



C1-N-JO-1

Pre-conceptualization and Support to Establish a Plastic Waste Recycling/Upcycling Hub near Existing Waste Management Infrastructure in Jordan

Stakeholder mobilization for Innovative Plastic Recovery and Upcycling Solutions (D.2)

June 2026

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WATER ENVIRONMENT SUPPORT - BIODIVERSITY AND CLIMATE IN THE NEIGHBOURHOOD SOUTH REGION

The regional EU funded “Water Environment Support-Biodiversity and Climate Action (WES-BCA)” project is the continuation of WES project and capitalises 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 Neighbourhood 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 behavioural 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 promote an integrated approach to biodiversity protection/restoration and pollution reduction/prevention
- to manage more efficiently scarce water resources in the Southern Neighbourhood

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 behaviours and attitudes towards improved climate action and effective environmental protection.

DISCLAIMER:

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ABBREVIATIONS

<i>MoEnv</i>	Ministry of Environment
<i>GAM</i>	Greater Amman Municipality
<i>AVTR</i>	Amman Vision Treatment & Recycling
<i>PRO</i>	Producer Responsibility Operator
<i>EPR</i>	Extended Producer Responsibility
<i>JOD</i>	Jordanian Dinar
<i>HDPE</i>	High-Density Polyethylene
<i>LDPE</i>	Low-Density Polyethylene
<i>PE</i>	Polyethylene
<i>PET</i>	Polyethylene Terephthalate
<i>PP</i>	Polypropylene
<i>PPP</i>	Public-Private Partnership

0 INTRODUCTION

Following the completion of the inception phase, the consultant proceeded with the stakeholder mobilization task under Activity C1-N-JO-1: Pre-conceptualization and Support to Establish a Plastic Waste Recycling/Upcycling Hub near Existing Waste Management Infrastructure in Jordan. This task aimed to engage key institutional and market actors to validate the preliminary hub concept, identify priority issues, and collect the feedback required to inform the next phase of the pre-feasibility assessment.

Based on initial discussions with public sector stakeholders, it was agreed that the consultation process should be structured through two separate but complementary workshops. The first workshop, held on 31 May 2026, targeted public sector and institutional stakeholders, with the objective of aligning relevant entities around the proposed hub concept, clarifying institutional roles, discussing potential governance and ownership arrangements, and identifying regulatory, operational, and site-related considerations.

The second workshop (09 June 2026), conducted in hybrid format, similar to the first, targeted private sector stakeholders, including plastic producers, recyclers, manufacturers, industry representatives, and potential market actors. This session focused on validating market demand, identifying commercially viable plastic streams, assessing feedstock availability and quality requirements, and understanding private sector views on the most suitable hub typology, business model, and potential partnership opportunities.

Together, the two workshops provided a comprehensive consultation platform covering both the institutional and market dimensions of the proposed Plastic Recycling/Upcycling Hub. The outcomes of these sessions are intended to support the development of a realistic, market-informed, and institutionally feasible hub concept that can contribute to Jordan's circular economy transition, enhance the value of recovered plastic materials, and support future investment and implementation pathways.

1 STAKEHOLDERS REPRESENTATION

The workshops brought together representatives from national government institutions, local authorities, industry associations, plastic manufacturers, recycling sector stakeholders, the AVTR/PRO Unit, and the WES-BCA project team.

A total of approximately 17 participants attended the workshops, representing different parts of Jordan's plastics value chain and circular economy ecosystem.

The participating organizations included:

- Ministry of Environment (MoEnv)
- Ministry of Local Administration (MoLA)
- Greater Amman Municipality (GAM)
- Jordan Chamber of Industry
- Plastic Waste Recycling Association
- AVTR / PRO Unit
- Plastic manufacturing and recycling companies
- WES-BCA Project Team
- Private Sector

The diversity of participating organizations enabled the discussion to capture perspectives from across the plastics value chain, including policy, collection, recycling, manufacturing, market development, and future circular economy opportunities.

Although participation from private companies was lower than initially anticipated, the workshop included representatives from key industry organizations and market actors with direct knowledge of Jordan's plastics manufacturing and recycling sectors.

The workshop presentations, related reports, and activity materials are available on the WES-BCA website through the following activity page: https://www.wes-bca.eu/activity/c1_n-jo-1-pre-conceptualization-and-support-to-establish-a-plastic-waste-recycling-upcycling-hub-near-existing-waste-management-infrastructure/

2 OVERVIEW OF THE SESSIONS

The two stakeholder consultation sessions were conducted as part of the stakeholder mobilization task under the WES-BCA activity related to the establishment of a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan. Both sessions introduced the WES-BCA project and the specific activity, which aims to promote innovation in the reuse, recycling, and upcycling of plastic waste materials, while supporting Jordan's Waste Sector Green Growth priorities and broader circular economy objectives.

During both sessions, participants emphasized the need to develop stronger evidence and market intelligence to inform the proposed hub concept. In particular, this includes preparing a national plastic mass-balance, identifying priority plastic streams, assessing potential hub typologies, and screening possible intervention locations. In this context, the proposed hub was presented as a platform for creating added value from recovered plastic materials through a combination of functions, including upcycling, incubation, awareness raising, training, product development, research and development, and market linkage.

The indicative hub concept presented during the sessions focused on the flow of clean and suitable recovered materials into an upcycling facility. As illustrated in Figure 2-1, materials may be received through direct donation or delivery by generators, as well as through source-separation initiatives. These materials would then pass through an inspection and categorization stage to determine their suitability for upcycling. Materials that do not meet the required quality or usability criteria would be redirected to recycling facilities, while suitable materials would be transferred to the upcycling workshop for product development and transformation.

The proposed operational scheme also included downstream functions such as storage of upcycled products, retail display or sales channels, and potential market linkages. Leftover materials generated during the upcycling process would also be redirected to recycling facilities to minimize residual waste and support circular material use, as shown in **Figure 1**.

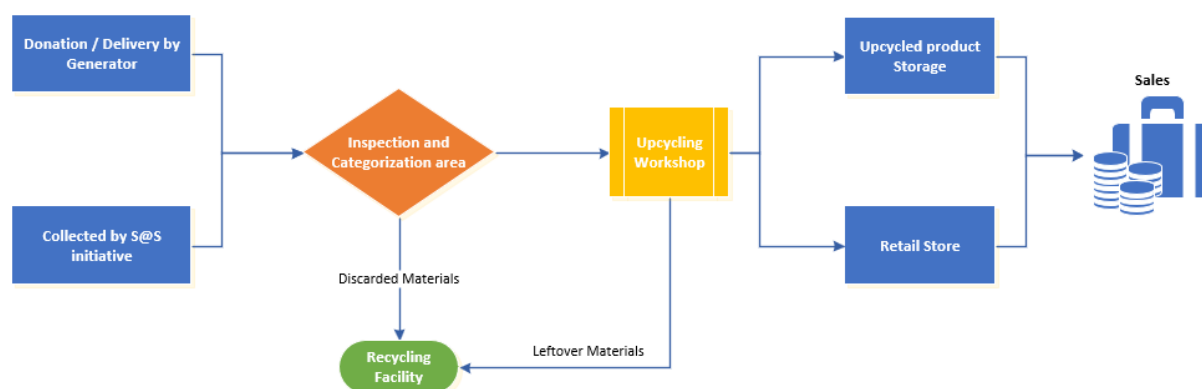


FIGURE 1:UPCYCLING HUB CONCEPT

While both sessions addressed the same overall hub concept, the content and discussion focus were adapted to reflect the role and expected contribution of each stakeholder group. The public sector session focused on the strategic and institutional integration of the proposed hub within Jordan's waste management framework. More specifically, the session explored the potential alignment of the hub with the Waste Management Framework Law, the emerging EPR/PRO system, and the potential roles of public institutions, including the MoEnv, GAM, AVTR/PRO Unit, and other relevant entities.

In addition, the public sector session examined potential governance arrangements, institutional anchoring, material flow coordination, site-related considerations, regulatory requirements, and permitting issues. These discussions were important to clarify how the hub could be positioned within the existing institutional framework, how material ownership and transfer arrangements could be managed, and what public sector decisions may be required before moving to the next phase of the pre-feasibility assessment.

In contrast, the private sector session focused more directly on market validation and commercial feasibility. The discussion concentrated on the structure of the plastic sector in Jordan, priority plastic streams, market demand for recycled and upcycled materials, feedstock quality requirements, potential products, hub typologies, pricing considerations, and private sector partnership opportunities.

To facilitate the discussion, three possible hub typologies were presented and discussed during the sessions:

- **Creative hub:** focused on awareness, design-led upcycling, small-scale product development, training, and incubation.
- **Semi-industrial hub:** focused on larger-scale processing, pre-treatment, flakes, pellets, and secondary raw materials.
- **Hybrid hub:** combining processing functions with innovation, incubation, and product development.

Furthermore, the potential role of the hub under the emerging EPR/PRO system was discussed in detail during the public sector session. In this regard, participants highlighted how the hub could support cleaner material utilization, market development, public visibility, circular economy implementation, entrepreneurship, reporting, traceability, and local economic value creation. However, in the private sector session, the EPR/PRO component was not addressed in the same level of detail. This was an intentional adjustment to keep the discussion focused on market demand, material availability, pricing, product opportunities, and the commercial viability of the proposed hub. A detailed discussion on EPR/PRO arrangements with private sector stakeholders at this stage could have shifted the session toward regulatory and institutional issues, which had already been addressed more directly with public sector stakeholders.

