

Basic requirements for a circular economy system at the national level

National Dialogue at the Sector Level to Study the Basic Requirements for a Circular Economy System at the National Level

Final Report



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تنويه

تم إعداد هذه الدراسة بناءً على استبيان شمل 22 شركة ومنشأة تعمل في مجالات متنوعة، بما في ذلك تصنيع الأغذية والمشروبات، والبلاستيك. وشملت مناطق الدراسة محافظات العاصمة، الزرقاء، جرش، ومعان. تجدر الإشارة إلى أن النتائج والتوصيات الواردة في هذه الدراسة والتقرير تعكس آراء عينة الدراسة ومجتمعها فقط، ولا تمثل بالضرورة وجهات نظر أو مواقف جميع الجهات أو القطاعات ذات الصلة.

Disclaimer

This study was conducted based on a survey that included 22 companies and establishments operating in various fields such as food and beverage manufacturing, and plastics. The study covered the governorates of Amman, Zarqa, Jerash, and Ma'an.

It is important to note that the findings and recommendations presented in this study and report reflect the views of the study sample and its community only and do not necessarily represent the perspectives or positions of all related entities or sectors. Final Report – National dialogue at the sector level to study the basic requirements for a circular economy system at the national level

Executive Summary

The Jordan Economic Forum (JEF), in collaboration with the Ministry of Planning and International Cooperation, initiated a strategic project to establish the foundational requirements for implementing a circular economy (CE) system in Jordan. This initiative aims to address pressing challenges in waste management, resource efficiency, and industrial sustainability by promoting CE practices across key sectors, including plastic and food processing. By aligning with global sustainability standards and leveraging Jordan's economic modernization vision, the project sets a framework for fostering economic growth, environmental stewardship, and social resilience.

The project's primary objectives were to assess the current state of CE practices in Jordan's industrial sector, identify challenges to adoption, and develop strategic recommendations to overcome these barriers. These efforts focused on operational, financial, and regulatory constraints that inhibit widespread CE implementation. Additionally, the project sought to engage stakeholders—including industries, policymakers, academia, and financial institutions—in collaborative efforts to advance CE practices. To support these goals, two complementary initiatives were conceptualized: a digital platform to connect stakeholders and facilitate resource exchanges, and an awareness campaign to educate and inspire the industrial sector toward adopting CE principles.

The findings revealed critical insights into the state of CE adoption in Jordan. Currently, only 36% of surveyed factories implement CE-related practices, with most industries relying heavily on linear economic models, such as landfilling and limited recycling. Operational barriers include inadequate infrastructure, lack of technical expertise, and resistance to change within industrial cultures. Financial challenges, such as high upfront costs for CE technologies and limited access to funding, further impede progress. On the policy front, insufficient regulatory frameworks and weak enforcement mechanisms create gaps in supporting sustainable practices. Despite these challenges, the project identified significant opportunities to drive CE adoption, including leveraging innovative recycling techniques, fostering cross-sector partnerships, and adapting international best practices to Jordan's industrial context.

Stakeholder dialogues were a critical component of the project, providing a platform for diverse perspectives and actionable insights. These dialogues brought together industry leaders, policymakers, and experts to discuss sector-specific challenges and opportunities. Key outcomes included the identification of potential public-private partnerships, the need for financial incentives, and the importance of clear policy frameworks to promote CE adoption. The dialogues also emphasized the role of innovation and collaboration in driving sustainable practices, particularly through centralized recycling hubs and resource-sharing networks.

The project produced actionable recommendations to address the identified challenges. Strategic recommendations include strengthening CE-related policies, such as introducing mandatory recycling targets and extended producer responsibility frameworks, and offering financial mechanisms like subsidies and green financing to reduce economic barriers. Sector-specific strategies were also proposed, such as improving organic waste management in food processing and integrating advanced recycling technologies in the plastics industries. These tailored approaches aim to address the unique needs of each sector while fostering alignment with national sustainability goals.

Two transformative initiatives emerged from the project: the development of a digital platform and the launch of an awareness campaign. The digital platform is designed to serve as a

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centralized hub for material exchanges, stakeholder collaboration, and knowledge dissemination. Its features will include a resource marketplace, training modules, networking tools, and performance dashboards, enabling industries to optimize resource use and reduce waste. The awareness campaign complemented the platform by educating stakeholders about CE principles, promoting success stories, and building capacity through workshops, webinars, and training sessions. Together, these initiatives aim to create a unified and robust framework for advancing CE practices in Jordan.

