-BCA في إثراء المعارف والدراية بالطول الطبيعية لإدارة العواصف ومياه الأمطار وتعزيز البيئة/التنوع البيولوجي، لأجل استعراض أفضل الممارسات الإدارية لهذه الحلول، والتعلم من الخبرات المكتسبة من استخدام الطول الطبيعية في حالة تجريبية واحدة في لبنان من حيث الجدوى.



WES-BCA Social Pages



@sustainablemediterranean

WES-BCA
Water and Environment Support -
Biodiversity and Climate Action
in the Neighbourhood South region

Toward



@WesMed19

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Towards a Sustainable Mediterranean

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@wes-medproject

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2.1K likes • 2.2K followers



WES-BCA Project
Towards a Sustainable Mediterranean
Environmental Services • Athens, Attiki • 445 followers • 2-10 employees

 Lisa & 8 other connections follow this page

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Overview

The EU funded "Water and Environment Support-Biodiversity and Climate Change (WES-BCA) project" in the Neighbourhood South region is the continuation of the WES project and aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce w ... see more

WES-BCA project
@WesMed19

The EU funded WES-BCA project aims to improve the protection of the environment, the restoration of biodiversity and the management of scarce water resources.

 Athens, Greece  wes-med.eu  Joined September 2019

104 Following 215 Followers

WES project Repository on 'Best practices in achieving waste reduction in the Mediterranean'



This website or 'repository' aims to promote waste reduction and circular economy across the waste management chain in the Mediterranean region. The cases included were selected out of many from different countries of the region via a stakeholder consultation to identify best practices. They are of varying scale and type from which a lot can be learned and that could inspire more actions to substantially reduce waste generation by 2030 through prevention, reduction, recycling and reuse.

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prevention	re-use	recycling	collection	no littering	other
The inclusion of the informal sector in the Oum Azza Landfill: the Attawafouk cooperative recycling	Single-use plastic ban by the Red Sea Governorate prevention	Implementing source separation and recycling in Lebanese municipalities with the support of the NGO "Arc-en-Ciel" re-use recycling	"Clean Beaches" programme and Blue Flag label for well-managed beaches to prevent littering no littering recycling		
Eco-Lef: a national system for the recovery and recycling of post-consumer packaging that focuses on plastic waste collection recycling	Prevention of plastic bags: a ban on single-use plastic bags, and the Zero Milka Initiative in Morocco prevention no littering	Landfill and incineration tax with a refund criterion to boost source separation of biowaste recycling	Fee modulation in the French Extended Producer Responsibility scheme for WEEE to promote re-use and recycling re-use recycling		
A local NGO implementing an integrated waste management system in the cities of Hurghada and Marsa Alam, Egypt recycling	Single-use plastics – Not in my Sea! prevention	La Brocante, a re-use centre for furniture and household items in Damour, Lebanon re-use recycling	Community composting to manage 100% of biowaste in a rural area of Spain recycling		

WES Videos to be used

 **“Plastic Pollution and single-use plastics (SUPs)”**

 **“Circular Economy”**

All versions of the videos with subtitles in English, French and Arabic are accessible via the WES-BCA YouTube page and Website.





WES-BCA
Water and Environment Support –
Biodiversity and Climate Action
in the high potential South region

**Thank you for your attention
and keep up with our latest news!**

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WES-BCA Kick-off Meeting

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Stakeholders Engagement and Impact Assessment of the national activity

16 September 2025

Online

Presented by:

Dr. Emad Adly, Stakeholder Engagement and Impact Assessment Non-Key Expert, WES-BCA

Interlinked aspects:

- Stakeholder engagement (involving the right people from the relevant institutions)
- Defining, monitoring and assessing expected impacts throughout the process on both personal and institutional levels



Stakeholders' Engagement → Important Impacts

The main stakeholders will be identified and targeted with the focal point and the partners. Stakeholders who could be involved in the activity (as applicable):

- Ministry of Environment (MoENV)
- Ministry of Local Administration (MoLA), Ministry of Industry and Trade (MoIT)
- Greater Amman Municipality (GAM, Amman Vision Treatment and Recycling (AVTR)
- Jordan Chamber of Industry, Jordan Chamber of Commerce, Jordan Investment Commission
- Private sector (SWM operators, plastic transformation and recycling, relevant business associations)
- Amman's commercial sector waste generators
- Department of statistics JEDCO, Academic institutions
- NGOs, Media and others (TBD)

WES-BCA Impact Assessment Methodology



- Approval of Activities' ToRs (Relevant Stakeholders, Impacts and Indicators)
- Mobilizing candidates based on certain criteria to make sure the project serves the right target groups.
- Dynamic participatory activities involving quizzes, exercises etc.
- Evaluation immediately after the intervention.
- Follow-up and getting feedback (e-survey, interviews, capitalization questionnaires completed by FPs).