Finally, both sessions introduced Touta Yard as a potential site option due to its connection to source separation activities and proximity to commercial generators. Nevertheless, it was noted that the site's licensing status and permitted scope of activities would need to be clarified before any final decision is made. More broadly, the discussion also highlighted that the most suitable location will depend on the target plastic streams, the intended hub typology, the operational model, transportation requirements, and market linkages.

3 PUBLIC SECTOR CONSULTATION

The following section summarizes the main discussion points during the session.

3.1 KEY DISCUSSION POINTS

Plastic Material Flow Data

A key point raised during the discussion was the need for a comprehensive national-level study on plastic material flows in Jordan. Participants emphasized that Jordan requires a detailed assessment of the quantities and types of plastic entering the country, including:

- Plastic products.
- Plastic packaging.
- Raw materials used by industries.

Participants noted that such a study should not only quantify the plastic entering the country but should also support the tracking of its end-of-life pathways. For example, if a certain quantity of plastic enters Jordan and part of it becomes waste, there is a need to track how much is directed to landfills, recycling, upcycling, export, or other recovery pathways. This type of material flow tracking was considered essential for evidence-based planning, proper hub design, prioritization of plastic streams, and alignment with national waste management and circular economy objectives.

Informal Sector

Participants indicated that plastic recycling in Jordan may represent a significant share of recovered materials, particularly due to the role of the informal sector. However, it was also noted that reliable and verified data on actual recycling rates remain limited.

The discussion emphasized the importance of recognizing and integrating the informal sector within the formal waste management and recycling system, given its substantial role in material recovery and collection. Any future hub model or EPR/PRO arrangement should therefore consider practical mechanisms for engaging this sector in a structured, inclusive, and regulated manner.

Proposed Hub Scope

The discussion clarified that the proposed hub should primarily target end-of-life plastic materials. The main function of the hub was identified as upcycling, with complementary activities that could include:

- Incubation of entrepreneurs and SMEs.
- Awareness raising and public engagement.
- Training and capacity building.
- Product development.
- Research and development.
- Market facilitation and linkage between suppliers and buyers.

Participants highlighted that the hub should not be limited to waste handling but should function as a value-creation platform that supports innovation, circular business models, and practical market-based applications for recovered plastic materials.

A draft concept was also discussed whereby the hub could support the development and sale of upcycled products through retail or online market channels.

Feedstock Sources

Participants emphasized that the viability of the proposed hub will depend largely on the availability of clean, consistent, and reliable plastic feedstock. It was noted that, at the initial stage, the hub may be better positioned to work with post-production and pre-consumer plastic waste rather than mixed post-consumer municipal waste, as these materials are generally cleaner, less contaminated, and easier to process.

The discussion identified two main potential sources of clean plastic materials for the hub:

1. **Recycling banks:** particularly the AVTR/GAM recycling banks initiative, which is currently under development and could provide source-separated materials¹.
2. **The PRO Unit:** through producer-linked systems, contractual arrangements with companies, and potential coordination under the EPR framework.

AVTR indicated that the recycling banks project could potentially support the hub by supplying clean and separated plastic materials. However, it was clarified that materials collected through AVTR/GAM systems are owned by GAM. Therefore, any transfer of materials to the hub would require clear arrangements regarding material ownership, authorization, and responsibility.

The role of AVTR, GAM, and the PRO Unit was also discussed in relation to material supply and coordination. AVTR/GAM could support the hub by providing access to clean materials collected through source separation initiatives and recycling banks. Meanwhile, the PRO Unit could play a coordinating role by facilitating producer engagement, supporting packaging material flows, and contributing to the availability of cleaner feedstock under the EPR system.

Participants also noted that producers who finance or contribute to the system may have priority in using recovered materials for their own production needs. Any surplus materials could potentially be directed to the hub or exported, depending on the agreed business model and subject to the approval of the Steering Committee.

Hub Typology

Participants discussed the proposed hub typology, scale, and location as closely linked issues that should be assessed together. It was emphasized that the appropriate hub model cannot be determined separately from the type of plastic targeted, the available quantities of feedstock, the intended products, the required technology, and the location of the facility.

Two indicative hub models were discussed. The first is a creative hub, which would operate at a smaller scale and may require approximately 50 kg of plastic input per day. This model would focus mainly on awareness, training, incubation, product design, and small-scale upcycling activities. The second is a semi-industrial hub, which would require a larger and more consistent feedstock supply, estimated at around 2–3 tons of plastic input per day. This model would be more suitable for higher-volume processing, technical applications, and industrially oriented upcycling activities.

Representatives noted that upcycling should not be limited to small-scale products only. There may also be opportunities to develop more industrial applications, particularly in locations close to

¹ <http://araburban.org/en/infohub/projects/?id=10230>

industrial areas where plastic waste is generated and where potential users of recycled or upcycled materials are located.

The location of the hub was therefore identified as a critical factor. Touta Yard was discussed as a potential site, particularly if the hub targets household and commercial plastic waste due to its connection with municipal and commercial waste streams. However, participants raised concerns that Touta is not currently licensed for the required activities, and that the permitted scope of activities would need to be clarified before any decision is made.

Participants also emphasized that if the hub targets industrial plastic waste, a location closer to industrial zones may be more appropriate in order to reduce transportation costs and improve operational efficiency. Suggested alternative locations included areas close to industrial zones and less densely populated areas, such as Amman Development Corridor and Marka.

Overall, participants agreed that the final decision on the hub typology and location should be based on the operational design of the hub, the target plastic streams, feedstock availability, licensing requirements, transportation considerations, and market demand. It was also stressed that an Environmental Impact Assessment should be conducted before approving any final site.

Governance, Ownership, and Operational Model

Several potential governance and ownership arrangements were discussed. These included:

- Ownership by AVTR/GAM, with operation by AVTR, the PRO Unit, or a contracted service provider.
- Institutional anchoring under the MoEnv.
- Private sector ownership or operation, although this was not viewed as the preferred option by all participants.

Participants emphasized that the success of the hub will depend on the development of a clear business model and operational model. This should define institutional responsibilities, ownership arrangements, material transfer mechanisms, operational roles, financing channels, and accountability structures.

Market Linkage and Awareness

Participants emphasized that awareness should be a central component of the hub. Awareness activities would support improved source separation, better public understanding of plastic waste recovery, and increased acceptance of recycled and upcycled products.

The consultation also highlighted the importance of market facilitation. Participants suggested that the project could play an active role in linking suppliers with buyers and supporting market access for upcycled products. This function would help ensure that the hub responds to real demand and contributes to practical circular economy outcomes.

Financing and Financial Sustainability

The discussion addressed several possible sources of financing for the hub, including international, national, and private sector sources.

Potential international sources included the European Union, international development agencies, and climate funds. Potential national sources included the Government of Jordan and national support

programmes. Private sector sources could include investors, producers, and companies participating in the EPR system. They also discussed the possible use of climate financing and plastic credits as complementary financing mechanisms.

4 PRIVATE SECTOR CONSULTATION

4.1 KEY DISCUSSION POINTS

During the discussion, private sector participants shared several important insights regarding the current recycling market, material availability, prices, regulatory challenges, and the preferred hub model.

It was also mentioned that the recycling rate in the industrial sector may be around 60%, although this figure is not officially confirmed. In comparison, the recycling rate in the commercial sector was discussed as being around 23% based on 2025 National Solid Waste Management Strategy.

The price difference between virgin and recycled plastic was highlighted as a key market driver. Participants indicated that one ton of virgin plastic costs around 1,500 JOD, while recycled plastic is sold at approximately 650–750 JOD per ton. This means that recycled plastic is generally around 50–60% of the price of virgin plastic, making it attractive for some users, depending on quality and application.

PET was discussed as one of the most available and underutilized plastic streams in Jordan. Participants noted that large quantities of PET are available and that there is high market demand, despite the availability of recycling technology, the sector faces major legislative and regulatory challenges, with limited potential for further use under the current framework. Econest recycling was mentioned as one of the companies/recyclers currently working in PET recycling who is facing huge set-back in supplying the local market with rPET and tend to export the majority of rPET to other market.

The concept of “bottle-to-bottle” recycling was discussed as a potential opportunity to reduce reliance on imported plastic materials and increase the local use of recycled PET. However, some private sector representatives raised concerns regarding the use of recycled PET in food-grade and beverage applications, particularly in relation to material quality, safety requirements, and potential human health risks if such applications are not governed by clear standards and regulatory controls.

Within this context, some private sector actors expressed the view that existing regulatory requirements, including those applied by the MoEnv, are perceived as limiting or restricting certain recycling operations. This highlighted the need for stronger regulatory dialogue between the public and private sectors, particularly on permits, the use of recycled materials, import regulations, quality standards, and food-contact applications.

In response, it was noted that the MoEnv, in coordination with relevant national stakeholders, is currently working to review and amend the legislative framework governing the use of recycled plastics in such applications, with the aim of ensuring that future practices comply with quality, safety, and regulatory requirements.

Another issue raised was related to plastic producers’ import quotas. It was noted that plastic producers cleared to import up to 20% of their capacity according to the mechanism for importing plastic granules from recycled industrial waste issued by MoEnv², and that some companies import

² <https://ammanchamber.org.jo/wsimages/126.pdf>

plastic and then sell it to plastic consumer companies. Participants indicated that this practice affects other companies in the market and may create unfair competition.

