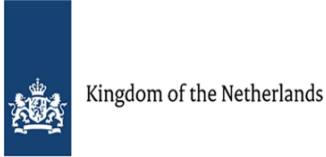


Trade for Employment in Jordan

Green Trade Study Tour to
Germany and the
Netherlands



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“Trade for Employment in Jordan”

Jordan is one of the most accessible national economies in the region in terms of trade agreements and the share of trade in the gross domestic product (GDP). Jordan's economy is slowly recovering from the impacts of the COVID-19 pandemic, reaching a GDP growth of 2.2% in 2021, following a moderate contraction of GDP to 1.6% in 2020. Recently, the rise in energy prices and other negative implications of the war in Ukraine challenge Jordan's economic growth. Jordan's economy and labour market were already strained due to regional turmoil and the subsequent influx of refugees as well as a considerable decline in exports to regional markets. The country's total unemployment rate was around 23% at the end of 2021, compared to a pre-pandemic level of 19% at the end of 2019. It reached 22.6% in Q2 2022 and 38% among youth (39% between males and 34.6% among females) according to the latest report by the Department of Statistics (DoS).

Jordan faces the challenge of needing to offset economic losses and counteract the downturn, while at the same time integrating a large number of refugees into its economy. In order to tackle these challenges, the government is setting itself the goal of promoting trade, tapping into new markets, and thereby generating economic growth and creating jobs as part of the Jordan Economic Modernization Vision. Export promotion is an important pillar of the Economic Modernization Vision (EMV) as it focuses on driving economic growth via promoting trade-oriented businesses and improving production quality.

Despite the efforts of the Jordanian government and international donors to facilitate access to the European Single Market under the Jordan Compact, Jordanian companies are still struggling to tap into new export markets. The necessary conditions for Jordanian companies to increase their trade performance for employment. The “Trade for Employment” project is part of the German Federal Ministry of Economic Cooperation and Development (BMZ)'s special initiative “Tackling the root causes of displacement – reintegrating refugees”. The project is implemented as part of the Regional Refugee & Resilience Plan 2017–2018 in response to the Syria Crisis (3RP). Its aim is to support companies in the short term as well as to tackle mid-term structural challenges in trade promotion. In the longer term, it seeks to improve the trade for employment conditions for Jordanian companies.

Hence, the project's goal is: The conditions for Jordanian companies to increase their trade performance for employment have been improved.

The project implements measures in four outcome areas. (1) Assists the private sector with shaping general conditions conducive to trade by developing the negotiation capacity of the chambers of commerce and trade associations and institutionalizing dialogue with the government. (2) Seeks to develop new demand-based trade promotion services and improve existing ones. (3) Identifies existing barriers to trade and export procedures and processes facilitated. Outcome area (4) is designed to improve recruitment of personnel in trade-oriented businesses, with a particular focus on the placement of Jordanian and Syrian refugees.

Germany, 4th July – 8th July 2022

Study Tour Rationale

Green Trade Study Tour to
Germany and the Netherlands



Background

Regional political unrest, the Covid Crisis and the war in Ukraine have deeply impacted Jordan's exports, as it resulted in the loss of global main markets that have been traditionally considered among the top destinations for the local industry products. This has enhanced pressure on the national economy, which is already facing internal and external challenges. In light of this, the Jordanian govern-

ment is currently undertaking the necessary steps towards enhancing and restructuring trade services. It is addressing the main challenges facing exporters with the aim of promoting trade to current and new markets. The objective of the Trade for Employment project, in line with the government's efforts, focuses on building the capacity of companies

and enhancing the conditions of Jordanian employment. This covers a set of activities, including the improvement of availability and quality of demand driven trade related services by combining it with the ever-growing importance of sustainable and green trade.

In this respect, a study tour, organised by T4E in partnership with Jordan Exports (JE) to Germany and the Netherlands facilitated knowledge transfer and network-building between the respective selected organizations and institutions in Jordan and Europe. German institutions have developed effective mechanisms for the provision of export-oriented services that address the needs of the private sector. Germany's export-oriented economy greatly benefits from these services that align with government priorities regarding export promotion.

Objectives

The objective of the study tour was to discuss opportunities for green trade in the context of Jordanian-European business relations. Through the various exchanges held, the study tour provided Jordanian Trade Service Providers with relevant information on social and environmental standards in the context of the European Green Deal, whilst understanding how sustainable certification and making green claims can help with accessing European markets.





Institutions and Service Providers Visited

The study tour included several visits to European institutions in charge of export promotion and providing trade related services to the private sector.

