



Eco-bags: the alternative pilot project

A project under the Small Grants Programme (SGP)
on Plastic Waste (2021-2022)



OBJECTIVE

To reduce and minimize the consumption and use of plastic bags and replace them with reusable eco-friendly bags in Jordan through educating and raising awareness in the community as well as using reusable shopping bags.



PARTNERS

- Basel Convention Regional Center in Egypt
- Jordanian Ministry of Environment, the municipality of Amman, the local hypermarkets, the schools, and the local NGOs
- Facilitated by the Secretariat of the Basel, Rotterdam and Stockholm Conventions
- Funded by the Norwegian Ministry of Foreign Affairs





ACTIVITIES

Awareness phase

- Create awareness of environmental issues, change behavior among the general population and improve the focus on better outcomes.

Survey phase

- Survey to determine the public needs and build a strong relationship and interactive communication with the consumers.

Production and launching phase

- Produce the reusable bags by the local workshops where many women work.
- Launch campaign in the selected local hypermarkets.

Evaluation and sustainability phase

- Document and present work from previous phases in periodically specific follow-up reports to ensure systematic and regular work.



ACHIEVEMENTS TO DATE

Establishment of a coordinating mechanism with stakeholders for project implementation.

Arrangements made with a selected local NGO for the bag production and conducting the awareness campaign.

11 local supermarkets approved to distribute the reusable eco-bags among the local public.



Awareness phase

Awareness campaign plan was prepared and announcements and advertisements were designed.

6 training workshops were held.



3,000 children of different ages and gender participated in drawing on the 3,000 bags throughout the campaign in different cities of Jordan.



Survey phase

A questionnaire to measure knowledge, culture, and behavior before and after the awareness campaign was developed.

32,000 participants participated in the public opinion survey.



Production and launching phase

15 women were trained to produce reusable bags.



26,500 eco-bags were produced and distributed among the local public in the hypermarkets and during the campaign events.



Implemented by:



In collaboration with:



With funding from:



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