Touta Yard was presented as a possible location for the hub, mainly due to its connection to source separation activities and its proximity to commercial waste generators. However, during the discussion, the Head of the Plastic Association suggested that another possible option could be establishing the hub in Sahab Municipality, due to its proximity to factories and industrial users. He also indicated that he could support the preparation of a study with Sahab Municipality to further assess this option.

This suggestion is important because locating the hub close to plastic manufacturers and industrial consumers may improve logistics, reduce transportation costs, and strengthen private sector engagement.

Preferred Hub Model and Priority Materials section

Based on the discussion, private sector participants showed a preference for a semi-industrial hub focusing mainly on PP and PE, including both LDPE and HDPE, due to their availability in the local market and relative ease of processing. The semi-industrial model was considered more realistic and commercially relevant because it can use more advanced technologies and machinery compared to a purely creative hub.

Participants also noted that the creative hub model is already saturated in Jordan and may have limited additional market value. They emphasized that it would be difficult to develop a creative hub into a semi-industrial hub at a later stage. Therefore, they recommended starting directly with a semi-industrial model rather than beginning with a smaller creative model.

The private sector's view was that a semi-industrial hub would be more attractive because it can produce materials and outputs that respond more directly to existing market demand. It would also be better positioned to handle larger quantities, improve material quality, and create stronger linkages with manufacturers and recycling companies.

4.2 STAKEHOLDER CONSULTATION QUESTIONNAIRE

As part of the stakeholder engagement process, a structured questionnaire was distributed to workshop participants following the presentation and discussion session.

The questionnaire was designed to collect both quantitative and qualitative information regarding:

- Current market conditions for recycled plastics;
- Availability and quality of plastic feedstocks;
- Priority material streams;
- Potential products and market opportunities;
- Technical and operational requirements;
- Preferred hub functions and typologies;
- Potential partnership opportunities; and
- Perceived barriers to investment and sector growth.

Participants were invited to complete and return the questionnaire following the workshop. At the time of preparation of this report, responses were still being collected. The results of the questionnaire will be analysed and incorporated into the subsequent pre-feasibility assessment and business model evaluation.

Questionnaire link: [*Private Sector Engagement Questionnaire for the Plastic Upcycling Hub Pre-Feasibility Study*](#)

5 CONSOLIDATED FINDINGS AND IMPLICATIONS FOR THE PRE-FEASIBILITY STUDY

The stakeholder consultations conducted with public and private sector representatives generated valuable insights regarding the opportunities, challenges, and enabling conditions associated with the establishment of a Plastic Recycling and Upcycling Hub in Jordan. Collectively, the discussions confirmed strong interest in strengthening plastic recovery, recycling, and value creation activities, while also highlighting several technical, market, institutional, and regulatory considerations that should inform the pre-feasibility assessment.

A key finding emerging from both consultations was the need for a stronger evidence base on plastic material flows in Jordan. Participants emphasized that reliable information on plastic generation, recovery rates, material destinations, and end-of-life pathways remains limited. Addressing these data gaps will be essential for identifying priority material streams, estimating feedstock availability, assessing market opportunities, and determining the most appropriate hub functions, scale, and location.

Stakeholders also highlighted the importance of ensuring access to clean, consistent, and traceable feedstock streams. In this regard, strengthening source separation, collection, sorting, and material recovery systems was identified as a critical prerequisite for improving material quality and supporting higher-value recycling and upcycling activities. At the same time, participants noted that variability in feedstock quality and contamination levels may influence the technical and commercial viability of potential hub operations and therefore warrants further assessment.

From a market perspective, PP and PE, including HDPE and LDPE, were identified as priority plastic streams due to their established recycling markets and strong demand. PET was also recognized as a high-volume and potentially underutilized stream with opportunities for increased domestic value creation. However, stakeholders noted that the development of higher-value PET applications may depend on regulatory developments, quality requirements, and market acceptance. Participants further emphasized the importance of aligning hub functions and processing capacities with actual market demand and available material streams to ensure long-term sustainability.

The consultations also provided valuable input regarding the preferred hub typology. Stakeholders generally expressed support for a semi-industrial hub model that combines material aggregation, sorting, and processing functions with complementary activities such as awareness raising, training, incubation, research and development, product development, and market linkage support. Nevertheless, participants emphasized that the final hub configuration should be determined based on realistic assessments of feedstock availability, technology requirements, market demand, and financial viability. In addition, stakeholders acknowledged that the governance and operational framework of the Hub will require further assessment during the next phase of the study. Potential implementation models to be evaluated may include public-sector ownership and operation, public-private partnership (PPP) arrangements, concession models, cooperative structures, EPR/PRO-supported mechanisms, or other hybrid institutional arrangements, taking into account the applicable legal framework, institutional responsibilities, and long-term financial sustainability.

Institutional and regulatory considerations were identified as additional factors that may influence the successful development of the hub. Public sector stakeholders emphasized the importance of aligning the hub with national waste management priorities, source-separation initiatives, and the evolving EPR/PRO framework. Meanwhile, private sector stakeholders highlighted the need for continued

dialogue regarding permits, quality standards, import regulations, and the use of recycled materials in higher-value applications. Ongoing legislative reviews and regulatory developments should therefore be carefully considered during the pre-feasibility assessment.

The consultations further explored potential location options for the proposed hub. Touta Yard was identified as a promising option due to its links with source-separation initiatives and proximity to commercial waste generators. Sahab Municipality was proposed as an alternative location due to its proximity to manufacturing facilities and industrial consumers of recycled materials. While both locations offer potential advantages, participants acknowledged that site-specific factors such as infrastructure availability, logistics, licensing requirements, environmental considerations, market access, and stakeholder support will need to be evaluated through a comparative assessment.

Overall, the consultations demonstrated broad stakeholder support for exploring a Plastic Recycling and Upcycling Hub in Jordan. At the same time, they highlighted several issues that may influence its feasibility and long-term sustainability, including data gaps, feedstock quality and availability, regulatory and permitting requirements, governance arrangements, financing needs, and market uncertainties. These findings provide an important foundation for the pre-feasibility study and should be incorporated into the assessment of alternative hub development scenarios.

6 NEXT STEPS

The findings generated through the stakeholder mobilization process will serve as key inputs to the preparation of the pre-feasibility study for the proposed Plastic Recycling and Upcycling Hub. Together with the results of the stakeholder questionnaire, these findings will support the evaluation of potential hub models, priority material streams, governance arrangements, and investment requirements.

The next phase of the assignment will focus on developing a stronger evidence base for decision-making through the assessment of national plastic material flows, feedstock availability, market demand, value-chain dynamics, and regulatory considerations. Particular attention will be given to identifying priority plastic streams, evaluating potential hub functions and technologies, assessing location options, and determining the institutional and financial arrangements required to support long-term operation and sustainability.

The pre-feasibility study will also examine alternative hub development scenarios and assess their technical, economic, environmental, and operational feasibility. This process will help identify the most suitable pathway for establishing a hub capable of enhancing the value of recovered plastics, supporting circular economy objectives, and contributing to the efficient use of existing and planned waste management infrastructure investments in Jordan.

Stakeholder engagement will continue throughout the study process to validate findings, refine assumptions, and ensure that the proposed hub concept reflects the needs, opportunities, and priorities of relevant public and private sector actors.

7 ANNEXES

7.1 ANNEX 1: PUBLIC SECTOR SESSION MATERIAL

7.2 ANNEX 2: PRIVATE SECTOR SESSION MATERIAL

7.3 ANNEX 3: PUBLIC SECTOR LIST OF PARTICIPANTS

7.4 ANNEX 4: PRIVATE SECTOR LIST OF PARTICIPANTS



WES-BCA Strategic Integration of the National Plastic Upcycling Hub within Jordan's Waste Framework

C1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan

31 May 2026

Amman, Jordan - Hybrid

Presented by: Mr. Bader Doud

Stakeholder Mobilization Meeting
Sunday 31 May 2026
12:00 – 14:00 Amman Time - Hybrid event

AGENDA

12:00 - 12:05	Welcome and Opening Remarks
5'	Overview of the purpose of the workshop Mrs. Bara'ah AlShaban, Senior Environmental and Solid Waste Expert, WES-BCA
12:05 - 13:00	Inception Overview
55'	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 policy alignment, hub concept, site scoping, and governance model. - Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA
13:00 - 13:30	Opening Discussion
30'	Q&A
13:30 - 14:00	Closing
30'	Way Forward & Closing remarks Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, 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**.



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



Duration: November 2024 - November 2027

Main objective

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

- To **identify and assess opportunities for enhancing the economic value of recovered plastic waste materials**, focusing 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.