- CBI – Centre for the Promotion of Imports
- RVO – Netherlands Enterprise Agency
- Modint – Trade Association in Fashion
- FutureLand –Port of Rotterdam
- QAssurance – Food Safety Experts
- SAC – Sustainable Apparel Coalition
- IHK Köln – Chamber of Commerce and Industry
- Siegelklarheit – promotes sustainable shopping
- Grüner Knopf – promotes sustainable textiles and fashion
- PAPAACKS – promotes sustainable packaging.



Participants

Representatives included the Jordan export promotion institutions and trade related service providers, such as representatives of the Ministry of Industry, Trade and Supply (MOITS), and Jordan Exports (JE) as implementing partners of T4E, as well as other service providers such as Amman Chamber of Industry (ACI), Jordan Chamber of Commerce (JCC), Jordan Chamber of Industry (JCI), Jordan Exporters Association (JEA), Jordan Enterprise Development Corporation (JEDCO), Jordan Investment Commission (JIC), as well as women business organizations, such as the Business and Professional Women Association (BPWA) and the Jordan Forum for Business and Professional Women (JFBPW).



Final Workshop

After spending four days learning about Green Trade in Germany and in the Netherlands a one-day workshop was organized in order to benchmark and cluster the ideas, discuss lessons learned, and explore possible replications into the Jordanian context. The findings of this workshop are discussed in more detail towards the end of the brochure.

Monday 4th July 08:30–12:00

Meetings at the Centre for the Promotion of Imports (CBI) and Netherlands Enterprise Agency (RVO)



The CBI is funded by the Ministry of Foreign Affairs and supports Small and Medium Enterprises (SMEs) to strengthen their economic, social, and environmental sustainability by helping them to export products and services to Europe and regional markets. Since 1971, the CBI has supported over 10,000 SMEs from 70 countries to build sustainable trade relationships with European buyers.

How Does the CBI Work?

The CBI involves different parties, including SMEs, sector associations, government organisations and local service suppliers. These relationships help targeted

sectors to become more sustainable and competitive, as companies from developing countries receive tailor-made support to meet the necessary requirements to export to Europe. With the support of the CBI, companies from developing countries can improve the quality of their product and target the right markets. The CBI's central mission is to support the transition toward inclusive and sustainable economies, contributing to SDGs like decent wages, the inclusion of youth and women and inclusive partnerships. Next to trade promotion projects covering a sector in a country, the CBI offers market information on its website.

Contacts

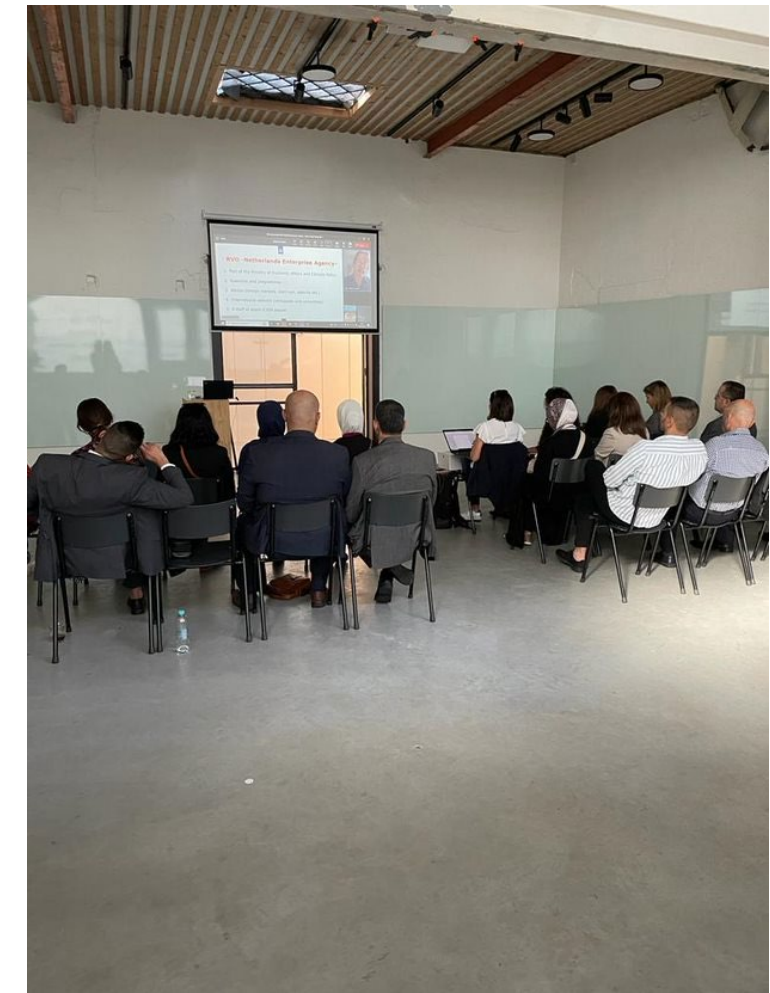
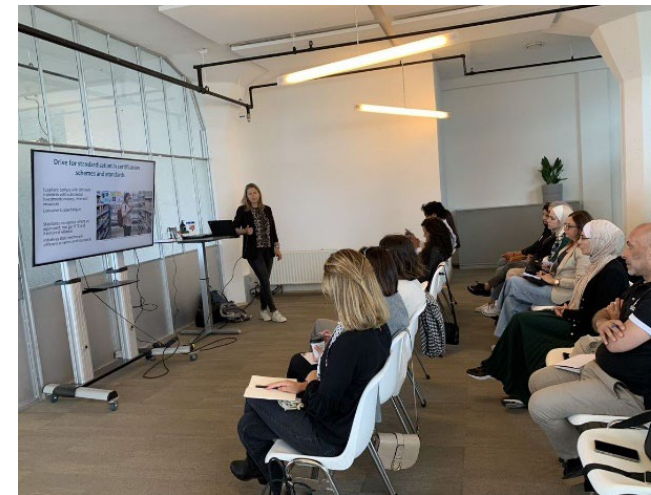
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What is CBI and RVO?