The anticipated impact of the project extends across economic, environmental, and social dimensions. By fostering resource efficiency, reducing waste, and enhancing industrial sustainability, the project positions Jordan as a regional leader in circular economy practices. It also aligns with Jordan's Green Growth Plan (2021–2025) and economic modernization vision, contributing to job creation, innovation, and environmental resilience. The digital platform and awareness campaign will play pivotal roles in achieving these outcomes, serving as practical tools to drive engagement and sustain momentum.

The sustainability of this project lies in its strategic alignment with Jordan's long-term economic and environmental goals, as well as its emphasis on creating self-sustaining mechanisms for continued progress. The digital platform is designed to evolve dynamically, with features such as user feedback integration, scalable infrastructure, and AI-driven tools to enhance material exchanges and resource optimization. This ensures that the platform remains relevant and adaptable to the changing needs of industries. The awareness campaign fosters a culture of sustainability by equipping stakeholders with the knowledge, skills, and tools needed to independently implement CE practices, ensuring lasting impact beyond the campaign's duration. Additionally, the project promotes collaborative ecosystems, leveraging partnerships between industries, policymakers, and academia to drive innovation and shared ownership of CE initiatives. By embedding CE principles into policy frameworks, business strategies, and educational curricula, the project ensures a lasting commitment to sustainable development, reducing Jordan's environmental footprint while enhancing economic resilience and social inclusivity.

Looking ahead, the project outlines clear next steps to ensure effective implementation and scaling. Immediate actions include engaging stakeholders to pilot the digital platform and awareness campaign, refining these initiatives based on feedback, and securing policy support for CE adoption. Long-term goals focus on institutionalizing CE practices across Jordan's industrial sectors, expanding the platform's reach, and fostering a culture of sustainability through continuous education and collaboration.

In conclusion, this project represents a significant milestone in Jordan's journey toward a circular economy. By addressing critical challenges, leveraging innovative solutions, and fostering collaboration, it lays a strong foundation for sustainable industrial transformation. Through the integration of the digital platform and awareness campaign, Jordan can accelerate its transition to a circular economy, ensuring long-term economic, environmental, and social benefits.

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1. Background

1.1 Introduction

The transition towards a circular economy has become imperative in today's global landscape, driven by the pressing need for sustainable resource management and environmental conservation. Recognizing the significance of this paradigm shift, the Jordanian Economic Forum has embarked on a pioneering initiative to explore circular economy practices within specific sectors of the economy. Among the sectors identified for this endeavor are Food and Beverage Processing, and Plastics and Packaging industries, chosen for their substantial environmental for circular economy interventions.

In collaboration with stakeholders from these sectors, the Jordanian Economic Forum aims to implement experimental frameworks, develop foundational principles, and facilitate dialogues among participating companies and factories. This initiative will serve as a platform for knowledge exchange, innovation, and collective action towards a more sustainable and resilient industrial ecosystem in Jordan.

As part of this broader initiative, our study focuses on assessing the current landscape of circular economy practices within the selected sectors. Through a combination of survey design and in-depth interviews, we seek to evaluate the adoption, challenges, and opportunities associated with circular economy principles among companies and factories operating in Food and Beverage Processing, and Plastics and Packaging industries.

Ten companies/factories were carefully selected from each sector to participate in the study, ensuring representation from across the spectrum of industry practices and capacities. By engaging with these key stakeholders, the study generated insights, identified best practices, and developed tailored recommendations to accelerate the transition towards circular economy models within these critical sectors of the Jordanian economy.

Through this collaborative effort, we aspire to contribute to the advancement of circular economy principles in Jordan, fostering sustainable growth, resource efficiency, and environmental stewardship. This study represents a crucial step towards realizing our collective vision of a circular economy that promotes prosperity, inclusivity, and resilience for current and future generations.

As we embark on this journey, we invite active participation, engagement, and collaboration from all stakeholders committed to shaping a more sustainable and equitable future for Jordan and beyond. Together, we can harness the power of circular economy principles to build a thriving economy that works in harmony with nature, for the benefit of all.

1.2 Project Rationale

The circular economy represents a transformative approach to industrial development, prioritizing resource efficiency, waste reduction, and the creation of sustainable, closed-loop systems. In Jordan, the industrial sector is a cornerstone of the national economy, but it faces pressing challenges such as resource scarcity, inefficient waste management practices, and growing environmental pressures. Adopting circular economy principles offers a pathway to address these challenges while unlocking economic opportunities, improving competitiveness, and fostering long-term sustainability.