Expected outcomes of the activity

Evidence & Market Intelligence

- National plastic mass-balance
- Priority streams identified (PET, PP, PE, SUP)
- Additional materials assessed

Institutional & Governance Architecture

- Define roles: Key stakeholders.
- Stakeholders mapping
- Alignment with GG-NAP WS14

Hub Concept & Intervention Model

- Core function
- Typology options
- Intervention location identification

Investment & Pre-Feasibility Pathway

- Revenue-based model
- Concept Note foundation

Workshop Objective

What Was Assessed

- Plastic value chain & mass-balance analysis
- Regulatory & policy framework review
- Stakeholder consultations & location screening
- Preliminary hub typology assessment

Strategic Insights Identified

- Strong potential in clean commercial and post-industrial plastic streams
- Source segregation remains critical for material quality and hub viability
- EPR/PRO mechanisms can support material flow, coordination, and financing
- Hub sustainability depends on scale, market demand, and institutional anchoring

Decisions Required Today

- Confirm the preferred hub typology and scale orientation
- Validate the proposed intervention location and key site constraints
- Clarify the role of MoENV, GAM, and AVTR and the PRO Unit
- Identify additional material streams to be considered in the next phase

Implementation & Methodology



Policy & Strategic Context

POLICY FOUNDATION

Waste Management Framework

Law No. 16 of 2020

- Waste hierarchy: prevention, reuse, recycling and recovery before disposal
- EPR and polluter-pays principles
- More organized and traceable management of recoverable materials



IMPLEMENTATION TOOL

Upcycling Hub

- Material recovery and higher-value use
- Source segregation and quality control
- Coordination between MoENV, GAM, AVTR, PRO Unit, private sector and academia

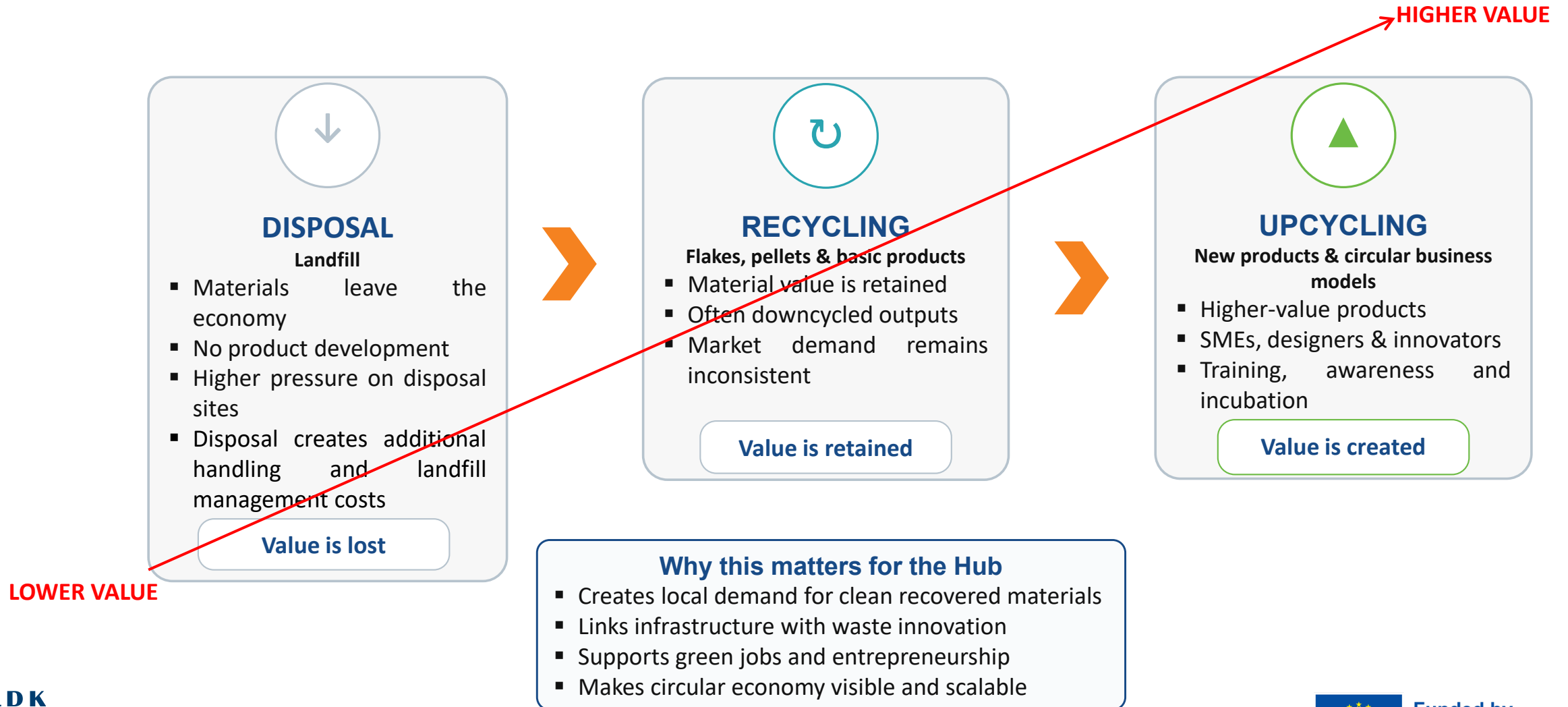


GREEN GROWTH IMPACT

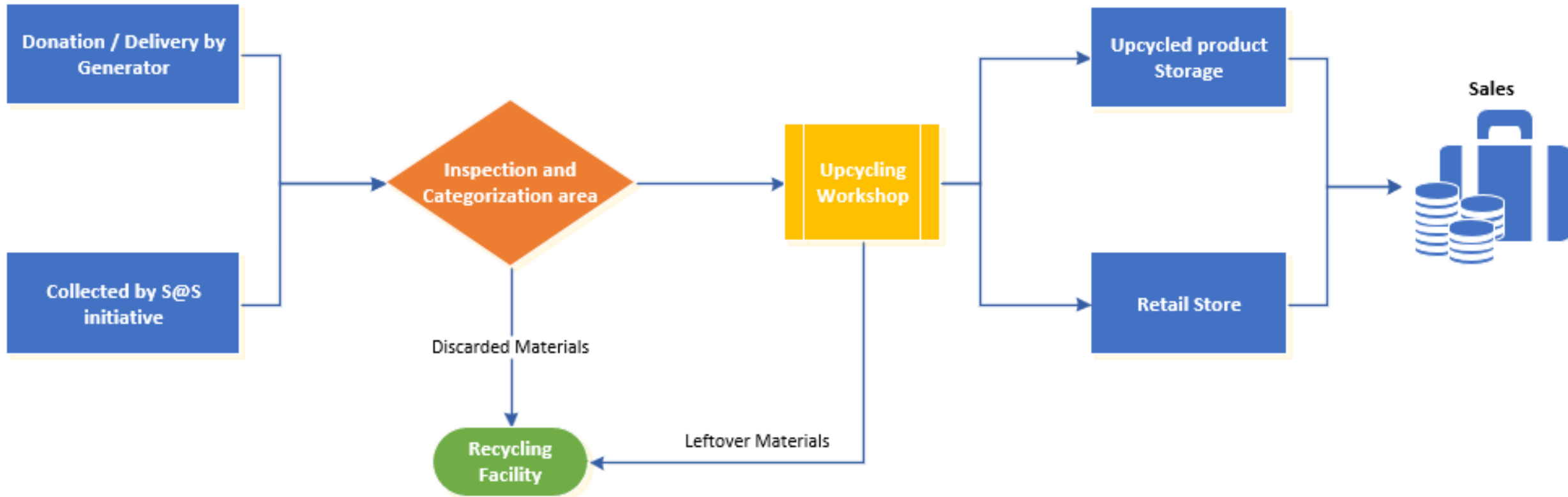
National Outcomes

- Action WS14: national upcycling hub near appropriate waste infrastructure
- Landfill diversion and SUP reduction
- Green jobs, entrepreneurship and scalable replication model

Upcycling: Where Waste Becomes Opportunity



Upcycling Hub Concept



Potential Revenue Streams:

- Incubation services
- Training program
- EPR alignment
- R&D partnerships

Potential Hub's typology

Element	Semi-Industrial	Creative	Hybrid
Main Output	Pellets/flakes	Finished products	Both
Scale	Medium-high	Small-medium	Medium
Investment	Higher	Lower	Medium
Licensing complexity	Higher	Lower	Medium-high
Public visibility	Limited	High	High
Innovation role	Medium	High	High
Alignment with EPR	Very high	Medium	Very high
Employment intensity	Medium	High	High
Risk	Market-dependent	Smaller scale	Balanced

Geographical scoping: Touta Yard as leading site option



Why Touta Yard is promising?

Close to Downtown commercial material sources, has available space, and benefits from an existing separation-at-source initiative.

Main concern to resolve

The current yard lacks proper licensing for waste treatment activities, so the permitted activity scope must be clarified before any hub function is proposed.

Government validation needed

1. Allowed activities on site: receiving, storage, sorting, repair, upcycling, shredding, exhibition or sales.
2. Responsible public entity and authority for site approval, operation and monitoring.
3. Environmental, health and safety requirements for public-facing and workshop functions.

Discussion

1. Is Touta Yard suitable for the pilot scope?
2. What activities must be excluded or conditioned?

Proposed Governance Model

MoEnv

Policy oversight, regulatory guidance, alignment with Waste Framework Law, EPR and national green economy priorities.

GAM

Municipal interface, site-related support, source-separation linkage and local operational coordination.

AVTR/PRO Unit

Packaging material flow coordination, reporting, potential EPR linkage, market interface and operational support.

MoLA/MoITS

Local governance, industry policy, investment incentives, data support and import/export or equipment facilitation.

- ❖ Should the hub be institutionally anchored under a public authority, operated through AVTR/PRO, or structured as a public-private operating model with government oversight?

Why This Hub Matters for Jordan's Emerging EPR System



The Hub can become a downstream innovation and valorisation platform supporting the long-term success of Jordan's EPR system.

