

Green Action in Enterprises Project

Promoting Resource-Efficient Production for Green Jobs

The Challenge

Jordan's industrial sector holds profound social, economic, and financial significance for the Kingdom. It meanwhile has been facing resource scarcity, limited local demand coupled with stiff competition in regional and global export markets. Other challenges remain, too, such as comparably lower productivity and low levels of compliance with international standards. At the same time, a growing global green economy offers Jordan's outward looking manufacturers promising opportunities if approaches towards resource-efficient and environmentally friendly production processes are adopted.

Encompassing 18,000 registered industrial firms, the sector plays a vital role by contributing 23.7 percent to national GDP and employing almost 267,000 workers. Female employees make up approximately 35% of the sector's workforce. Against the backdrop of a 22.3% unemployment rate in 2023, promoting green economy transition in the industrial sector becomes a promising necessity to create sustainable growth, as well as enhance manufacturer's competitiveness and ability to secure as well as hire new employees. This can be achieved by reducing mounting operational costs, exploring ways of transforming waste into a valuable resource, and producing more efficiently based on international standards.

The "Economic Modernization Vision 2033", endorsed by His Majesty King Abdullah II, is the Government of Jordan's ambitious response to global green economy trends and aims to strengthen high-value industrial activity through various actions. Additionally, manufacturers themselves increasingly recognise the need and opportunities to undergo a green transition with some already implementing positive changes.

Project name	Green Action in Enterprises (GAIN)
Commissioned by	German Federal Ministry for Economic Cooperation and Development (BMZ)
Project region	Jordan
Political partners	Ministry of Environment
Duration	2020 – 2026

Our Approach

To encourage more manufacturers to follow suit and embrace green economy approaches, the project "Green Action in Enterprises" (GAIN) was commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and is implemented by the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*. The project works jointly with the Ministry of Environment and the Ministry of Industry, Trade and Supply, as well as relevant institutions and associations, green business service providers, and medium- to large-sized manufacturers.

The project adopted a multi-layered approach by recognising the need to encourage a favourable policy environment and strengthen technical and financial support services that will ultimately nudge manufacturers. Key environmental areas in which the GIZ-implemented GAIN project operates are energy efficiency and recovery, sustainable water and waste management.



L: Plastic pipes production at World Plastics Factory, Qastal, Jordan.

R: Shredding of textile leftovers as the first step for upcycling.

Contact Person

Ms. Elisaveta Kostova
Project Manager
elisaveta.kostova@giz.de

Identifying and undergoing the specific production changes as part of their green transition requires numerous support services which the GIZ-implemented GAIN project offers manufacturers of medium to large size depending on their individual needs. Such production changes are identified and supported if those are financially beneficial for a firm to grow, consider lower environmental impact and lead to the creation of additional employment. Relevant industrial sectors include food-processing, textiles, chemicals, and packaging.

As part of such a green journey, manufacturers are able to be made aware about the potential benefits, receive numerous technical assistance to develop concrete green business cases, be directed and supported in submitting feasibility studies for funding, if required, and assisted through expert knowledge in the implementation of green technologies and resource efficiency measures.

Impact In Figures

Over **110** manufacturers already benefited from the project's wide range of technical assistance related to resource-efficient and environmentally friendly production methods.

Together with partner institutions and business associations, it also established or strengthened **9** technical and financial support lines that enable manufacturers to seek assistance. Additionally, **8** Green Business Cases for investments have been developed.

The GIZ-implemented GAIN project is further advising government on **8** green industrial policy instruments and has capacitated **400** professionals from the finance and policy sectors in the field of green industry and circular economy.

Impact In Faces

Jordina, a leading producer of baked goods in Jordan, embarked on a journey towards sustainability, recognising the need to optimise water and wastewater infrastructure.

Through technical assistance of the GIZ-implemented GAIN project, group of experts analysed the situation and

developed a technical concept for an onsite wastewater treatment plant, as well as water reuse for non-product purposes, such as utilities and irrigation. The reason for it is that the large-sized manufacturer sought solutions to mitigate transportation and disposal costs while aligning with its vision for sustainable operations.



Ammar, a filling line technician at Jordina, calibrating the syrup nozzles.

The plan offered compelling benefits:

40% freshwater savings

52% reduction of extraction and disposal costs

98% reduction in wastewater disposal via tankers.

85% water recovery rate

Previously reliant on tanker deliveries for its 800 m³ daily water consumption and facing high wastewater disposal expenses, Jordina's attempts at onsite wastewater treatment proved futile due to technical constraints. The factory incurred significant expenses, transporting its wastewater to the nearest treatment plant at costs ranging from 1.6-1.95 JOD/m³.

Beyond identifying and developing a green business case, the project remains committed to supporting Jordina in their goal to implement the proposed wastewater treatment plant by 2025. The saved expenses will be redirected towards expanding production lines, thereby increasing volumes and job opportunities in the Jordanian market.

Ms. Rotana Al Oqdeh, Optimisation Engineer and focal point for the project, envisions Jordina as a green facility, poised to lead the industry in sustainable practices and long-term success.

Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Registered offices Bonn and Eschborn, Germany

Green Action in Enterprises
Employment Cluster
Moh'd Baseem Al-Khamash St.13
P.O. BOX 92 62 38
Amman 11190, Jordan
Phone +962 6 586 8090
gain@giz.de
www.giz.de/

As of February 2024

Photo credits GIZ

Text Ms. Lana Tabba'a

GIZ is responsible for the content of this publication.

On behalf of Federal Ministry for Economic Cooperation and Development (BMZ)