The urgency of transitioning to a circular economy is driven by several factors. Resource scarcity poses a significant threat to the industrial sector's resilience, while environmental concerns, including waste accumulation and pollution, demand immediate action. Additionally, circular economy practices present substantial economic opportunities, such as cost savings, improved resource utilization, and access to global markets increasingly focused on sustainability. By fostering collaboration and innovation, Jordan can position itself as a regional leader in sustainable industrial practices.

1.3 Objectives and Scope

This project aims to promote the adoption of circular economy principles across key industrial sectors in Jordan, addressing current challenges and identifying pathways for sustainable transformation. The primary objectives include:

- **Raising Awareness:** Educating stakeholders about the benefits, practices, and global trends associated with circular economy models.
- **Identifying Opportunities:** Mapping sector-specific opportunities for implementing circular economy principles.
- **Facilitating Collaboration:** Creating platforms and initiatives to foster partnerships among industrial players, policymakers, and other stakeholders.
- **Developing Tools and Solutions:** Providing practical resources, frameworks, and actionable recommendations to support the transition.

The project focuses on critical sectors with significant potential for circular economy adoption, including plastics and food processing. These sectors were selected based on their high material throughput, waste generation, and capacity to benefit from resource recovery and closed-loop systems.

To achieve its goals, the project engaged diverse stakeholders, including industrial leaders, policymakers, environmental experts, and academic institutions. This collaborative approach ensured a comprehensive understanding of the challenges and opportunities within Jordan's industrial landscape.

1.4 Methodology

The project employed a multi-faceted methodology to gather data, engage stakeholders, and develop actionable recommendations. Key steps included:

- Data Collection: A combination of surveys and structured stakeholder consultations
 was used to assess the current state of circular economy practices across target
 sectors. The surveys focused on resource use, waste management practices, and
 existing sustainability efforts. Consultations provided deeper insights into industry
 challenges, opportunities, and stakeholder priorities.
- **Stakeholder Mapping and Analysis:** Stakeholders were categorized by their roles in the industrial ecosystem, including manufacturers, recyclers, policymakers, and researchers. This mapping facilitated targeted engagement and ensured diverse perspectives were considered.

 Key Criteria for Analysis: Data was analyzed based on several criteria, including resource efficiency, waste generation patterns, operational challenges, and policy gaps. Sector-specific analyses identified actionable opportunities and tailored recommendations to accelerate circular economy adoption.

2. Findings and Results

2.1 Current Landscape of Circular Economy Practices in Jordan

The circular economy landscape in Jordan's industrial sector reflects a mix of nascent initiatives and persistent gaps. Across key sectors such as plastics and food processing, practices like waste sorting, basic recycling, and resource efficiency measures are observed, albeit inconsistently. A significant number of industries recognize the importance of sustainability, but most efforts remain limited to compliance with basic environmental regulations rather than proactive adoption of circular economy models.

2.1.1 Waste Generation and Management Trends:

Jordan's industries generate significant quantities of waste, with plastics and organic materials dominating waste streams. While some companies have implemented sorting mechanisms, the majority still rely on linear disposal methods, leading to high landfill dependency. Resource recovery practices, such as repurposing by-products or utilizing recycled materials, remain underdeveloped, with only a few companies demonstrating innovative approaches, such as using recycled plastic in manufacturing or converting organic waste into compost.

2.1.2 Sector-Specific Highlights

- **Plastics Industry:** Limited adoption of advanced recycling techniques, with most waste being incinerated or landfilled.
- **Food Processing Sector:** Organic waste management is emerging but composting and energy recovery practices remain sporadic.

2.2 Challenges Identified

2.2.1 Operational Challenges

- Infrastructure Deficiencies: Inadequate waste collection, sorting, and recycling infrastructure hinder effective resource recovery.
- **Technical Barriers:** Lack of advanced recycling technologies and limited access to sustainable production methods restrict CE adoption.
- **Resistance to Change:** Industrial cultures rooted in traditional, linear practices resist transitioning to circular models, compounded by limited awareness of CE benefits.

2.2.2 Financial Challenges

- **High Implementation Costs:** The upfront investment required for CE technologies, such as advanced waste sorting systems and closed-loop production, poses a significant barrier for many companies.
- Lack of Incentives: Insufficient financial support mechanisms, such as subsidies or tax breaks, reduce the appeal of CE initiatives for businesses.