EPR Need	Potential Hub Contribution
Cleaner material utilization	Upcycling & innovation
Market development	Product creation & SMEs
Public visibility	Awareness & exhibition
Circular economy implementation	Demonstration projects
SUP alternatives	Testing & pilot initiatives
Entrepreneurship	Incubation
Reporting & traceability	Pilot monitoring
Local economic value	Green jobs

Potential Operational Interfaces Between PRO and Hub



PRO Functions

- Packaging recovery coordination
- Reporting
- EPR compliance
- Producer financing

Hub Functions

- High-value material valorization
- Innovation pilots
- SME incubation
- Awareness
- Difficult-stream experimentation

Shared Outcomes

- Increased diversion
- Local circular economy
- Reduced landfill pressure
- Improved EPR visibility
- Green jobs

Role of AVTR / PRO Unit beyond collection

Material flow coordination

Identify packaging streams and support predictable, cleaner input supply.

Data and traceability

Support reporting on quantities, recovery pathways and contribution to EPR targets.

Market facilitation

Link producers and commercial generators to upcycled products or circular procurement options.

Financing / incentives

Explore lawful EPR-related support, sponsorship, R&D support or service-based arrangements.

Discussion



What exact role should AVTR / PRO Unit play: material supplier, operator, funder, reporting body, or market facilitator?

Permits and compliance issues to resolve early

Activity classification

Is the hub classified as collection, sorting, treatment, manufacturing, exhibition, training, or mixed-use?

Site licensing

Which licenses are needed for Touta Yard and which public body issues or confirms them?

Material ownership

Who owns the material after collection and who can authorize transfer to the hub?

Environmental controls

Storage, odor, noise, wastewater, dust, fire safety, occupational safety and public access controls.

PRO interface

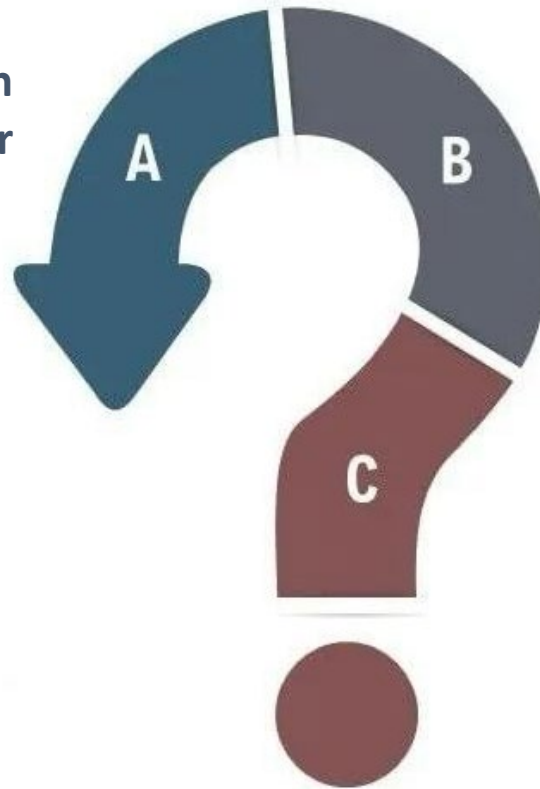
Rules for providing packaging materials through the PRO Unit and reporting EPR-related outcomes.

Procurement / sales

Can public entities procure or display upcycled products, and under what rules?

Q&A

A. Which typology should be taken forward: semi-industrial, creative, or hybrid?



B. Should the initial pilot prioritize clean commercial / post-production materials before mixed post-consumer streams?

C. What permits are needed for providing, receiving, storing and processing materials through the hub?

**Pre-conceptualization and support to
establish a Plastic Waste Recycling/Upcycling Hub
near existing waste management infrastructure in Jordan
C1-N-JO-1**

**EVALUATION FORM
Stakeholders Mobilization Meeting**

31 May2026
Amman, Jordan - Hybrid



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and keep up with our latest news!**

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Unlocking Economic Value: Market Scoping and Partnership Opportunities in Plastic Upcycling

C1-N-JO-1: Pre-conceptualization and support to establish a Plastic Waste Recycling/Upcycling Hub near existing waste management infrastructure in Jordan

09 June 2026

Amman, Jordan – Bristol Hotel

Presented by: 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

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

Stakeholder Mobilization Meeting

Tuesday 09 June 2026

10:00 – 13:00 Amman Time - Hybrid event

AGENDA

10:00 - 10:10	Welcome and Opening Remarks
10'	Overview of the purpose of the workshop Mr. Haris Kamariotakis, Solid Waste/Circular economy Expert (lead expert), WES-BCA
10:10 - 12:00	Project Context and Technical Validation Session
30'	Overview of the project's objectives, main tasks, and the role of private-sector input in shaping the Upcycling Hub model. Mr. Haris Kamariotakis, Solid Waste/Circular economy Expert (lead expert), WES-BCA
80'	Technical Presentation and Validation Discussion: Market Opportunity, Hub Typology, Materials, Feedstock Quality, Location and Governance. Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA
12:00 - 12:45	Opening Discussion
45'	Q&A
12:45 -13:00	Closing
15'	Way Forward & Closing remarks Mr. Bader Daoud, Senior Policy Expert in Solid waste and Plastic Pollution, WES-BCA



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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**.



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



Duration: November 2024 - November 2027

Main objective

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

- To **identify and assess opportunities for enhancing the economic value of recovered plastic waste materials**, focusing 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.

Expected outcomes of the activity

Evidence & Market Intelligence

- National plastic mass-balance
- Priority streams identified (PET, PP, PE, SUP)
- Additional materials assessed

Institutional & Governance Architecture

- Define roles: Key stakeholders.
- Stakeholders mapping
- Alignment with GG-NAP WS14

Hub Concept & Intervention Model

- Core function
- Typology options
- Intervention location identification

Investment & Pre-Feasibility Pathway

- Revenue-based model
- Concept Note foundation

Implementation & Methodology



Workshop Objective

What We Are Testing Today

- Whether the proposed Upcycling Hub can create real market value in Jordan
- Which hub typology is most commercially viable: semi-industrial, creative, or hybrid
- Which plastic and additional material streams have the highest upcycling potential
- What feedstock quality is required for viable products and operation

What We Need from Participants

- Confirmation of market demand for recycled plastic raw materials and upcycled products
- Validation of material availability, consistency, and quality requirements
- Identification of machinery, technical skills, and operational gaps
- Feedback on potential partnerships, investment interest, and private-sector roles

Expected Outcome

- A clearer market-informed direction for the Hub model
- Priority material streams and product opportunities identified
- Key technical and commercial gaps documented
- Private-sector inputs captured to support the next phase of the pre-feasibility study

Participant feedback will be captured through the workshop discussion and a short questionnaire to support the next phase of the pre-feasibility study.

Plastic Sector Overview & Targeted Streams

Plastic Sector Structure

- > 600 plastic establishments
- ≈200 recycling & reprocessing facilities
- Heavy reliance on imported virgin polymers
- Post-consumer collection dominated by informal sector
- Fragmented downstream processing market

Targeted Plastic Streams

- **PET:** High volume, export-oriented, and limited domestic value capture
- **PP:** Strong domestic recycling loop, and stable local demand
- **HDPE:** Industrial scrap-driven, and relatively stable
- **LDPE:** High contamination, and low-value applications
- **PS & PVC:** Structurally constrained, and limited recovery

Why Focus on Plastics & SUPs

23%

Plastic Recycling
Rate
[2023]

**315,000
t/yr**

End of Life
[2023]

**72,000
t/yr**

Recycled Plastic
[2023]

3 Billion
Plastic Bags/year
[2023]

High Generation

Low Recovery

Environmental
Leakage &
Economic Loss

The Opportunity: Expanding Value Creation from Recovered Plastics

Current Situation

- Mixed waste collection remains dominant
- Material quality often affected by contamination
- Recovery focuses on a limited number of commercially attractive streams
- Significant dependence on low-value applications and export markets
- Limited interaction between waste management, innovation and product development

