

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

WES-BCA Activity: C1 N-JO-1

INCEPTION FINDINGS MEETING

Thursday 26 February 2026
11:00 – 12:30 Amman Time - Hybrid event

Introduction to the WES-BCA project

The regional EU funded “Water Environment Support-Biodiversity and Climate Action (WES-BCA)” project is the continuation of WES project and capitalizes on the experience of three more successful predecessor regional EU funded projects SWIM-Horizon2020 SM, SWIM SM and Horizon 2020 CB/MEP. It supports the countries of the Southern Neighborhood Region in addressing the improvement and 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 (PCs) and the two regional political frameworks, namely the Union for the Mediterranean (UfM) and the Barcelona Convention. WES-BCA will enhance the capacity of relevant stakeholders in order to support them in formulating and implementing policies in the aforementioned issues, raise awareness, increase knowledge and improve public understanding, stimulating behavioral changes needed for appropriate climate action and environmental protection.

WES-BCA has two components which will run hand-in-hand:

COMPONENT I (Water, Biodiversity and Environment) with the specific objectives to i) promote an integrated approach to biodiversity protection/restoration and pollution reduction/prevention, and ii) manage more efficiently scarce water resources in the Southern Neighborhood;

COMPONENT II (Communication and Outreach) with the specific objective to raise awareness and better understanding by the general public (and specific segments of the population) including youth and women are promoted stimulating adoption of appropriate behaviors and attitudes towards improved climate action and effective environmental protection.

General background of the activity

The activity “Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure” is part of the EU-funded Water and Environment Support – Biodiversity and Climate Action (WES-BCA) project under Component I (Water, Biodiversity and Environment). The WES-BCA project aims to enhance environmental protection, biodiversity restoration, and the sustainable management of water resources across the European Neighbourhood Instrument (ENI) South Neighborhood Region, while strengthening resilience to climate change and supporting the formulation and enforcement of environmental policies.

Within this regional framework, Jordan is taking concrete steps toward a greener and more circular economy, guided by national policies such as the National Municipal Solid Waste Management Strategy and Action Plan (2015) and the Waste Sector Green Growth Action Plan 2021–2025. These frameworks set out the country’s ambition to move from a disposal-oriented system toward a resource-efficient and circular model. Over recent years, Jordan has made notable progress in upgrading its solid waste management infrastructure, including engineered landfills, waste sorting, and recycling initiatives, and in piloting innovative sustainability projects such as methane gas capture, composting, and awareness campaigns on single-use plastics (SUPs).

However, despite these advancements, the downstream recycling and upcycling market remains underdeveloped. Studies, including the USAID Market Systems Analysis of Recycling in Jordan (2023), the JSF-GIZ Circularity Report (2023) and the EU-WES Roadmap to address SUP items in Jordan (2023), highlight persistent challenges such as limited domestic demand for sorted recyclables, high export costs, and fragmented coordination among key stakeholders. At the same time, these studies underscore promising opportunities to stimulate local economic growth through circular economy models, particularly by engaging youth, entrepreneurs, and creative industries in turning waste into valuable materials and products.

Building on previous WES initiatives in Jordan, the development of a public-private roadmap to reduce SUPs, the Green Banking Strategy that addressed financial barriers to plastic waste reduction, and a youth awareness campaign promoting responsible consumption, this activity represents a natural next step. It aims to design and support the establishment of an Upcycling Hub that can serve as a practical and innovative space where sustainability, creativity, and entrepreneurship co-exist.

The rationale for this activity is rooted in the need to retain and enhance the economic value of recyclable materials, particularly plastics, while supporting Jordan’s transition to a circular economy. The proposed Upcycling Hub will provide an enabling environment to connect public institutions, private sector actors, academia, and civil society in the co-creation of sustainable solutions. It will also promote green innovation and job creation, aligning with national and international frameworks such as the Waste Management Framework Law (No. 16 of 2020), the EU SUPs Directive, and Jordan’s Economic Modernization Vision.

Objective of the Inception Meeting

Following the Kick-off Meeting on the 16th of September 2025 of this activity, and after a series of consultations and stakeholder updates, an Inception Meeting is planned for Thursday the 26th of February 2026, in Amman. The meeting will present and discuss findings of the inception and preliminary scoping analysis of plastic materials in Jordan. Its objective is to review the current state of plastic waste management in Jordan and lay down the foundation of establishment of Plastic Upcycling Hub in Jordan.

Stakeholders invited to the Inception Meeting

The meeting is expected to gather around 15 participants from diverse sectors. The key stakeholders identified for invitation include the Ministry of Environment (MoEnv), Amman Vision for Treatment & Recycling (AVTR), and Greater Amman Municipality (GAM), the European Delegation, and WES-BCA.

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Inception Findings Meeting

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AGENDA

11:00 - 11:05	Welcome and Opening Remarks
5'	Overview of the purpose of the workshop Mr. Haris Kamariotakis, Solid Waste/Circular economy Expert (lead expert), WES-BCA
11:05 - 11:45	Inception Overview
40'	Overview of the project's objectives and main tasks. - Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA Overview of the methodology, scope, and key preliminary findings. - Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA
11:45 - 12:15	Opening Discussion
30'	Q&A
12:15 - 12:30	Closing
30'	Way Forward & Closing remarks Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA

For more information: www.wes-bca.eu