Engaging the right stakeholders is key!



- Participants from the government/ministries that can contribute to the decision-making process and in designing policies. From other stakeholder groups as well.
- WES-BCA to identify and invite relevant CSOs and NGOs from national networks.
- Gender and Youth aspects are well engaged.



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Thank you for your attention!



WES-BCA Kick-off Meeting

C-1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan

General Framework of the National Activity

16 September 2025

Online

Presented by Mrs. Heba Zabalawi, Ministry of Environment



MINISTRY OF ENVIRONMENT

Waste management

Ministry of Environment

Prepared by :

**Eng. Heba Zablawi / Head of Solid
Waste Management Section.**





Ministry of Environment

Waste and Hazardous Substances Management Directorate

**Hazardous
Waste
Treatment
Center Section
(sawaqa)**

**Hazardous
Waste
Management
Section**

**Hazardous
Substances
Management
Section**

**Solid Waste
Management
Section**

**Extended
Producer
Responsibility
(EPR) Section**



Solid Waste Management Section objective :

- 1. Set policies, strategies, national plans and legislation.**
- 2. Applying of International agreements related to waste , and ensuring the readiness of licenses Its applicability and comprehensiveness to all environmental issues.**



Foundation Laws

Environmental Protection Law No. 6 (2017)

Primary legislation establishing environmental governance framework and regulatory authority for comprehensive environmental protection across Jordan

Framework Law for Waste Management No. 16 (2020)

Comprehensive regulatory foundation defining waste management principles, institutional responsibilities, and operational standards for sustainable practices

Plastic Waste Regulations

Biodegradable Shopping Bags Regulation No. 45 (2017)

Establishes mandatory standards for biodegradable plastic shopping bags, including composition requirements, degradation timelines, and compliance monitoring protocols.

- Material composition standards
- Biodegradability certification requirements
- Import and distribution controls
- Penalty framework for violations



Solid Waste Management Framework

1

Non-Hazardous Solid Waste Regulation No. 44 (2022)

Comprehensive management protocols for municipal and industrial non-hazardous waste, including collection, transport, treatment, and disposal standards

2

Issuing many of Bylaws and Instructions to implement the Waste Management Framework Law No 16 (2020)



Information Systems and Monitoring



Environmental Information System No. 85 (2020)

Digital monitoring and reporting platform ensuring real-time tracking of waste generation, treatment efficiency, and compliance with environmental standards across all facilities

Extended Producer Responsibility

National EPR Mechanism Implementation (2022)

Revolutionary approach requiring producers to take financial and operational responsibility for the entire lifecycle of their packaging materials, from design through end-of-life management.

01

Producer Registration

Mandatory registration and reporting systems

02

Financial Obligations

Fee structures based on packaging volume

03

Collection Targets

Specific recovery and recycling quotas





Strategic Planning and Implementation

1

National Waste Management Plan (2022-2026)

Comprehensive five-year strategy with quarterly monitoring through Prime Ministry, establishing waste reduction targets, infrastructure development goals, and circular economy transition milestones

2

Green Growth Action Plan (2021-2025)

Integrated approach linking waste sector development with national economic diversification, job creation, and environmental sustainability objectives across all governorates



WES-BCA Kick-off Meeting

C-1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan

Presentation of the Activity

16 September 2025

Online

Presented by:

- Mr. Haris Kamariotakis, Solid Waste/Circular economy Expert
- Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution
- Mr. Bara'ah Alshaban, Senior Environmental and solid waste expert

Team of WES-BCA experts



The activity will be conducted by a team of five experts:

- **Mr. Haris Kamariotakis**, Solid Waste/Circular economy Exper, (Lead expert), WES-BCA
- **Mr. Bader Daoud**, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA
- **Mr. Bara'ah Alshaban**, Senior Environmental and solid waste expert, WES-BCA

The activity will be carried out under the leadership of **Team Leader Prof. Michael Scoulllos**, the supervision of **Environmental Expert Mr. Anis Ismail**, and with contributions from **Communication Expert Ms. Lisa Papadogeorgaki** and **Stakeholder Engagement Expert Dr. Emad Adly**.