• Funding Gaps for R&D: Limited investment in research and development prevents innovation in circular technologies and practices.

2.2.3 Policy and Regulatory Gaps

- Weak Policy Frameworks: Existing policies lack specificity in promoting circular economy principles, offering minimal guidance or mandates for industries.
- **Insufficient Enforcement:** Regulatory bodies face challenges in monitoring and enforcing compliance with environmental standards.
- Awareness Deficit: Both management and employees in many industries are unaware of existing governmental policies and international CE standards that could support their efforts.

2.3Opportunities for Improvement

Despite the challenges, Jordan's industrial sector presents numerous opportunities for advancing circular economy practices:

2.3.1 Key Areas for Enhancement

- **Resource Exchange Networks:** Establishing platforms to facilitate inter-industry exchange of waste materials, such as plastics, can significantly reduce landfill dependency and create economic value.
- Advanced Recycling Technologies: Investments in modern recycling infrastructure, such as AI-driven sorting systems or chemical recycling for plastics, can improve material recovery rates.
- Sector-Specific Circular Strategies: Tailored approaches for sectors like food processing (e.g., anaerobic digestion of organic waste).

2.3.2 Collaboration Potential

Jordan's industries have the potential to leverage regional partnerships and international knowledge-sharing platforms to adopt innovative solutions and scale up existing circular practices. By focusing on capacity building, incentivizing innovation, and addressing policy gaps, Jordan can capitalize on these opportunities to become a regional leader in circular economy adoption.

3. Dialogue

3.1 Overview of Stakeholder Dialogues

The Jordan Economic Forum (JEF), in collaboration with the Ministry of Planning and International Cooperation, hosted a comprehensive workshop on circular economy (CE) practices. This workshop aimed to advance the national dialogue on CE and explore its adoption across key sectors, particularly food and beverage processing and plastics and packaging. It served as a culmination of months of collaborative efforts to produce actionable recommendations and foster the transition to sustainable economic models.

The workshop brought together diverse stakeholders, including government representatives, industry leaders, and experts, to discuss the economic and environmental benefits of CE adoption. It aligned with Jordan's economic modernization vision and broader sustainability

goals, focusing on innovative solutions to transform the challenges of limited resources and rising waste generation into economic opportunities.

3.1.1 Structure of the Sessions:

Each dialogue session followed a structured agenda:

- 1. **Opening Remarks:** Briefing participants on the objectives and relevance of the circular economy.
- 2. **Sectoral Presentations:** Sharing findings on current practices and challenges within targeted sectors such as plastics and food processing.
- 3. **Interactive Discussions:** Facilitating group discussions to identify sector-specific challenges and explore opportunities for improvement.
- 4. **Collaborative Action Planning:** Brainstorming potential partnerships and initiatives to drive circular economy practices.
- 5. **Feedback Collection:** Soliciting participant input on policy needs, incentives, and implementation strategies.

3.2 Key Themes Discussed

- 1. Economic and Policy Integration:
 - JEF emphasized the importance of aligning CE practices with Jordan's economic modernization roadmap. The workshop highlighted the role of environmentally conscious policies in shaping economic decisions and improving citizens' lives.

2. Circular Economy Practices in Industries:

 Discussions revolved around resource efficiency, waste management, and energy consumption within factories. A recent study by JEF revealed that only 36% of Jordanian factories currently implement CE practices, highlighting significant untapped potential.

3. Sector-Specific Challenges:

- **Energy and Water Efficiency:** Many factories lack adequate infrastructure for solar energy adoption or water reuse systems.
- **Waste Management:** Opportunities exist to improve the recycling of plastics, optimize waste sorting processes, and integrate advanced recycling technologies.

4. International Benchmarks:

 Case studies from Germany, Turkey, and the UAE were presented, showcasing successful CE practices like the use of recycled plastics in manufacturing and widespread adoption of clean energy systems. These examples served as models for adapting global best practices to Jordan's context.

5. National Efforts and Priorities:

 The Green Growth Plan (2021–2025) and extended producer responsibility laws were identified as foundational efforts to integrate CE principles into Jordan's industrial landscape.

3.3 Panel Discussions

A dedicated session titled "Current Circular Economy Practices and Study Results" explored:

- The reality of CE adoption in Jordan, supported by a study of 20 factories with a workforce of up to 100 employees.
- Discussions on resource use efficiency, such as integrating solar energy systems and water reuse technologies.
- Highlighted gaps in waste management infrastructure and the potential for innovation.

