

## Empowerment of women from local community

The SwitchMed waste management of the Aqaba Hotel Industry project is providing livelihoods, with a special focus on increasing the empowerment of women, by incorporating the local community in recycling/upcycling activities. The empowerment of woman from local community project provided training on upcycling (the process of transforming waste into more valuable commodities) for women in Aqaba and the surrounding area on how to produce crafts from waste, such as candle holders made from defective tins, tote bags from upcycled fabric, candles from defected ceramic containers or colored bowls from upcycled paper and plants.



A Sustainable Consumption and Production National Action Plan (SDG12.1) was developed in Jordan through nationally owned multi-stakeholder processes, based on the country's priorities for green economic growth and circular economy. The implementation of the plan's priorities - agriculture and food, transport and waste management is ongoing through selected projects and initiatives.

United Nations Environment Programme (UNEP) supported EDAMA Association for Energy, Water and Environment in Jordan in organizing several training and capacity building sessions for community-based organizations (CBOs). They introduced new approaches for solid waste management through training females on waste up-cycling that will reduce the amounts of waste being transferred to the landfill.

A first three-day workshop on waste up-cycling targeted women living in Aqaba city and the surrounding areas. The participants were trained on how to produce crafts from waste (card boards, paper, furniture, ...). The organizers assured that all the support during this workshop, including the catering services provided was made by local hands. This training achieved four main goals:

- women empowerment;
- local community support;
- provide a potential source of income for females;

A second training was conducted to produce professional (marketable) products from upcycled materials by women that supports their families. Additional advanced sessions with personalized and continues mentoring by the EDAMA team were held in November 2018. These sessions focused on the quality of the products, including design, packaging and marketing.



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**2**  
CBOs women training

**1**  
Bazar

**3**  
Products

**45**  
gained up cycling skills

**75**  
trained with Advanced SWM



# SwitchMed in Jordan

Direct outcomes of these trainings are to provide women with new skills, provided them with a sustainable source of income and further can contribute to the reduction of waste that goes to landfills.

The women are now renting premises to manufacture their products and sell them including at a special bazar organized at the Sheraton Hotel in the Jordanian capital, Amman in November 2018. It was held on the side of the Ministry of Environment closing event for the SwitchMed projects in Jordan and fostered lots of interest from the participants.

Several companies have already expressed their interest in establishing a relationship with the CBOs to produce upcycling cooperate giveaways for them. A flyer was also sent to all EDAMA members to support purchasing these products. The positive feedback received in Jordan may all be small beginnings, but the successes of the pilot activities are set to go national in the future.



## UN Environment Programme

UNEP is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system, and serves as an authoritative advocate for the global environment.



The EU-funded SwitchMed programme assists eight countries in the southern Mediterranean to switch to sustainable patterns of consumption and production and supports national and regional stakeholders in achieving productive, circular, and sharing economies in the Mediterranean. [www.switchmed.eu](http://www.switchmed.eu)