Main objective of the activity

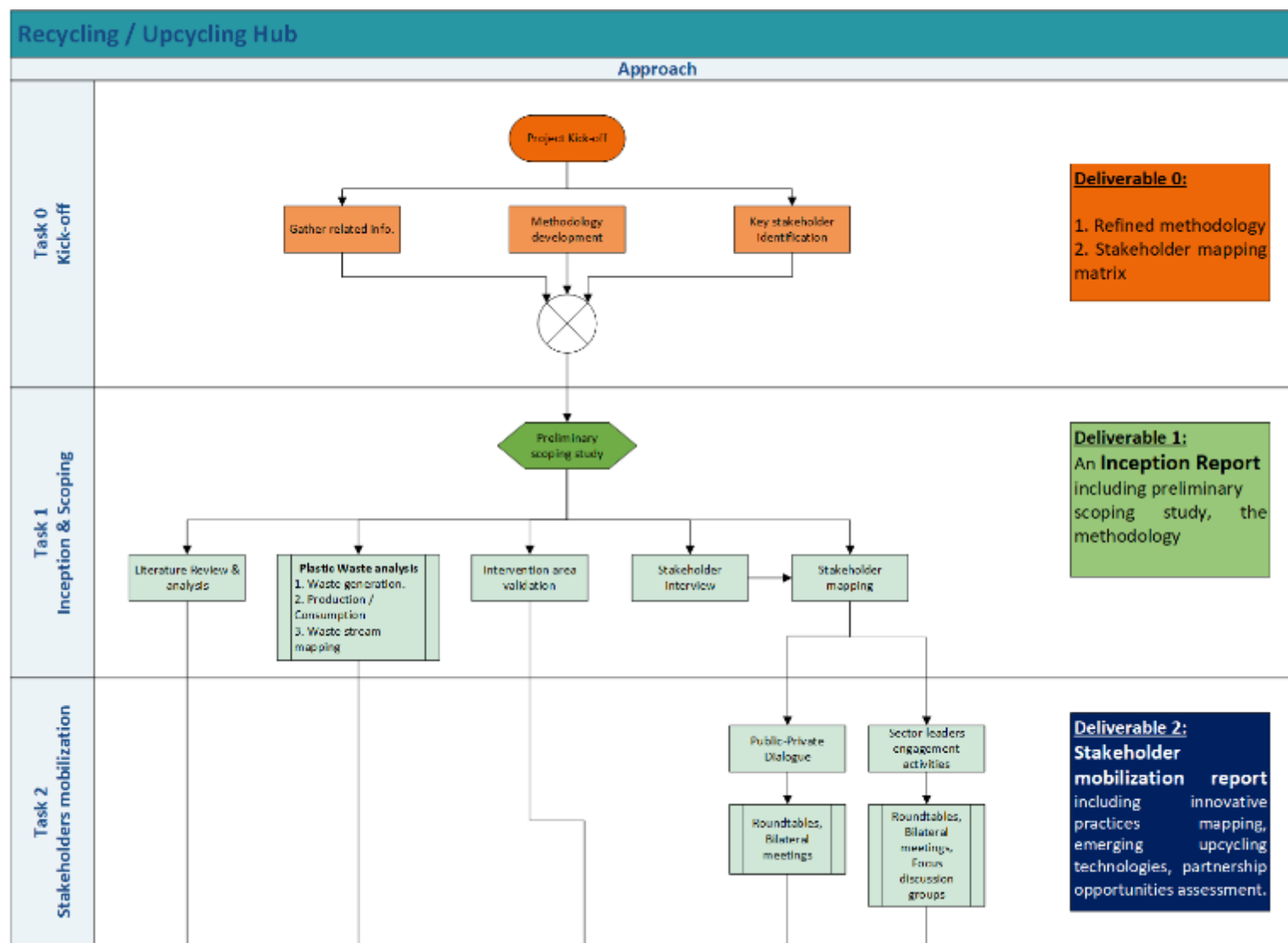
This activity aims to promote innovation in the reuse, recycling, and upcycling of plastic waste materials in a selected area in Jordan by fostering collaboration with innovation drivers, entrepreneurs, and relevant stakeholders, in support of the implementation of the Waste Sector Green Growth Action Plan 2021–2025.

The specific objectives of the activity:

- To identify and assess opportunities for enhancing the economic value of recovered plastic waste materials focussing on plastics through innovative recycling and upcycling approaches, contributing to Action WS14 of the Green Growth Action Plan.
- To support the efficient and effective use of municipal solid waste management infrastructure investments by engaging key actors, including public institutions, private sector stakeholders, and civil society, in the development of scalable circular economy solutions.

