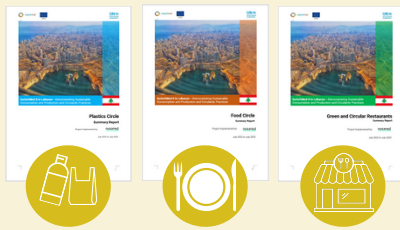


UNEP collaborated with the Lebanese NGO “Nusaned” to implement the pilot project Nudawwer in Beirut. Nudawwer refers to a circular or continuous movement in Arabic and the root of the word may also be associated with recycling. Throughout the project duration (July 2022 – December 2023), the emphasis is on drawing lessons learned from the testing phase to instil circularity, particularly the concepts of prevention and reduction, rather than just promote recycling practices within the community.



nusaned is a Lebanese-based Non-Governmental Organization (NGO). Their aim is to empower and enable marginalized Lebanese communities by supporting sustainable development through a community-based approach. By offering access to food security, shelter, and continuous opportunities for creating productive economies, Nusaned works on building sustainable communities that are self-sustaining.



Funded by the European Union



The project is a community-based pilot in the Mar Mikhael - Gemmayze area in Beirut which seeks to address the challenges of reduction and prevention of food waste and packaging waste to divert them from landfills using concepts of the circular economy (CE). Through awareness raising and capacity building activities, this project is introducing circular elements and sustainable consumption and production (SCP) patterns into the neighbourhood to induce behavioural change and allow green businesses to thrive. Nudawwer addresses primarily SDG 12. The results of the project will serve as a foundation and blueprint for replication and scaling up across the country to influence policy action.



Shifting from a linear economy model to a circular economy model is achieved through “transforming every element of our take-make-waste system: how we manage resources, how we make and use products, and what we do with the materials afterwards”. This model has been created using the “[UNEP Building circularity platform](#)” and exemplifies what Nudawwer will be achieving whereby UNEP will be playing an integral role in assisting in dissemination and policy recommendations at the national level.

For Nudawwer, the aim is to address:

- User to user: reduce & reuse
- User to business: repair
- Business to business: recycle



MAR MIKHAEL - GEMMAYZE NEIGHBOURHOOD

The project leveraged the dynamic restaurant scene in the Mar Mikhael-Gemmayze area in Beirut, to test SCP/CE elements that enable the establishment of a customized methodology to inspire circular practices and long-lasting behavioural change to prevent plastic waste pollution.

The neighborhood that the Nudawwer project is mainly residential and commercial. This area of Beirut is known as a lively bar and restaurant area, amongst the residential and business buildings. Mar Mikhael-Gemmayze are located at the eastern boundary of Beirut in the Medawar district which has a total population of 8,112. They lie in a strategic location south of the Beirut port and are considered a main connection from the Beirut central district to the eastern suburb of Beirut.

The following amounts of recyclables were collected from the area between June 2022 and June 2023:



NUDAWWER PLASTIC CIRCLE

The aim of the plastic circle is to understand the consumption and production practices in the neighbourhood and work on ways to reduce and treat non-organic waste and produce and address restaurants as well as other key actors in the neighbourhood, including households, vendors, gyms, and a school. The plastics circle focuses on reducing non-organic waste, particularly plastics, through sorting and recycling. Various stakeholders participate (households, restaurants, vendors, school, gyms), earning points redeemable at local vendors and hence reinvesting proceeds into the local economy.

NUDAWWER FOOD CIRCLE

The aim of the food circle is to understand the challenge of food waste in the neighbourhood and test methods to reduce and treat organic waste through addressing restaurants in the neighbourhood. The food circle focuses on involving restaurants in reducing food waste through sorting at the source and composting the unavoidable food waste.

NUDAWWER RESTAURANT CIRCLE

Within the scope of the project, Green and Circular Restaurants refers to eateries committed to environmental responsibility and the principles of a circular economy, which includes efficient resource use, waste segregation, minimization, and recycling or repurposing materials. The terms Plastic Circle and Food Circle refer to creating a closed loop system for the plastic waste and food waste generated in the area, where socio-economic returns are ensured by rewarding contributors with points redeemable for vouchers for local vendors, to reinvest proceeds into the local economy.

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United Nations Environment Programme

The United Nations Environment Programme (UNEP) is the leading environmental authority in the United Nations system. UNEP uses its expertise to strengthen environmental standards and practices while helping implement environmental obligations at the country, regional and global levels. UNEP's mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.



Funded by the European Union

The SwitchMed programme is funded by the European Union (EU) and implemented by UNEP. It aims at achieving a Circular Economy in the southern Mediterranean by changing the way goods and services are produced and consumed. To achieve this, the SwitchMed provides tools and services directly to the private sector, supports an enabling policy environment, and facilitates exchange of information among partners and key stakeholders. www.switchmed.eu