Economic value is lost throughout the value chain

Transition Driven By

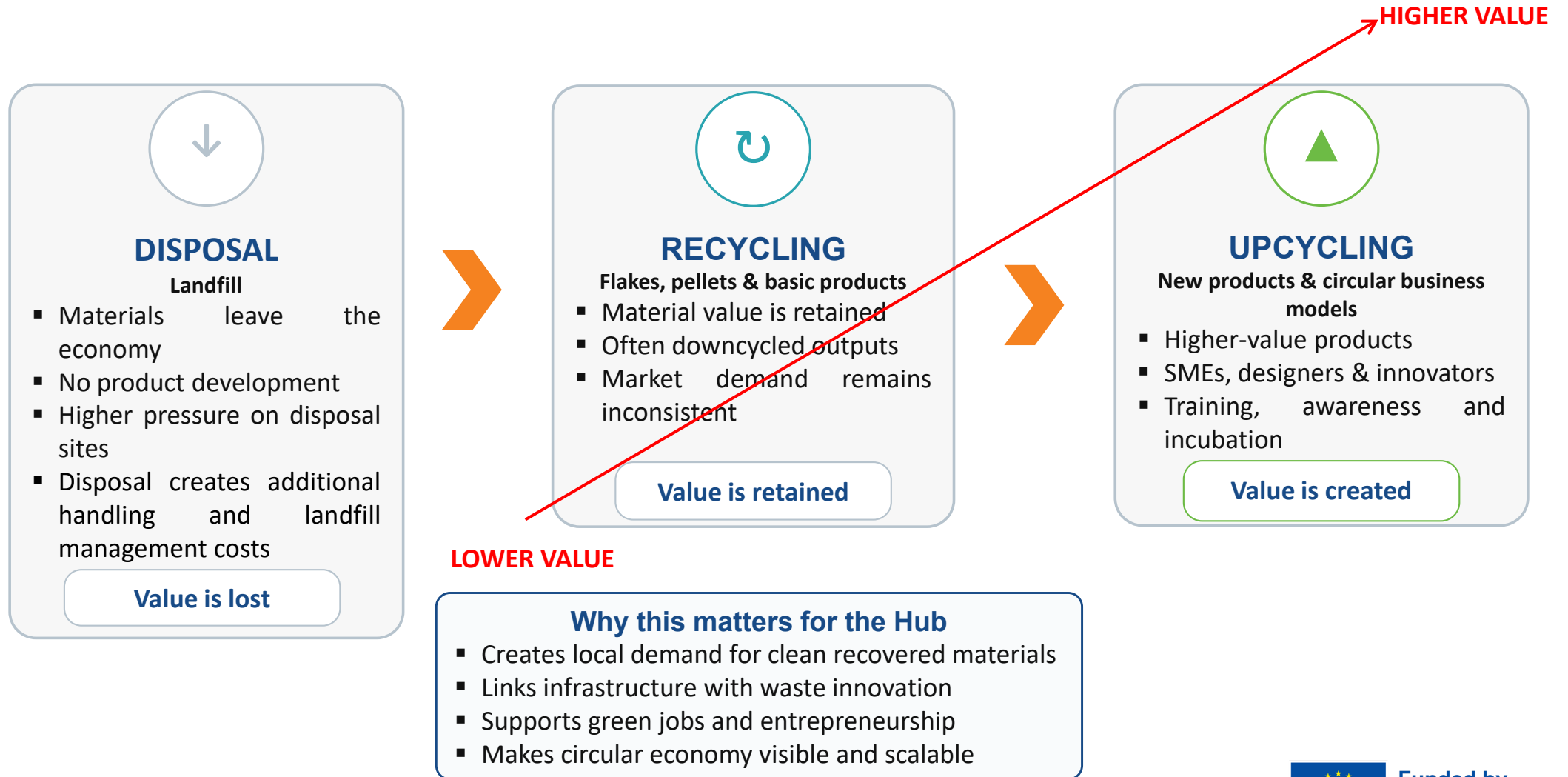
- EPR / PRO implementation
- Source separation initiatives
- Circular economy policies
- Growing market interest in recycled content
- Private sector innovation

Future Opportunity

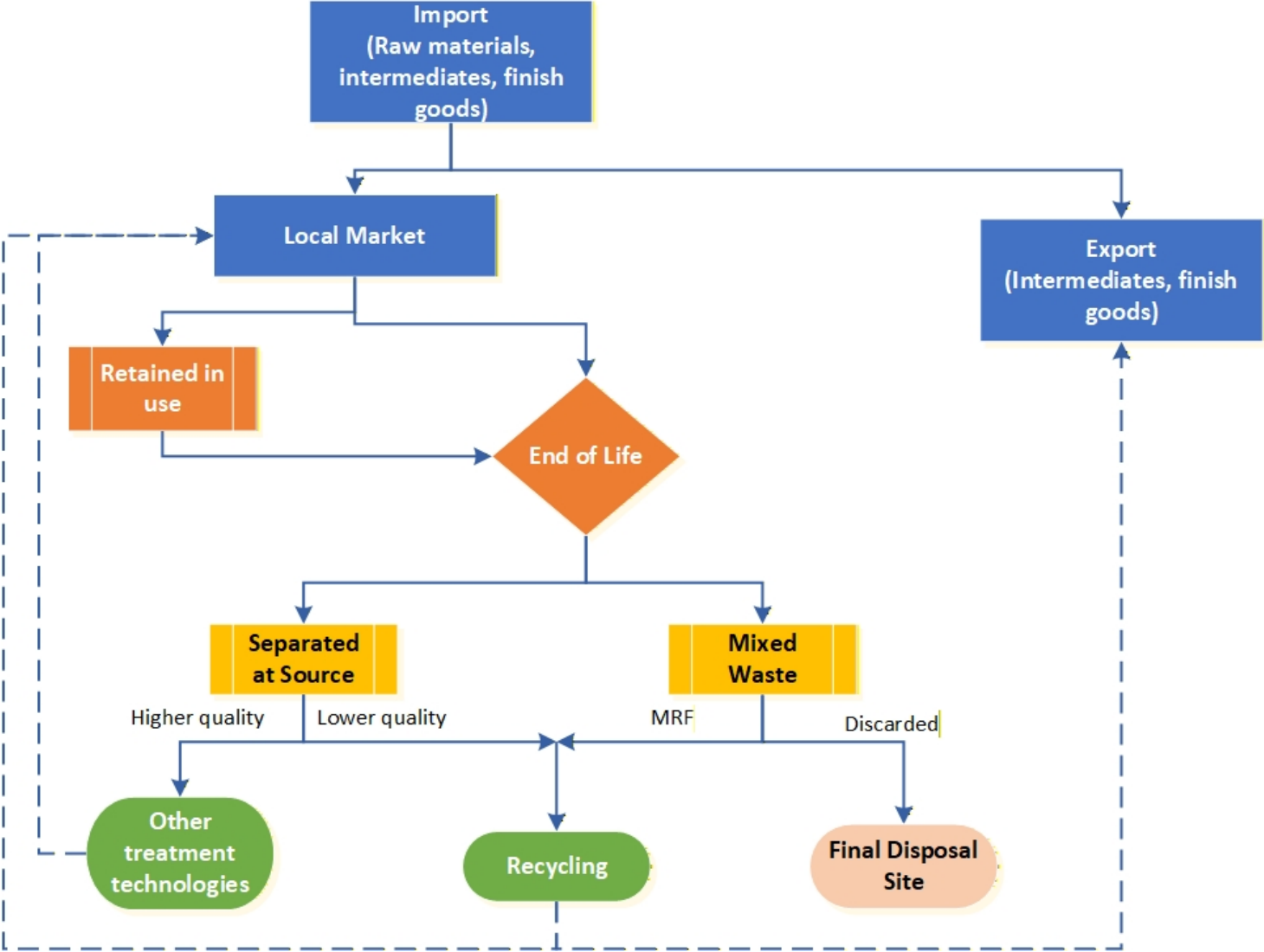
- More predictable material flows
- Improved material quality
- New business opportunities
- Product innovation and value addition
- Green jobs and SME development
- Increased domestic utilization of recovered plastics

Higher economic value retained within Jordan

Upcycling: Where Waste Becomes Opportunity



Plastic Waste Flow



Key Question for Discussion



How can Jordan increase the economic value generated from recovered plastics while strengthening existing recycling markets and creating new business opportunities?

What We Need Your Help to Validate



Materials

Which streams have the greatest potential?



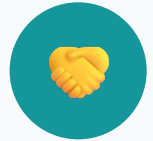
Markets

Which products have demand?



Business Models

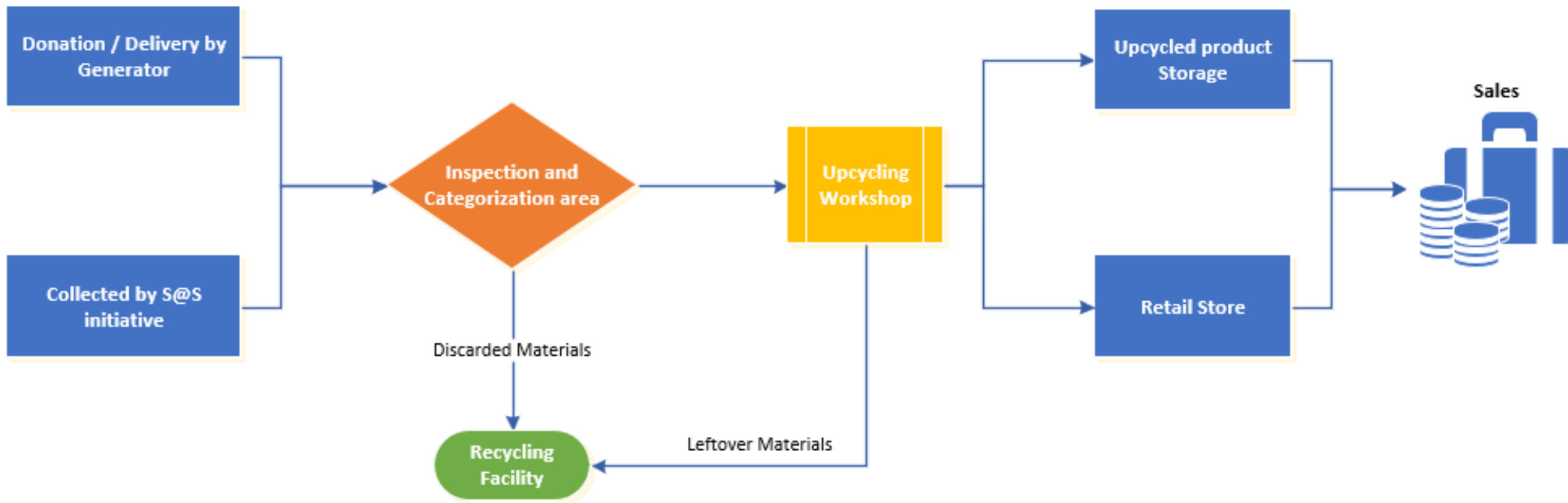
What is commercially realistic?



Partnerships

Who is willing to participate?