Tasks and expected results

Phase 1: Preparatory Activities

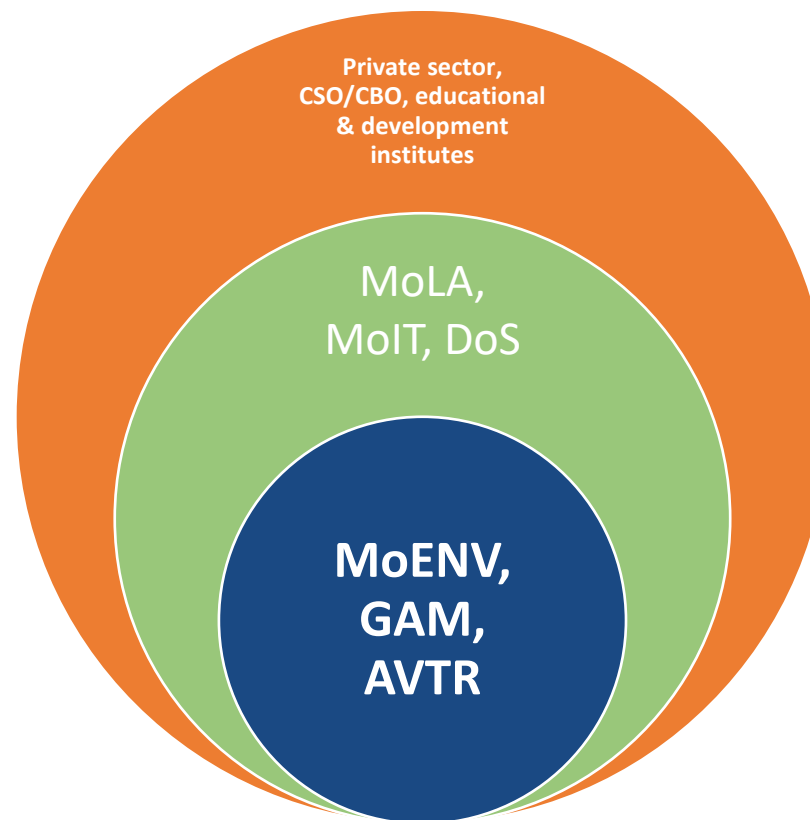


Tasks and expected results

TASK 0

Kick-off meeting

Identified stakeholders

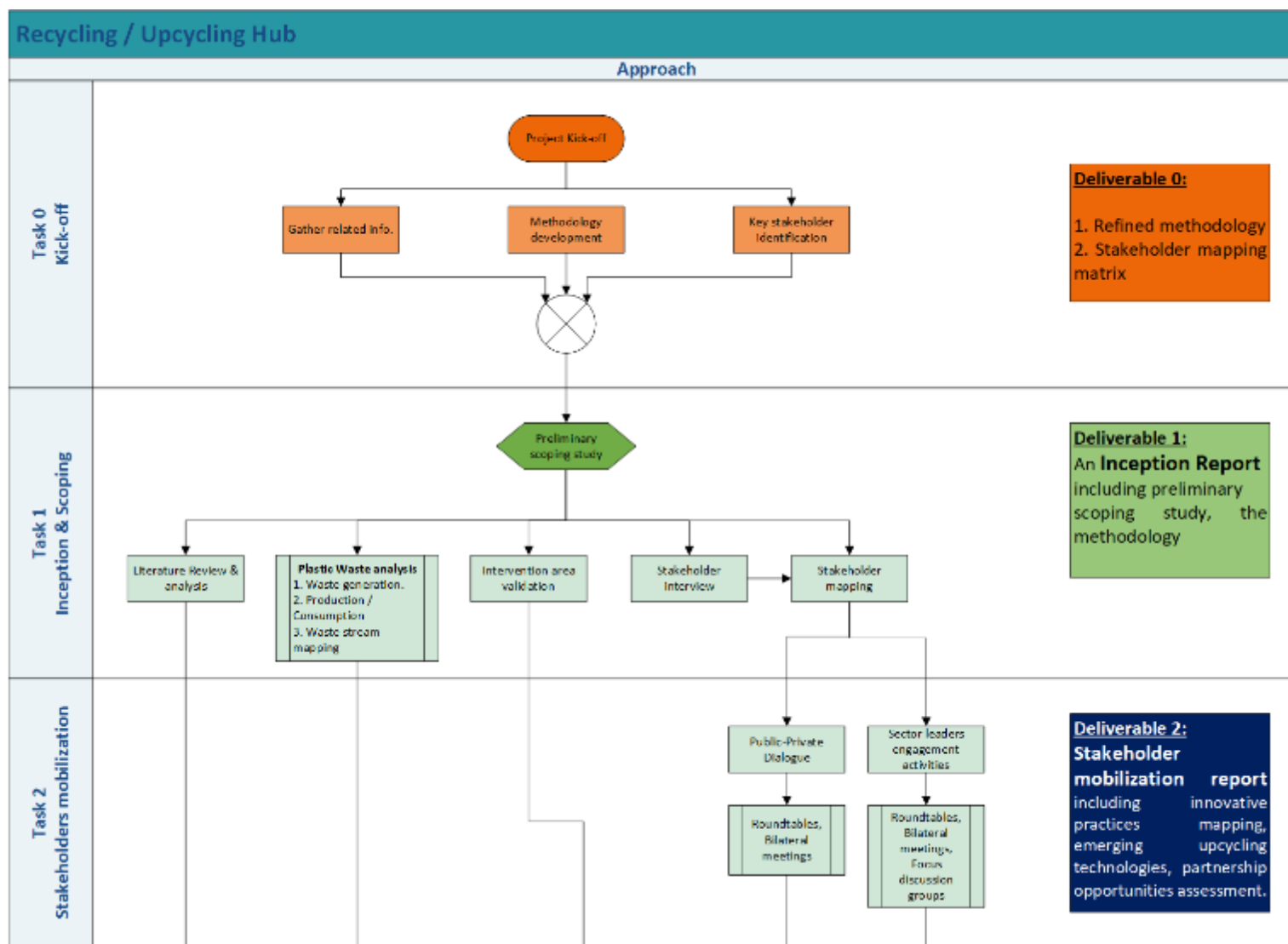


Result 1 :

- 1.1. An Inception Report including preliminary scoping study of the recycling and/or upcycling hub will be prepared;
