



...in the year 2050 will be more plastic in the oceans than fishes....

Contact in Arabic: Ms. Amal Madanat 079 588 0296 email: amaljamil2003@yahoo.com

Contact in English: Mr. Klaus Buchholz 079 666 7826 – klaus@jorec.org

Roadmap: PET Industry goes towards zero waste

1. Immediate Activities

- A. Print the Recycling logo bigger on the etiquettes.
- B. Add on etiquette a local Appeal to “Keep Jordan Green”
- C. Bravo!! Continue to print etiquettes on paper!!
- D. Print the warning bigger: “Do not store the product under direct sunlight”
- E. Print on the etiquettes, whom to contact for Recycling.
- F. Partner with a green NGO, who is promoting the Recycling.
- G. Print on the Etiquettes the locations of Recycling Points.
- H. Print on the etiquettes, that for every sold bottle, areFils donated to...?
- I. Ban the PE package foil. Use paper, card boxes or compostable plastic.
- J. Train your staff in sorting and waste separation (collect paper.....)
- K. Make hangouts in all your offices about the 7 R
- L. Ban in all admin. Offices and factories single use plastic bottles- offer free water from re-useable 19l Jumbo Containers.
- M. Promote as much as possible re-useable jumbo containers.
- N. Do Marketing Campaigns:
 - Produced several short videos – 1 minutes each, plastic pollution on Human health, Environment and Biodiversity.
 - Provide a free return & recycling guarantee of empty bottles to all your customers
 - Every week, the submitter of best Recycling idea from PET bottle will get a price. This recycling idea will either be printed on the etiquette or published in mass media.
 - The person or corporation or school, etc. of the month, who collects & returns most bottles.....donate a price!
 - Print T-shirts (made from recycled PET bottles) with the recycling logos...
 - The staff member with most collected bottles per month to get an award.
 - Award a **Waste (recycling) Art** competition.....



- O. Produce attractive PET bottle collection container with brand advertisement (see JOREC proposal and Amal Madanat design) and offer them to all wholesales shops and clients together with free emptying and recycling.

- P. Distribute these Containers in petrol stations, parks, bus stops, bus stations, touristic sites (National Parks, Jerash, Petra, Wadi Mujib, Baptism Site, roman theatre, citadel,), zoo,
- Q. Install these containers on all big events: marathon, Conferences, sport music events, Jerash Festival,
- R. Purchase PET crushing machines and lease them out to create employment or crush by yourself.

2. Mid-term activities

- A. Introduce re-useable plastic or glass bottles with a deposit system (including the complete return logistics, washing, etc.).
- B. Introduce deposit cash or voucher machines.
- C. Partner with the Association of all water bottle producers to work on CSR guidelines.
- D. Put pressure on Government to establish a refund/deposit system