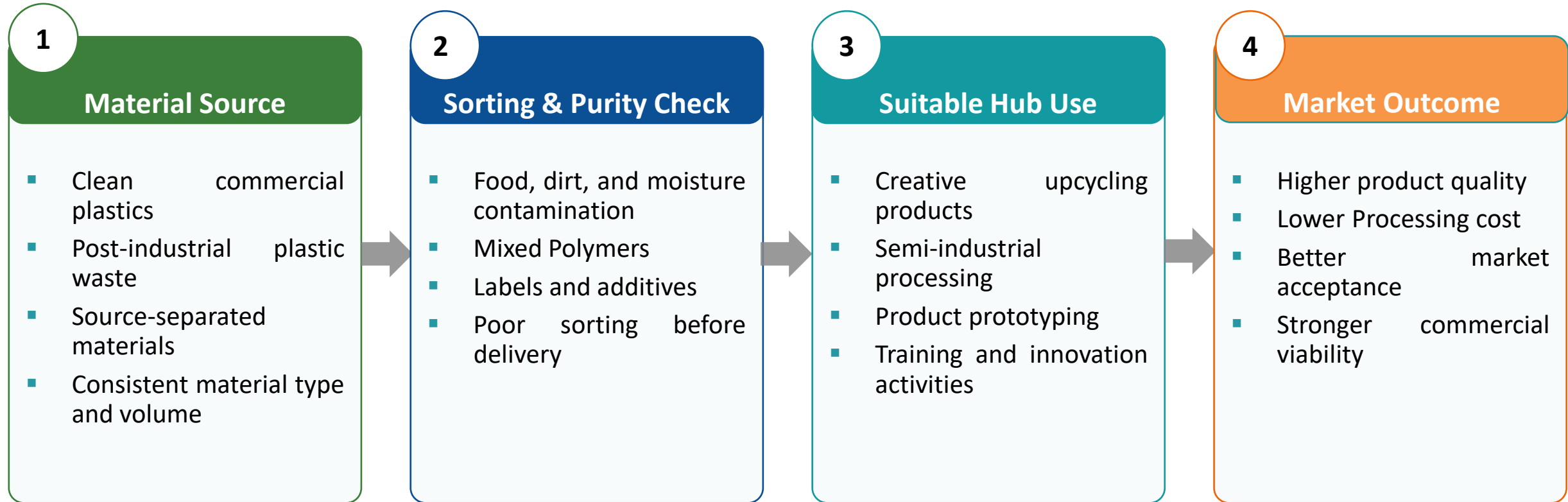
Upcycling Hub Concept



Which Hub Model Is Most Commercially Viable in Jordan?

Assessment Criteria	Semi-Industrial Hub	Creative Hub	Hybrid Hub
Main Function	Production of flakes/pellets and pre-processed materials	Product design, upcycling, awareness, incubation	Combination of processing, innovation and incubation
Material Requirements	High volumes	Low volumes	Medium volumes
Dependence on Future Material Supply	High	Low	Medium
Capital Investment	High	Low	Medium
Operational Complexity	High	Medium	High
Revenue Sources	Material sales	Products, training, incubation	Diversified
Visibility to Public	Low	High	High
Innovation Potential	Medium	High	High
SME Development Potential	Low	High	High
Sensitivity to Market Prices	High	Medium	Medium
Scalability	High	Medium	High
Dependence on EPR Maturity	High	Low	Medium

Feedstock & Quality



➤ What minimum quality specifications would be required for your organization to purchase or supply materials through the Hub?

Discussion

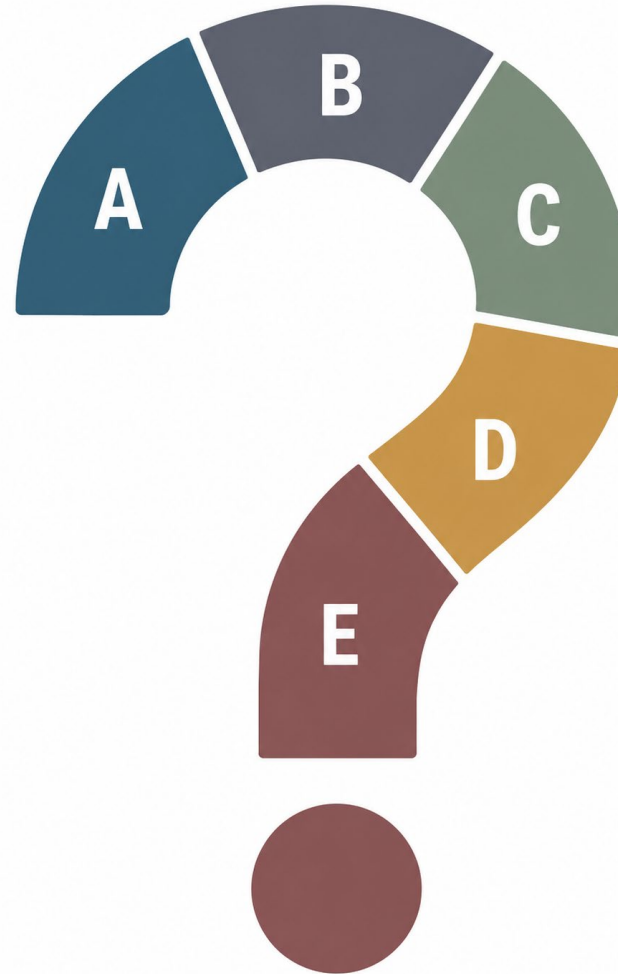
A. Which typology is most realistic under current Jordanian market conditions?

B. Which typology creates the greatest value for the private sector?

C. Which typology is least dependent on uncertain future material flows?

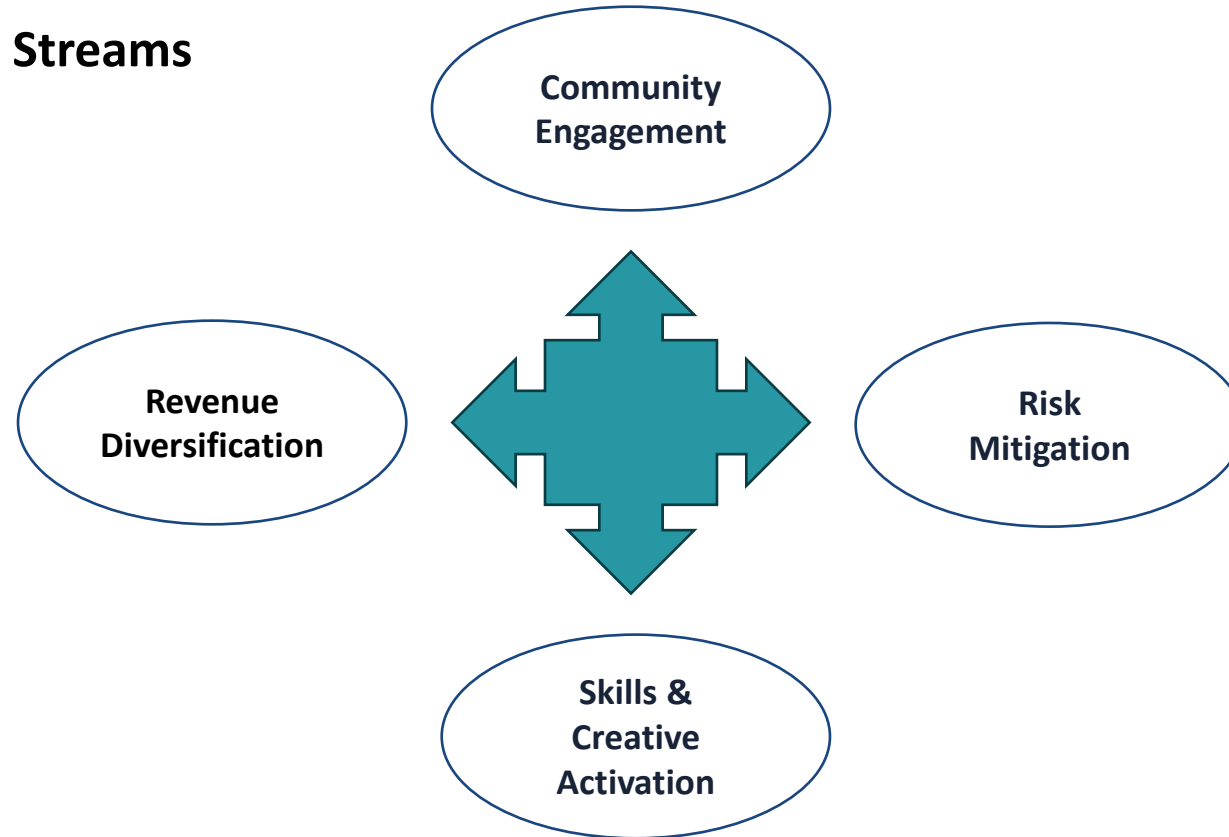
D. Should the Hub start with one typology and evolve into another over time?