- 1.2. The methodology is refined and the timeframe of the activity is confirmed

Tasks and expected results

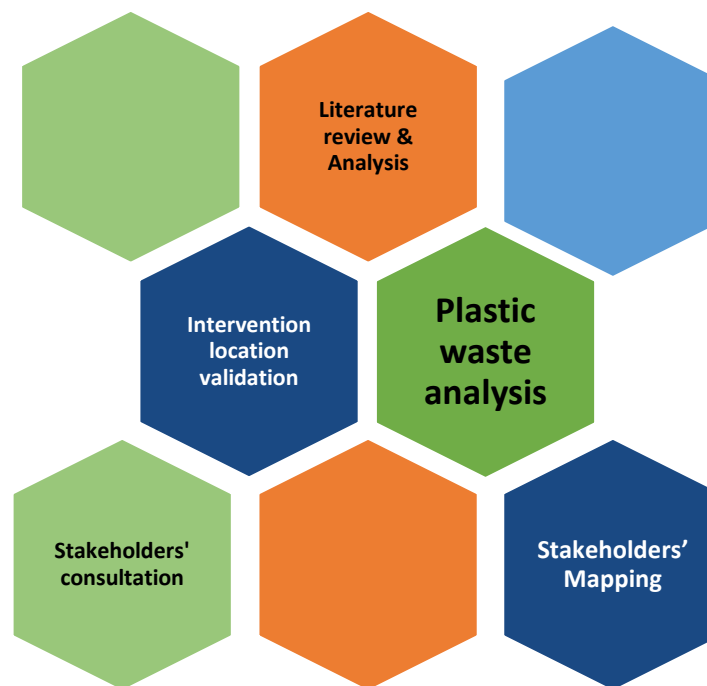
Phase 1: Preparatory Activities



Tasks and expected results

TASK 1

Inception Report and Preliminary Scoping of the Recycling and Upcycling opportunities

