

# GREEN Trade Workshop

## Recommendation Paper 2023



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## Green Trade Workshop: Background

Jordan Exports (JE) has joined hands with the Trade for Employment (T4E) project, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Ministry for Economic Cooperation and Development (BMZ) and the Kingdom of the Netherlands to integrate green trade practices into trade processes and business strategies of Jordanian enterprises and to build knowledge about possible transformational approaches to Jordan's food and exporting sectors.

Building on earlier groundwork of the Green Trade Conference 2022 and further activities, the one-day technical workshop on December 5<sup>th</sup>, 2023, centred around the topic of green trade focusing on the Jordanian food sector. The workshop targeted the practitioner level and was driven by three working sessions covering the topics of Green Trade, Green Standards and Certificates and Sustainable Food Packaging. The workshop inputs were drawing on dedicated knowledge-products that provided firsthand guidance for Jordanian food companies in how to mainstream green trade related topics into business strategies. Through technical expert inputs and working group discussions, the workshop practitioners developed practical recommendations in how to approach green trade, green standards, and sustainable packaging considerations from a private sector perspective. Within the framework of the three workshop sessions, the following recommendations were developed to showcase pathways to increase the export performance of Jordanian enterprises.

## Recommendations for Green Trade in the Jordanian Food Sector

**Future customers for green trade must be engaged at an early stage:** Introduce comprehensive environmental education programs and curriculum in schools, colleges, and universities to raise awareness with future customers about sustainable practices, circular economy concepts, and the importance of Green Trade as well as environmental-friendly goods and services. This can be supported by the development of interactive learning materials (some of them are already available and can be widely shared) to engage students in practical activities related to eco-friendly practices.

**Make more use of solar power energy to deal with rising energy costs:** Implementing solar powered systems in business operations can help companies to reduce dependence on traditional energy sources and contribute to sustainability. By exploring partnerships with solar technology providers enhancing the efficiency and affordability of solar solutions, Jordanian companies can diversify their energy sources getting less dependent on fossil energy sources.

**Apply resource efficient methodologies in the production process:** By conducting resource efficient and cleaner production (RECP) assessments of the production process, companies can identify areas where resource efficiency can be improved. Building on the results companies can identify easy and viable

investments in technologies and practices that can minimize waste, optimize resource utilization, and enhance overall production efficiency.

**Advocate with the Jordanian government on incentive schemes and additional technical and financial support schemes to go green:** Working with industry associations to collectively lobby for incentive schemes, tax breaks, and subsidies and advocating for government-sponsored technical assistance programs is critical to enhance the offer around dedicated training and support programmes for companies in adopting environmentally friendly technologies.

**Build applied science partnerships on new green technologies and approaches:** Companies often lack the resources to invest in long-term research that is needed to invent and design completely new technologies. In comparison, universities, research institutions and think tanks have the advantage that they often receive financing targeted for research and innovation. Establishing applied science partnerships with local research centres and universities can support innovation in green technologies and sustainable business practices.

**Sharing information, case studies and success stories via an information hub:** Use existing online platforms and information hubs, notably the Jordan Export Portal ([JEP](#)), where businesses can access resources, case studies, and success stories related to green trade. Organize regular seminars, webinars, and conferences to facilitate knowledge exchange among businesses, researchers, and policymakers.

## Recommendations on Standards and Certificates in the Jordanian Food Sector

**Work in clusters to share costs for certification:** Encourage businesses to form clusters or groups for certification purposes. Group certification allows companies to share the costs of obtaining certifications, making it more economically feasible for smaller businesses. The pooling of resources and knowledge within clusters can facilitate the exchange of best practices, expertise, and experiences related to environmental certifications.

**Making a business case for certification and assessing the sales and export market potential that comes with a standard:** Develop compelling communication materials and case studies that highlight the success stories of businesses that have experienced tangible benefits after obtaining certifications. These materials can showcase how adherence to standards can open doors to new markets, enhance brand reputation, and potentially lead to a significant increase in sales in foreign markets.

**Set-up government incentive schemes for companies that comply with certain foreign standards:** Working with the Jordanian government to establish incentive schemes that reward companies complying with recognized international standards can help to encourage a broader set of companies especially

smaller food producers. Introducing a public recognition programme for businesses that achieve and maintain high environmental standards can help to create a positive competitive environment creating additional incentives for smaller companies to pursue certifications.

**Made in Jordan label to incentivise local industries to go the next step:** Strengthening the "Made in Jordan" label or logo that serves as a mark of quality and sustainability can offer incentives for local industries that attain this certification, promoting the adoption of environmentally friendly practices. Undertaking measures to assure that the "Made in Jordan" approach is going in line with and encouraging green trade requirements, as well as raising awareness among consumers about the significance of the label. This can help to emphasize the positive impact of supporting businesses that prioritize sustainability.

**Provide a list or database of experts that can help with certification:** Developing and maintaining a centralized list or database of experts in environmental certifications can be a critical resource to connect businesses with qualified professionals who can assist them in the certification process. Building on this list, networking events and forums might be facilitated where businesses can meet and engage with certification experts, fostering collaboration and knowledge exchange.

**Creating an Agricultural Advisory Services initiative which provides a framework for advisory services to companies:** Establishing an Agricultural Advisory Services initiative can provide a structured framework for companies, especially in the agricultural sector, to access advisory services. This can include guidance on sustainable farming practices, certification processes, and compliance with environmental standards.

## Recommendations about Sustainable Packaging in the Jordanian Food Sector

**Assess the business case behind recycling/reusing paper, plastic, glass:** Conducting a comprehensive analysis of the economic and environmental benefits of recycling and reusing paper, plastic, and glass materials is a critical first step for companies to engage in sustainable packaging. Evaluating the cost savings, resource conservation, and potential market advantages associated with sustainable practices can generate critical insights before moving into sustainable packaging. Especially, the positive impact on brand reputation and consumer perception as part of the business case is often neglected by companies.

**Create incentives to recycle:** Advocate with other companies for the establishment of regulatory measures, such as those implemented by the Joint Food and Drug Administration (JFDA), to mandate the recycling of glass will be critical to put glass recycling higher on the political agenda. This shall be complemented by the introduction of financial incentives for businesses and consumers to encourage participation in recycling programs, potentially through tax breaks, subsidies, or rewards programs.

**Foster associations to share the costs of recycling across companies:** Encourage the formation of food industry, agricultural producer alliances or associations that pool resources to share the costs of recycling initiatives. Collaborate with businesses within the same sector to collectively address recycling challenges and invest in sustainable practices. Explore the possibility of creating a joint fund to support research and development in recycling technologies.

**Set-up a recycling chain with recycling companies to deal with waste beyond food company use:** Develop partnerships with recycling companies to create an efficient and closed-loop recycling system. Facilitate the collection and recycling of packaging waste beyond a company's immediate use by integrating into existing recycling infrastructure. Establish clear guidelines for the proper disposal and recycling of packaging materials, emphasizing responsible waste management practices.

**Assess circular economy and end-of-life solutions in collaboration with research bodies:** Investigate end-of-life solutions for products and packaging, exploring innovative recycling methods and sustainable disposal practices. Build applied science partnerships with research institutions, NGOs, and other stakeholders to share knowledge and advancements in circular economy strategies.

**Support schemes for material testing at sustainable packaging testing labs:** Conducting thorough testing of packaging materials at testing labs for durability, recyclability, and overall environmental footprint are key to assess the sustainability and environmental impact of different packaging materials. Establishing non-financial and financial support schemes for companies to use these labs for product development will be critical.