



Irbid Governorate is located in the northern part of Jordan and it is characterized by being the second largest governorate in Jordan in terms of population and number of economic enterprises in operation, with a contribution rate of up to 71% of the total economic enterprises in operation in the north, and a rate of about 16.7% Kingdom-wide. On the other hand, it has the second largest industrial city in the Kingdom in terms of the volume of investment.

Irbid Enterprises is a company that operates in diversified sectors, with a focus on commercial and industrial activities. Their commercial activities primarily involve retail and sales processes in the food, drink, and tobacco sectors, followed by shops selling clothing, shoes, and leather products, as well as computer and furniture shops. They also engage in wholesale and retail commerce, as well as vehicle and motorcycle repairs. In terms of industrial activities, Irbid Enterprises is involved in the food industry, metal industry, non-metal industry, as well as furniture, clothing, and wood industries.



IRBID CASE

INNOMED-UP CITY CLUSTERS

LOCAL STRATEGY DESIGN



General and specific goals of Jordan:
General Goal: Enhance livelihood among SMEs in Jordan while protecting the environment.

Specific Goal:

1. Strengthen the production and performance of the CCI SMEs in Jordan to adopt the CE principles.
2. Advocacy and lobbying among relevant authorities to amend the legalizations to provide legal and financial support to the CCI SMEs.
3. Provide opportunities for exchanging experience and market linkages at national and international levels Measurable targets of Jordan.
4. (100) SMEs have been supported through technical training.
5. (40) SMEs have been supported in terms of finance.
6. Create jobs for 100 unemployed youth and women.
7. Contribute to reducing waste by 25% among targeted SMEs, private and industrial sectors.
8. 30% of targeted SMEs tuned from linear to circular economy.

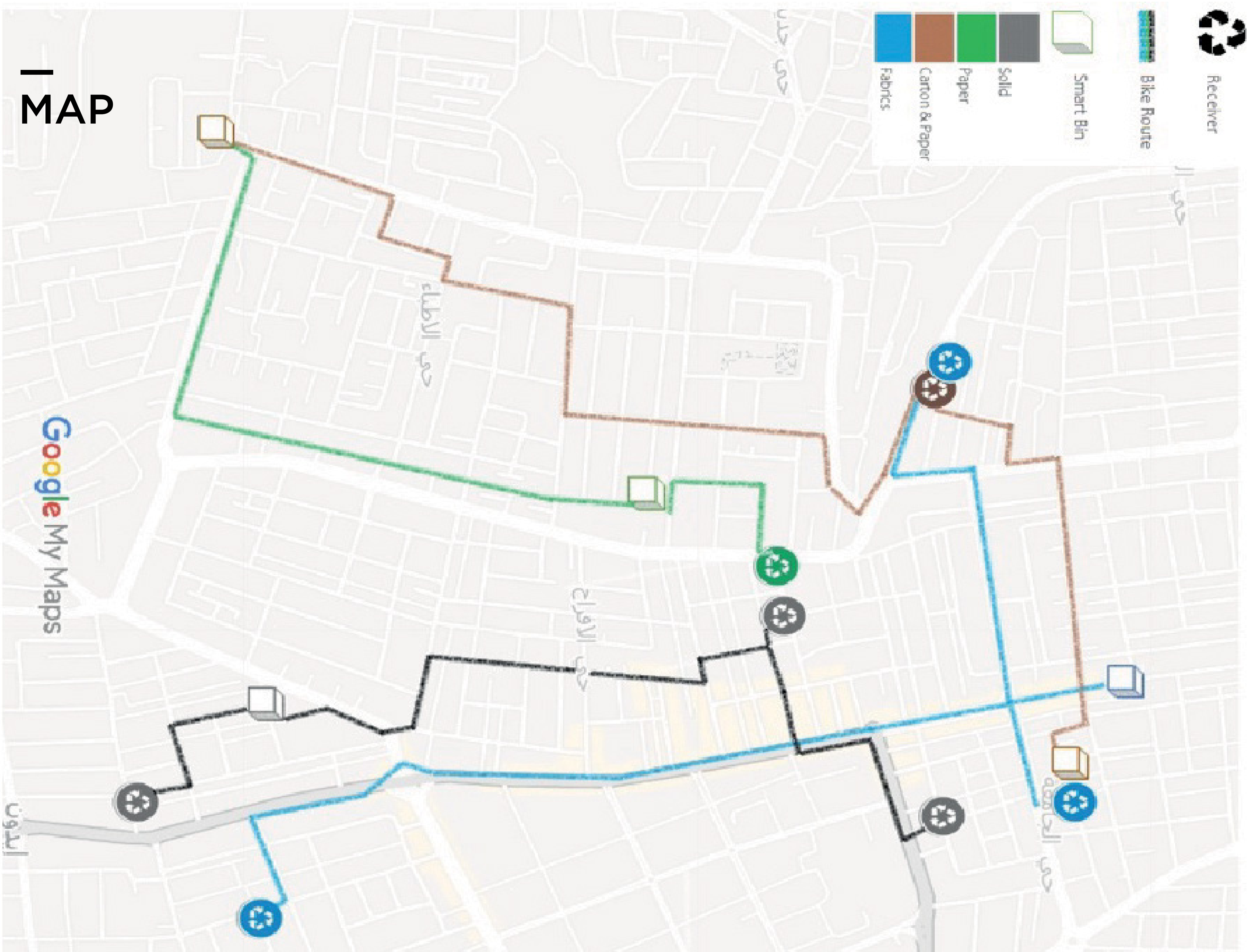


The involvement of the community and stakeholders was a fundamental factor in the success of the pilot in Irbid city. The main relevant stakeholders who were fundamental part of the pilot and the selection of CCI SMEs are Ministry of Local Administration (MOLA), Ministry of Environment (MoEnv.), Greater Irbid Municipality, Chamber of Commerce of Irbid, Chamber of Trade of Irbid, Local communities representative and Handicrafts and Cultural & Heritage CSOs /NGO.

The local community was mobilized through the awareness workshops where the project objectives, activities and the importance of Circular economy were clarified. This has facilitated the involvement of the community in establishing and operating the two clusters in Irbid. Ten people hosted ten smart bins and ensured collecting the recyclables from their neighbors and cooperation with the bicycles driver who was collecting these recyclables and send them to the SMEs that are interested on these materials for their production.

COMMUNITY & STAKEHOLDER INVOLVMENT





RESULTS

1. A total of 38 sub-grants were awarded to CCI SMEs in Irbid. These grants were distributed as follows: 20 sub-grants for pilot innovative products, 10 sub-grants for equipment, and 8 sub-grants for cross-border mentorship in collaboration with various universities.
2. The project results, overall, have been positive. The provided technical and financial support to the SMEs has led to improvements in both the quality and quantity of their production within the field of circular economy. Additionally, this support has contributed to increasing the income of these individuals.
3. 30% of the supported grantees successfully opened their own shops.
4. Majority of the supported grantees managed to improve their production and selling rate by 30-50%.
5. The cross-bored grants included a research component which was reflected on improving the technical aspects of recycling such as the hydroponic case.
6. The established clusters proved its multi benefits for the SMEs . The smart bins were allocated on the digital platform and the bicycle driver was provided with a username and a password for the application installed on his mobile to receive the alerts of the full bins and send reports. The main collected materials which are: plastic, paper and carton, clothes and fabric, and wood are sent to the SMEs that can benefit from them for their production.
- 7.The SMEs need more support in terms of marketing, branding, packaging and improve the quality of designs. Innomed-up provided Future Pioneers the opportunity to provide such support to the SMEs through opening an exhibition for their products and improve their packaging quality.