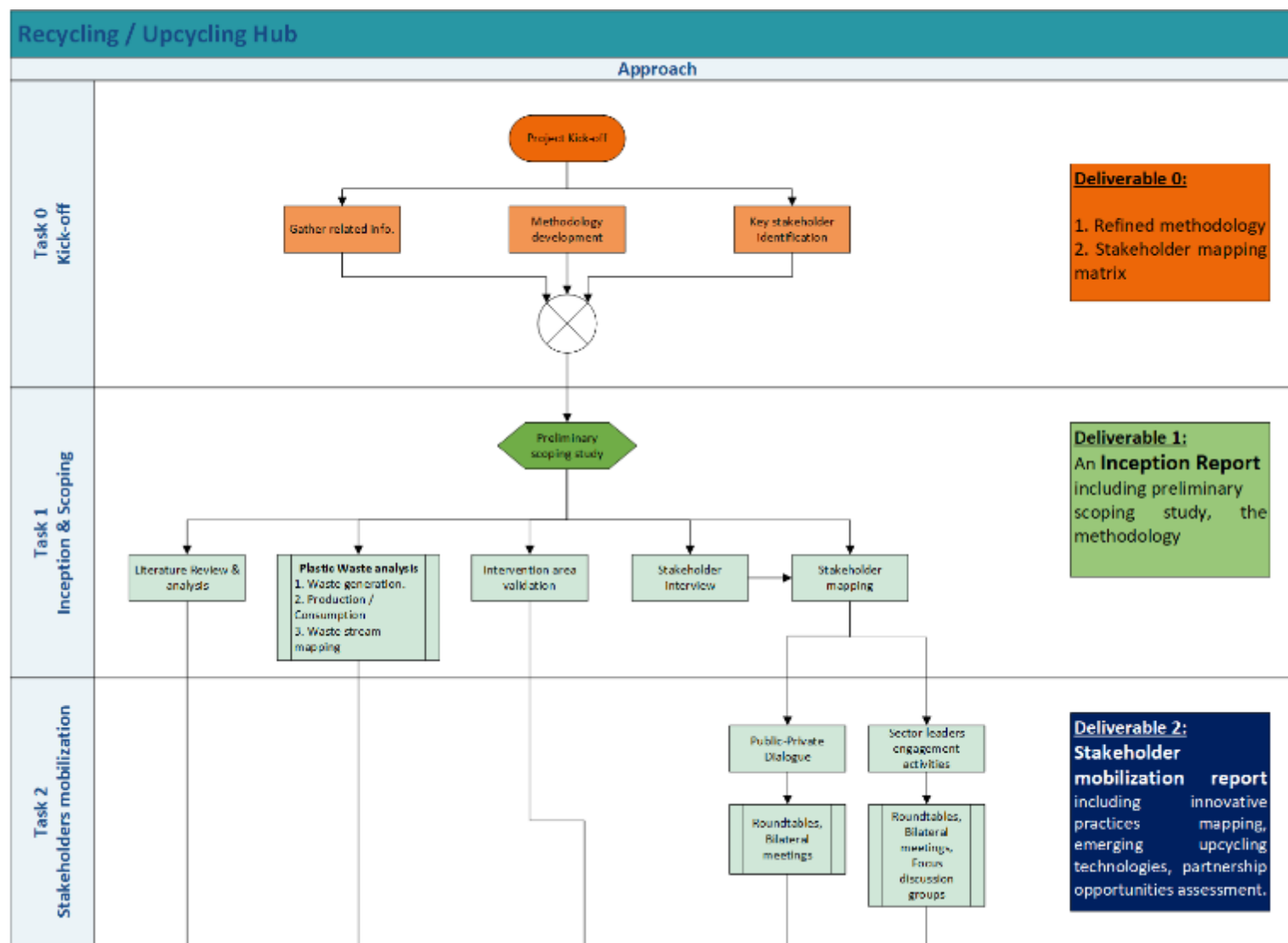


Result 1 :

- 1.1. An Inception Report, including preliminary scoping study of the recycling and/or upcycling hub will be prepared;
- 1.2. The methodology is refined, and the timeframe of the activity is confirmed

Tasks and expected results

Phase 1: Preparatory Activities



Tasks and expected results

TASK 2

Stakeholder mobilization for Innovative Plastic Recovery and Upcycling Solutions

Multi-stakeholder engagement activities:

