

# FROM WASTE

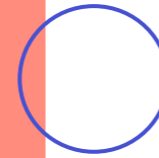
Implemented as part of the [Cultural and Creative Industries](#) project, the *takween* Circular Design training was the first of its kind in the region.

Did you know that a light bulb, palm fronds, and ceramics have something in common? They can all be used in a sustainable manner to minimise waste in **Iraq, Lebanon, and Jordan**. These countries are facing waste management challenges and are heavily reliant on imported raw materials due to limited resources. However, there are many **locally available biomaterials and upcycled materials** that remain untapped.



To address this, the [Goethe-Institut Jordan](#) established the *takween* Circular Design training programme to provide an opportunity for aspiring designers, creatives, and entrepreneurs from diverse fields, such as architecture, fashion, as well as product and packaging design, to develop sustainable product ideas that promote a cleaner planet.

# TO WEALTH



**One-of-a-kind Learning Experiences:** Over 30 regional and international experts provided input in workshops and experience talks, making the Circular Design programme an enriching and diverse experience for the 30 creatives who were selected to participate. Field trips were especially valuable, allowing participants to connect with one another and exchange knowledge while visiting relevant production sites in their country.

By including mentorship and individual project support, the programme created a space for exploring new approaches to material innovation and entrepreneurship, building regional and international networks, and developing prototypes for products and business models that could lead to revenue streams in the future.

# EXPERIENCE

### #1 Un:Learn

In the initial stage of the programme, participants challenged their existing knowledge and assumptions about materials through a process of **un-learning**. This phase facilitated a deep exploration of various aspects related to material innovation, with the aim of expanding participants' understanding and inspiring new ways of thinking.

### #2 Re:Learn

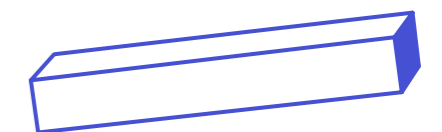
During the programme's second phase, participants applied the knowledge gained in the first phase to their personal design practice, adopting a new perspective and using new tools to rethink their approach to materials. Through this process of **relearning**, they defined their personal design projects while also developing an entrepreneurial outlook.

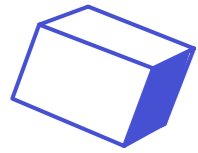
### #3 Develop

In the programme's third phase, participants received the framework to **develop** their design projects into working prototypes and products. With the support of two facilitators and expert mentors, participants worked independently to achieve their goals and present their work at the final exhibition.

### #4 Final Projects & Exhibition

The **takween Circular Design** programme culminated in a public exhibition of the final products at **FANTASMEEM SiSal exhibition** held at the Ballroom Blitz in **Beirut**. Programme participants had the unique opportunity to showcase their work, engage in knowledge exchange and idea sharing with peers, and network with industry stakeholders from the wider region. This exhibition served as a platform for participants to highlight their achievements and establish valuable connections within the industry.





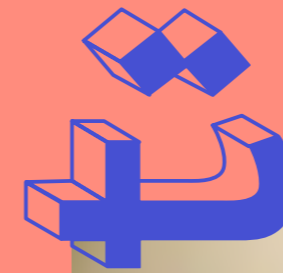
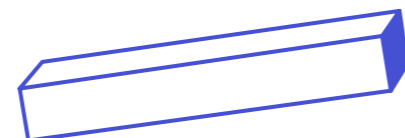
**takween** supports designers and creative entrepreneurs through learning opportunities and community-building initiatives, including mentorship, grants, and exhibitions.



The design project **LightPulp** uses recycled paper and rice glue to make paper clay that is used to produce eco-friendly lampshades ...



... while the project **OR-TRAY** designs organic waste products such as cups and plates for use in air travel to avoid plastic waste.



[Find out more about the projects](#)

# takween



# تكوين

All projects are developed with an unwavering commitment to sustainability and a conscious effort to minimise negative impacts on the environment. They showcase the tremendous creativity of the participants and represent a broad spectrum, ranging from innovative building materials made from lime and chicken feathers to sustainable alternatives for products such as sponges and food packaging that would normally end up in the trash.

Two industry experts, **Bassam Huneidi** (Jordan) and **Annette Fauvel** (Germany) developed the **takween Circular Design** programme. They were commissioned by the Goethe-Institut Jordan to create a cutting-edge curriculum and facilitate the entire programme with expert input. Combining their regional and international knowledge, the programme reflected the latest global trends while remaining locally relevant.



# Learnings

**Networking:** A hybrid format strengthened regional and international networks among participants and experts, benefiting both parties.

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**A broad sector focus:** The wider focus on the design sector encouraged participants from diverse backgrounds to apply. This enriched the knowledge exchange and mutual learning.

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**Relevance:** Commissioning a local and German expert in tandem ensured that the programme covered recent trends in the field, and remained applicable to respective local contexts.

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**Holistic Learning:** Combining diverse expert inputs, experience talks, and field trips provided a rich learning experience that covered important topics and provided hands-on examples of businesses in the field.

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**Application:** The development of individual design projects allowed participants to apply their newly gained knowledge in practice.

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**Follow-up:** Creating a follow-up programme with seed-funding and individual mentorship for the young designers would be crucial to ensure the implementation of developed prototypes and business models.

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**Gender Equality:** A high number of women applicants showed that the field is accessible and attractive to women.

# ABOUT THE PROJECT

The project Cultural and Creative Industries is jointly implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Goethe-Institut on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

It improves employment and income opportunities for creative professionals in six partner countries; Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.



Published by: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
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Project: Cultural and Creative Industries implemented by GIZ and Goethe-Institut  
Responsible: Angelika Frei-Oldenburg  
Design and Layout: TINKERBELLE GmbH, Berlin  
Photo credits: Ali Annan / Goethe-Institut Jordan  
Bonn, 2023

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