E. Which typology would be most attractive for future investment?



Additional Material Streams

Why Consider Non-Plastic Streams



**Non-plastic streams are considered as complementary revenue stabilizers,
not core focus areas**

Creating Higher-Value Products Through Material Integration

Plastic + wood



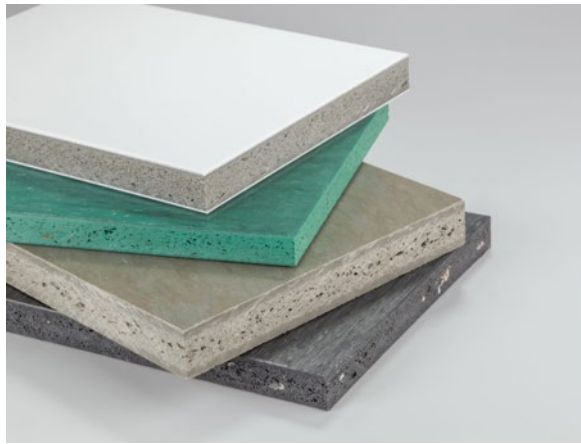
Plastic + textile



Plastic + tire/rubber



Plastic + Paper/Cardboard



Plastic + C&D



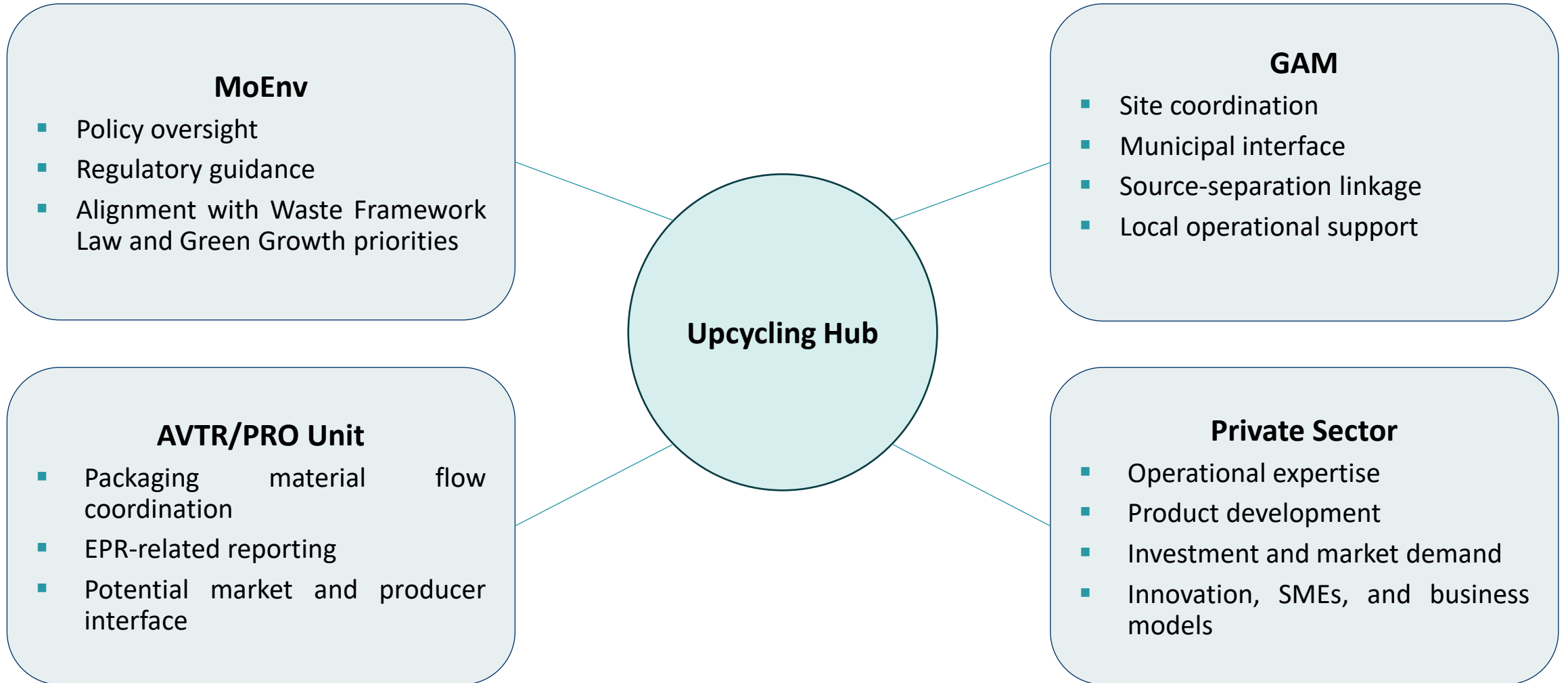
Proposed Location

Preferred Option: **Touta Yard**

- Existing source-separation initiative
- Consistent material supply
- Proximity to commercial generators



Proposed Governance Model





Enhancing the impact of WES-BCA activities

Presented by:
**Dr Emad ADLY, Stakeholder Engagement and
Impact Assessment Non-Key Expert, WES-BCA**

WES-BCA IMPACT ASSESSMENT METHODOLOGY



- Approval of Activities' ToRs (Relevant Stakeholders, Impacts and Indicators)
- Mobilizing candidates to make sure the project serves the right people from the relevant institutions.
- Filling out the Commitment Forms.
- Dynamic participatory activities involving quizzes, exercises etc.
- Evaluation immediately after the intervention.
- Follow-up and getting feedback (e-survey, interviews, follow up on the Commitment Statement, capitalization questionnaires completed by FPs).

project's Impact Assessment process





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Evaluation Form





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PARTICIPANTS LIST
Public Sector Dialogue Session, C1_N-JO-1
31 May 2026, Hybrid

TYPE OF INSTITUTION (please use the options provided*)	FIRST NAME	LAST NAME	POSITION/ FUNCTION	ORGANISATION/ INSTITUTION
MINISTRY REPRESENTATIVES	Heba	ZABALWAI	Head of Solid Waste Management Section	Ministry of Environment
PRIVATE SECTOR	Areen	ABU ALFOUL	Carbon Credit Project Manager	AVTR
LOCAL AUTHORITIES	Basem	SOULIMAN	Solid Waste Management Expert - the current position "Environmental Studies Department Manager	Greater Amman Municipality
PRIVATE SECTOR	Yanal	Kilani	PRO Unit Manager	AVTR
PRIVATE SECTOR	Lubna	Qaraleh	PRO Unit	AVTR
MINISTRY REPRESENTATIVES	Farah	Daoud	Director of SWM Department	MoLA
MINISTRY REPRESENTATIVES	Sewar	Shatnawi	Chemical Engineer	Ministry of Environment
WES- BCA PROJECT	Emadeldin Adly	NADA	Stakeholder Engagement and Impact Assessment Non-key Expert	WES-BCA PROJECT
WES- BCA PROJECT	Bader	DAOUD	NKE 2: Senior Policy Expert in Solid waste and Plastic Pollution (Local)	WES-BCA PROJECT
WES- BCA PROJECT	Bara'ah	ALSHABAN	NKE 3: Senior Environmental and solid waste expert (Local)	WES-BCA PROJECT
GOVERNMENT AGENCIES	Maen	Ayasrah	Director of CEESI	JCI

TYPE OF INSTITUTION :



1. Academia and research institutes
2. Donor agencies
3. European Commission

4. European Union Delegation (EUD)
5. Government agencies
6. International organisations and programmes

7. Local Authorities
8. Media
9. Ministry representatives

10. NGOs representatives
11. Private sector
12. Other (Diplomats, Consultants, Members of Parliament etc.)



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TYPE OF INSTITUTION (please use the options provided*)	TITLE (Mr/Ms)	FIRST NAME	LAST NAME	POSITION/ FUNCTION	ORGANISATION/ INSTITUTION
MINISTRY REPRESENTATIVES	Eng	Heba	ZABALWAI	Head of Solid Waste Management Section	Ministry of Environment
WES- BCA PROJECT	Mr	Bader	DAOUD	NKE 2: Senior Policy Expert in Solid waste and Plastic Pollution (Local)	WES-BCA PROJECT
WES- BCA PROJECT	Mr	Haris	Kamariotakis	Solid Waste/circular economy Expert (Lead Expert)	WES-BCA PROJECT
WES- BCA PROJECT	Ms	Bara'ah	ALSHABAN	NKE 3: Senior Environmental and solid waste expert (Local)	WES-BCA PROJECT
PRIVATE SECTOR	Mr	Yanal	KILANI	PRO Unit Manager	AVTR
PRIVATE SECTOR	Ms	Lubna	Qaraleh	Contracting Manager	AVTR
MINISTRY REPRESENTATIVES	Ms	Farah	DAWOUD	Director of the Solid Waste Management Department	Ministry of Administration
LOCAL AUTHORITIES	Mr	Basem	SOULIMAN	Solid Waste Management Expert - the current position "Environmental Studies Department Manager	Greater Amman Municipality
GOVERNMENT AGENCIES	Mr	Maen	AYASHRAH	Director of CECSI	Jordan Chamber of Industry
MINISTRY REPRESENTATIVES	Mr	Mahmoud	ZBOON	Chemical engineer	Ministry of Environment
OTHER (including Diplomats, Consultants , Members of Parliament etc)	Ms	Duha	Qaryouti	Supporting Team	LDK
LOCAL AUTHORITIES	Ms	Nour	Zayed	Technical Support Engineer	Jordan Chamber of Industry

TYPE OF INSTITUTION :



1. Academia and research institutes

2. Donor agencies

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PRIVATE SECTOR	Mr	Ali	Al-Ali	EHS Engineer	Al-Waleed Plastic Industry
PRIVATE SECTOR	Mr	Sa'ed	Al-Jawabreh	Head of Association	Plastic Waste Recycling Association
PRIVATE SECTOR	Mr	Bashar	Al-Hamad	Secretary	Plastic Waste Recycling Association
PRIVATE SECTOR	Mr	Mohammad	Aqrabawi	Logistics Engineer	World Plastics
PRIVATE SECTOR	Ms	Ghufran	Al-Hyari	Public Relations & Grants	Richmond Home
PRIVATE SECTOR	Mr	Mohammad	Abu Lebeh	Public Relations	Al-Ameen Plastic Factory

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