Panellists included:

- Eng. Odeh Dabbas: Moderator and industry expert, who highlighted the importance of collaborative efforts in addressing CE challenges.
- Eng. Alaa Mahmoud Abu Khazneh: CEO of Gulf Technical Industrial Foundation, who shared industry perspectives on resource efficiency and clean energy integration.
- **Mohammad Amairah:** Executive Director of Financial Stability at the Central Bank of Jordan, who discussed financial mechanisms to support CE initiatives.
- **Dr. Youssef Abdul Latif:** Assistant Chair of the Accreditation and Quality Assurance Commission, who stressed the role of academia in capacity building.

3.3.1 Types of Stakeholders Involved:

The dialogues brought together a wide range of stakeholders:

- **Industrial Leaders:** Key decision-makers and sustainability managers from manufacturing, recycling, and processing companies.
- **Policymakers and Regulators:** Representatives from the Ministry of Environment, Ministry of Industry, and related agencies overseeing environmental policies and industrial regulations.
- Academic Experts and Researchers: Specialists in sustainability and circular economy, providing insights on global best practices and technical innovations.
- NGOs and Advocacy Groups: Organizations advocating for environmental sustainability and resource efficiency.
- **Investors and Financial Institutions:** Representatives highlighting the financial mechanisms necessary for supporting circular economy transitions.

3.4 Key Discussion Points

3.4.1 Potential Partnerships and Collaborative Efforts

- Cross-sector collaborations to create **resource-sharing networks**, allowing industries to exchange by-products for reuse.
- Engagement between **industrial leaders and academic institutions** to co-develop innovative circular economy solutions.
- Formation of **public-private partnerships** to fund infrastructure projects, such as centralized recycling hubs.

3.4.2 Policy Reforms and Incentives Needed

- Introduction of financial incentives, such as **tax credits or subsidies**, to encourage investment in circular technologies.
- Development of mandatory recycling and waste reduction targets for key sectors.
- Streamlining **governmental approval processes** for CE-related projects, particularly renewable energy installations and recycling facilities.

3.5 Stakeholder Feedback

3.5.1 Insights from Industry Representatives

- Many industries expressed willingness to adopt circular economy practices but cited operational and financial constraints as significant barriers.
- Participants emphasized the need for access to affordable recycling technologies and clear guidelines for compliance with CE policies.
- Industries recognized the value of inter-industry collaboration and highlighted the lack of a structured platform for resource sharing.

3.5.2 Recommendations from Policymakers and Experts

- Policymakers stressed the importance of introducing regulations that enforce sustainable practices, supported by financial incentives and capacity-building programs.
- Experts advocated for the establishment of a **national circular economy roadmap** with clear milestones and targets for adoption.
- Both groups emphasized the need to enhance **awareness campaigns** to educate industries on the economic and environmental benefits of CE practices.

4. Recommendations from Dialogue

4.1 Strategic Recommendations

4.1.1 Policy Enhancements to Support Circular Economy Adoption

- 1. Develop Comprehensive Circular Economy Legislation:
 - Establish mandatory recycling and waste management targets across key industrial sectors.

 Introduce regulations requiring extended producer responsibility (EPR), making manufacturers accountable for the entire lifecycle of their products.

2. Streamline Regulatory Processes:

- Simplify approval procedures for CE-related projects, such as recycling facilities and renewable energy installations.
- Establish clear guidelines to ensure uniformity in implementing CE policies across sectors.

3. **Promote Awareness of Existing Policies:**

 Conduct training programs to educate industries on current environmental regulations and their alignment with CE principles.

4.1.2 Financial Mechanisms to Incentivize Industry Transitions

1. Subsidies and Tax Incentives:

- Provide subsidies for investing in recycling technologies and renewable energy systems.
- Offer tax credits for companies adopting circular economy models, such as waste-to-resource initiatives.

2. Green Financing Programs:

- Collaborate with financial institutions to establish low-interest loans and grants for circular projects.
- Encourage public-private partnerships to fund large-scale CE infrastructure, such as centralized recycling hubs and material recovery facilities.

4.1.3 Collaborative Frameworks to Foster Resource Sharing and Innovation

1. Establish Resource Exchange Platforms:

- Create digital marketplaces (such as the proposed platform) where industries can trade by-products and waste materials.
- Encourage participation through government-endorsed incentives and recognition programs.

2. Facilitate Industry-Academia Partnerships:

 Promote collaboration between universities and industries to develop innovative CE solutions, such as advanced recycling technologies or sustainable product designs.