1. Public-private Dialogues (PPD).
2. Roundtable discussion.
3. Sector bilateral interviews

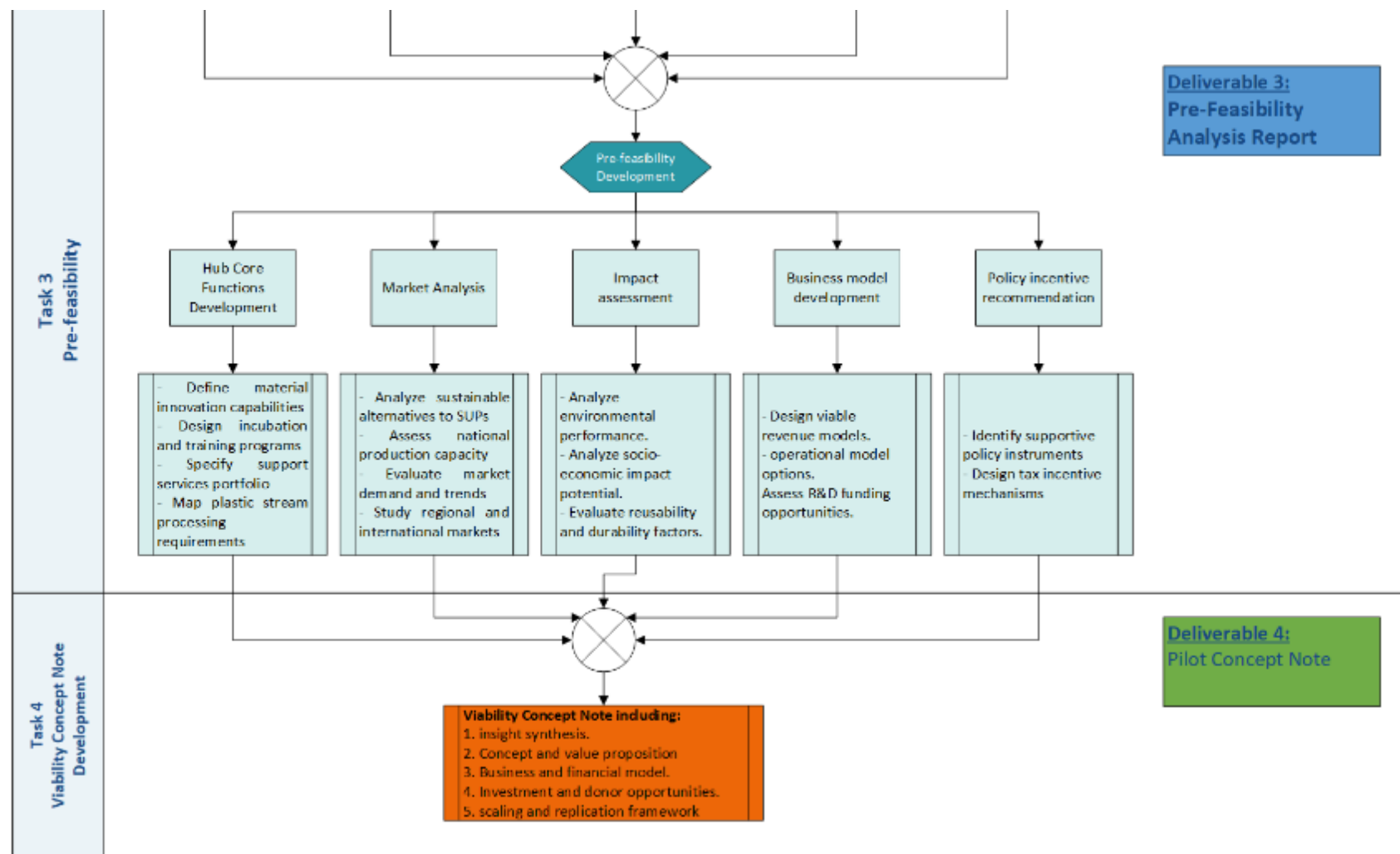


Result 2:

- 2.1.** A stakeholder mobilization report summarizing key findings from dialogues and consultations and committed or potential partners for future collaboration.
- 2.2.** Recommendations on how the upcycling hub can respond to sector-specific needs and catalyze innovation in plastic recovery and reuse.

Tasks and expected results

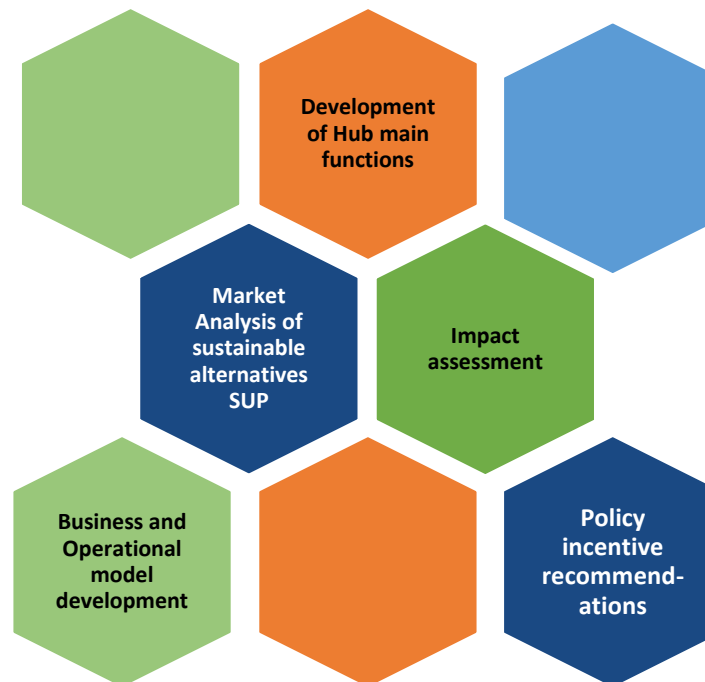
Phase 2: Pre-feasibility & Pilot Concept Note



