

Green Action in Enterprises Project

Promoting Green and Inclusive Practices in the Private Sector for Green Jobs

The Challenge

Jordan's private 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 businesses promising opportunities if approaches towards green production processes are adopted.

The industrial sector encompasses 18,000 registered industrial firms, playing a vital role by contributing 23.7 percent to national GDP and employing almost 267,000 workers. Against the backdrop of a 22.3% unemployment rate in 2023, promoting green economy transition in this sector becomes a promising necessity to create sustainable growth, as well as enhance competitiveness and 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 plan for a sustainable economic growth that includes a strong focus on green policies and measures. Additionally,, businesses 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 – 2027

Our Approach

To encourage more businesses 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, industrial companies and green businesses.

Key environmental areas in which the GIZ-implemented GAIN project operates are energy efficiency and recovery, sustainable water and waste management, pollution prevention and circular economy practices.



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

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

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The project adopted a multi-layered approach by recognising the need to:

Strengthen green industrial policymaking within the context of EMV.

Facilitate access to green finance and financial support services.

Scale green transitioning activities on company level.

Strengthen technical support services on Gender Diversity Management and inclusion of Persons with Disabilities (PWD).

Support the green business ecosystem in Jordan.

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 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.

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GIZ is responsible for the content of this publication.

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