3. Form Public-Private-Community Alliances:

• Engage industries, policymakers, and local communities in circular economy initiatives, ensuring inclusivity and shared responsibility.

5. Outcomes from the Dialogue

• Opportunities for Growth:

- Industries such as waste management and manufacturing were identified as high-potential sectors for creating jobs and driving innovation.
- The forum highlighted practical opportunities for Jordan to expand CE practices by leveraging existing laws and infrastructure.

Collaborative Roadmap:

- The discussions emphasized the need for a clear, actionable roadmap to guide industries toward CE practices. This roadmap should focus on resource optimization, reducing reliance on imports, and improving environmental performance.
- **Call to Action:**
 - The session concluded with a strong appeal to stakeholders to actively participate in transforming Jordan's industrial sector into a model of sustainability. Recommendations included forming cross-sector alliances, introducing fiscal incentives, and aligning national policies with international sustainability standards.

6. Platform

6.1 Concept and Vision

The proposed digital platform is a strategic initiative to drive the adoption of circular economy (CE) principles across Jordan's industrial sector. It serves as a centralized hub to connect industries, facilitate resource sharing, and provide access to best practices and tools. The platform's purpose is to overcome barriers to CE adoption by enabling efficient communication, collaboration, and knowledge dissemination.

Purpose and Objectives

- Facilitate Resource Exchange: Enable industries to share and repurpose waste • materials, transforming waste into valuable inputs for other sectors.
- Enhance Knowledge Sharing: Provide access to case studies, toolkits, and global • CE standards to support informed decision-making.
- Foster Collaboration: Create a networking space for industries, policymakers, and academic institutions to co-develop sustainable solutions.
- Support Capacity Building: Equip stakeholders with tools, training resources, and technical guidance to implement CE practices effectively.

Role in Supporting Circular Economy Practices in Jordan: The platform will bridge gaps in the CE ecosystem by serving as a digital infrastructure to align industry practices with national sustainability goals. It will promote efficiency, reduce waste, and support Jordan's transition to a resilient circular economy, addressing challenges in resource availability, waste management, and policy enforcement.

6.2 Features and Functionalities

1. Resource Marketplace:

- A dynamic section where industries can list and search for available or needed materials (e.g., plastics, organic waste).
- Features include detailed material specifications, quality indicators, and geographic location filters for optimized matches.

2. Knowledge Hub:

- A repository of curated resources, including best practices, case studies, and success stories tailored to Jordan's industrial context.
- Access to **global standards** (e.g., ISO certifications) and toolkits for conducting waste audits, lifecycle assessments, and circular product design.

3. Networking and Collaboration Tools:

- Interactive forums and discussion boards for stakeholders to exchange ideas and insights on CE topics.
- Private messaging and group creation tools for industry-specific collaboration.
- Dedicated sections for **public-private partnerships** and cross-sector initiatives.

4. Capacity Building and Training Modules:

- On-demand training materials and e-learning modules covering topics like circular supply chains, advanced recycling techniques, and sustainable manufacturing.
- Live webinars and Q&A sessions with CE experts.

5. Analytics and Metrics Dashboard:

• Tools for industries to monitor and report on their circular economy performance, such as waste reduction metrics, material recovery rates, and energy savings.

6. Events and Announcements Section:

- A calendar of upcoming industry events, workshops, and conferences focused on CE practices and innovations.
- Notifications for grant opportunities, policy updates, and sector-specific news.

6.3 Implementation Roadmap

1. Platform Development (0–6 Months):

- Engage a development team to design and build the platform, prioritizing user-friendly interfaces and scalable architecture.
- Include core functionalities like the resource marketplace, knowledge hub, and networking tools in the initial phase.

2. Pilot Testing (6–12 Months):

• Select a group of early adopters from key sectors (e.g., plastics, food processing) to test the platform.

• Gather feedback to refine functionalities and address usability issues.

3. Full Launch and User Engagement (12–18 Months):

- Conduct a launch campaign targeting industries, government bodies, and academic institutions.
- Host workshops and webinars to onboard users and demonstrate the platform's features.

4. Scaling and Continuous Improvement (18+ Months):

- Expand platform capabilities, such as integrating Al-driven material matching and advanced analytics.
- Increase user base by onboarding additional sectors and partnering with regional and global CE networks.
- Regularly update content and tools to stay aligned with industry trends and stakeholder needs.