Tasks and expected results

TASK 3

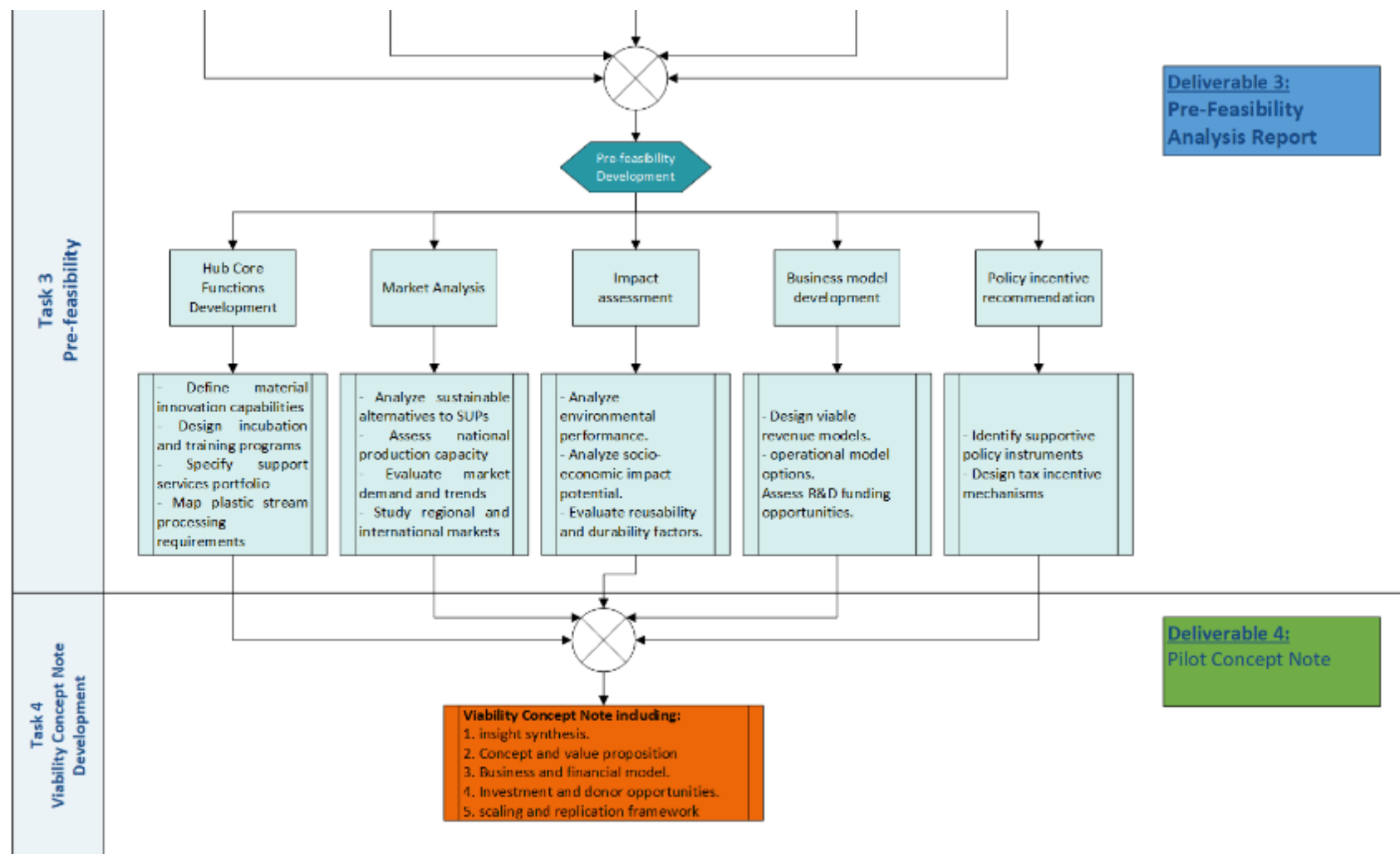
Pre-Feasibility Study for an Upcycling Hub and Sustainable Business Models



Result 3 : Pre-Feasibility Analysis Report is prepared

Tasks and expected results

Phase 2: Pre-feasibility & Pilot Concept Note



Tasks and expected results

TASK 4

Preparation of a Viability/Sustainability Concept Note of a Pilot Upcycling Hub

Develop a funding proposal to mobilize private sector & donor support for piloting the hub

Synthesize findings from scoping, pre-feasibility, and pilot project experience

Define the hub's concept & value proposition (e.g., segregation, upcycling, composting, education)

Outline potential business models & financial flows (sales of upcycled products, recyclables, etc.)

Identify target investors & donors, aligning with priorities (climate action, circular economy, green jobs)

Identify impact from the pilot (awareness, education, material recovery, stakeholder mobilization)

Propose mechanisms for scaling & replication of the hub

Result 4 :

4.1. A concept note/funding proposal is developed, showcasing the upcycling hub's viability/sustainability, the pilot's impacts, and its potential for investment.

4.2. A list of potential funding sources and strategic recommendations is provided to support the presentation of the concept to key stakeholders.

Schedule

Task	M i	M ii	M iii	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16
TOR preparation																			
TOR approval by EC (up to 3 weeks)																			
Contracting																			
Task 0: Kick-off meeting																			
Task 1: Inception Report and Preliminary Scoping of the Recycling and Upcycling Market																			
Task 2: Stakeholder mobilization for Innovative Plastic Recovery and Upcycling Solutions																			
Task 3: Pre-Feasibility Study for a National Upcycling Hub and Sustainable Business Models																			
Task 4: Preparation of a Viability/Sustainability Concept Note of a Pilot Upcycling Hub																			



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Biodiversity and Climate Action
in the Neighbourhood South region

Thank you for your attention!



WES-BCA
Water and Environment Support –
Biodiversity and Climate Action
in the high potential South region

**Thank you for your attention
and keep up with our latest news!**

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