



Awareness raising on sorting waste

Wasattyah, Irbid, Deir Alla,
Karak, Jerash and Ramtha
Municipalities



Challenge

- random waste dropping behaviors by shop-owners and car drivers and pedestrians

Aims for Project

- increase shop-owners' awareness by reducing waste
- reduce by half the waste thrown from cars
- reduce by half the waste thrown by pedestrians



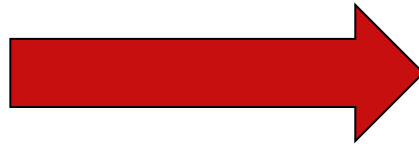
Background

- Individuals behaviors of waste dropping is strongly connected to society cultural aspects .
- Environmental responsibility starts with individuals.
- Individuals environmental responsibility can be maximized through raising awareness of human interaction with surrounding environment.



Expected Results

**Law &
Education**



**Environment
protection**

Reduce waste quantities at the commercial center to less than 30% within one year

- Provide bins to shops and increase the use of bins mounted on posts and in shops
- Reduce to half the number of waste collection workers and therefore cut to half the number of containers scattered at the city center
- Increase communication between waste management workers and shops



Activities

- Distribute brochures to shops
- Distribute bins to shops to collect waste
- Introduce penalties against violations of laws
- Use a radio show and CCTV camera.
- Training of trainers for public relations and awareness raising programmers on a local level
- Distribute brochures
- Hang up posters at posts and main locations



Achievements so far through WtpE project:

- Project brochures is done
- Training of trainers for dialogue platforms
- Prepare plan for the awareness



Support

- main need is to proceed with current programmes to emphasize enviromental values between shop owner, drivers, And schools students through full support of this program
- support enhance a wareness campains in different levels and specialized trainers
- support to start waste sorting in schools and shops and some residential neighbor hoods , through rewarding all abiding parties , through special bins and new vehicles
- rewarding interactive parties (schools,shops,etc..)