Strategies for User Engagement and Sustainability:

- Offer incentives for early adopters, such as reduced fees or exclusive access to premium features.
- Collaborate with industry associations and chambers of commerce to promote platform usage.
- Establish a feedback loop to continuously improve the platform based on user input.

6.4 Anticipated Impact

For Industries:

- Enhanced Efficiency: Reduce costs and waste through streamlined resource exchanges and improved material utilization.
- Access to Innovation: Gain insights into global best practices and emerging technologies that support circular economy adoption.

For Policymakers:

- **Data-Driven Insights:** Use platform analytics to monitor CE progress, identify challenges, and inform policy decisions.
- **Engaged Ecosystem:** Foster collaboration between industries, academia, and government for cohesive sustainability efforts.

For the Environment:

• **Waste Reduction:** Minimize landfill dependency and pollution through increased recycling and resource recovery.

• **Resource Conservation:** Promote the efficient use of raw materials, reducing the strain on natural resources.

Contribution to National Goals: The platform aligns with Jordan's sustainability objectives by promoting a circular economy framework that supports economic growth, environmental protection, and social responsibility. It represents a transformative tool to position Jordan as a regional leader in sustainable industrial practices.

7. Awareness Campaign

7.1 Objectives and Goals

The awareness campaign aims to create a cultural shift within Jordan's industrial sector by highlighting the importance and benefits of circular economy (CE) principles. It seeks to empower stakeholders with the knowledge and tools necessary to transition to sustainable practices, fostering widespread adoption of CE models across industries.

Key Objectives:

- **Raise Awareness:** Educate industrial stakeholders about CE principles, their environmental and economic benefits, and global best practices.
- **Encourage Adoption:** Inspire companies to integrate CE concepts into their operations, focusing on resource efficiency, waste reduction, and innovation.
- **Build Capacity:** Provide training and practical guidance to equip industries with the skills needed for effective CE implementation.
- **Promote Collaboration:** Foster a collaborative ecosystem where industries, policymakers, and academic institutions work together to achieve shared CE goals.

7.2 Campaign Design and Phases

The campaign is structured in three interconnected phases to ensure maximum engagement and impact:

Phase 1: Awareness and Education (0–6 Months)

- Workshops and Seminars: Organize introductory workshops and sector-specific seminars to introduce CE concepts, challenges, and opportunities.
- Webinars and Online Events: Host virtual sessions featuring CE experts to broaden reach and accessibility.
- **Informational Materials:** Distribute brochures, info graphics, and explainer videos tailored to the needs of different sectors.

Phase 2: Engagement and Practical Application (6–12 Months)

- **Training Programs:** Conduct hands-on training sessions to teach industries how to implement CE practices, such as waste audits, resource recovery techniques, and sustainable product design.
- **Collaborative Initiatives:** Encourage cross-industry partnerships through networking events and collaborative projects focused on shared CE challenges.

Success Stories: Highlight local and global examples of CE success to inspire and • guide stakeholders.

Phase 3: Consolidation and Sustained Learning (12+ Months)

- Ongoing Resource Access: Provide continuous access to a digital library of CE • resources, including case studies, technical toolkits, and global standards.
- Showcasing Achievements: Share success stories from industries that have successfully adopted CE practices through events and media channels.
- Annual CE Forum: Organize an annual event to celebrate progress, share lessons learned, and discuss future goals.

7.3 Key Messages and Channels

Key Messages:

- Economic Benefits: "Circular economy practices reduce costs, improve resource • efficiency, and enhance competitiveness in global markets."
- Environmental Responsibility: "Embracing CE principles minimizes waste, conserves resources, and reduces environmental impact."
- **Collaboration is Key:** "Together, we can build a sustainable industrial ecosystem by sharing resources and innovations."
- Long-Term Viability: "Circular economy practices ensure resilience and growth in an • evolving global economy focused on sustainability."

Communication Channels:

- **Digital Platforms:**
 - Leverage social media (LinkedIn, Twitter, and Facebook) to share success 0 stories, info graphics, and campaign updates.
 - 0 Use the proposed digital platform to distribute resources and host virtual events.

Industry Events:

• Present at trade shows, conferences, and sector-specific forums to engage stakeholders directly.

Media Outreach:

- Publish articles, interviews, and op-eds in industry magazines and national newspapers.
- Partner with television and radio stations to broadcast informational segments on CE practices.

7.4 Expected Outcomes

The campaign is designed to achieve measurable impacts across Jordan's industrial sector, including:

1. Increased Awareness and Understanding:

- Greater familiarity with CE principles and their relevance to industrial operations.
- Improved knowledge of best practices, tools, and technologies supporting CE adoption.

2. Adoption of Circular Practices:

- Higher rates of waste reduction, resource efficiency, and material recovery across key industries.
- Tangible examples of industries transitioning to CE models, inspiring others to follow suit.

3. Enhanced Collaboration:

- Strengthening partnerships between industries, government bodies, and academic institutions.
- Establishment of cross-sector initiatives focused on CE innovation and implementation.

4. Alignment with National Goals:

• Contribution to Jordan's sustainability objectives by fostering a circular economy that promotes economic resilience, environmental protection, and social inclusivity.

8. Conclusion and Next Steps

8.1 Summary of Key Achievements

This project marks a significant step forward in advancing the circular economy (CE) in Jordan's industrial sector. The following key achievements underscore its impact:

- Comprehensive Findings and Insights:
 - A detailed analysis of current CE practices, challenges, and opportunities across key sectors such as plastics and food processing.
 - Identification of critical gaps in infrastructure, financial incentives, and policy frameworks hindering CE adoption.

• Stakeholder Dialogue and Engagement:

 Successful dialogue sessions with diverse stakeholders, including industry leaders, policymakers, and academic experts, to align on challenges, opportunities, and shared goals. • Collection of actionable feedback to inform strategic recommendations and sector-specific initiatives.

• Concrete Recommendations:

- Development of strategic, sector-specific, and policy-level recommendations to support CE implementation.
- Emphasis on resource sharing, financial incentives, and collaborative frameworks.
- Platform and Awareness Campaign:
 - Conceptualization of a digital platform to foster resource exchange, knowledge sharing, and collaboration among stakeholders.
 - Design of a comprehensive awareness campaign to educate and mobilize industries toward CE practices.

8.2 Vision for the Future

The long-term vision for Jordan's industrial sector is to establish a thriving circular economy that drives sustainable growth, enhances resource efficiency, and minimizes environmental impact.

Key Aspirations:

- Widespread CE Adoption: Enable industries across all sectors to transition from linear models to circular systems, promoting waste minimization and resource optimization.
- Leadership in Sustainability: Position Jordan as a regional leader in circular economy practices, demonstrating innovative approaches and setting benchmarks for sustainable industrial development.
- Inclusive Collaboration: Build an ecosystem where industries, policymakers, academia, and financial institutions work together to achieve shared CE goals.

Role of the Platform and Awareness Campaign:

- **Platform:** Act as a transformative tool to connect stakeholders, facilitate material exchanges, and provide access to best practices and resources.
- Awareness Campaign: Serve as a catalyst for behavioral and cultural shifts, equipping industries with the knowledge and motivation to embrace CE principles.

8.3 Next Steps

8.3.1 Next Steps for the Digital Platform for Circular Economy:

1. Stakeholder Engagement

- o Identify and on board key industrial partners across sectors.
- Conduct consultations to define platform features and priorities.

2. Platform Development

- Design and build a user-friendly, scalable platform.
- Test the platform with a pilot group and refine it based on feedback.

3. Content Creation and Curation

- Populate the platform with tailored resources like case studies, toolkits, and best practices.
- Include compliance guides for global CE standards.

4. Launch and Promotion

- Execute a launch campaign targeting industries, government entities, and academic partners.
- Highlight the platform's economic, environmental, and resource-optimization benefits.

5. Monitoring and Scaling

- o Collect user feedback for continuous improvements.
- Expand the platform to additional sectors and foster regional partnerships.



8.3.2 Next Steps for the Awareness Campaign for Circular Economy:

1. Message Development

- Craft messages emphasizing CE benefits (economic, environmental, and 0 operational).
- Use real-world success stories and local context to enhance engagement. 0

2. Campaign Design

- Develop a phased campaign with workshops, webinars, and industry events. 0
- Tailor outreach efforts to specific industrial needs, such as recycling or energy 0 efficiency.

3. Capacity Building

- Conduct training and workshops for technical teams and decision-makers. 0
- Provide toolkits for waste audits and adopting circular business models. 0

4. Collaboration with Stakeholders

- Partner with industry associations and government bodies to amplify reach. 0
- Leverage trade shows and conferences to promote CE practices. 0

5. Evaluation and Impact Measurement

- Measure campaign success via pre- and post-campaign surveys. 0
- Document and share success stories to inspire wider adoption. 0



9. Annexes.

9.1 Annexe 1 _ Dialogue Presentation.