As a government agency that carries out the mission of the Dutch Ministry of Economic Affairs and Climate Policy, the RVO helps entrepreneurs and organisations to invest, develop and expand their businesses and projects, both in the Netherlands and abroad. The RVO creates a global bridge between companies, knowledge institutions, financial organisations, and government authorities. By placing sustainability at the centre of its manifesto, the RVO is a global leader in the agricultural sector and provides businesses with market information to support innovation and sustainability.





Corporate Social Responsibility (CSR) and CBI

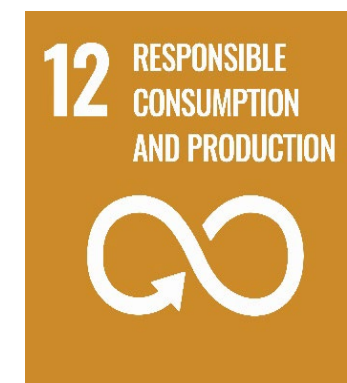
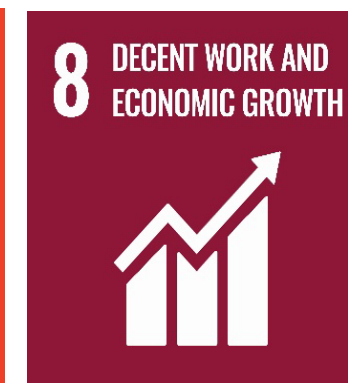
If your company does business abroad, the Dutch government expects you to conduct business responsibly. This means that companies should take into account the impact of their activities on the people and the planet, worldwide. Next to the push from the public sector, there is a general increasing demand for sustainable products and CSR practices. Voluntary standards are becoming increasingly mandatory or a buyer requirement. For the CBI, there are five priority areas for CSR, including decent work, responsible value chains, gender, greening and youth employment. These priority areas are as much as possible integrated into

sector programmes. It also offers several CSR tools, such as the CSR Risk Assessment, the CSR Roadmap, and the CSR Assessment Tool.

Important general lessons learned on CSR that the CBI likes to share are for example that CSR entails people, profit and planet and everything in between. CSR cannot be pushed, and a market pull should be used instead. CSR is also not the same as philanthropy; it should be fully integrated into a company's business model and by that into the overall business management. It is important to involve all relevant stakeholders, internally and externally, from the strategic to the operational level.

CBI's Work in Jordan

- Four CBI projects are currently active in the following sectors: Tourism, Olive Oil, Apparel, Fresh Fruit and Vegetables.
- Medjool Dates: 23 SMEs are receiving support in Global Good Agricultural Practice (GAP) and British Retail Consortium (BRC) certification.
- SMEs are trained on responsible business practices, including International Labour Organisation (ILO) training on CSR.
- Tourism: brand development at the country and sector level.
- Apparel: SMEs formed a strategic consortium to join collective development.





Monday 4th July 14:00 – 17:00

Meeting at Modint



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Who are Modint?

Modint is a Dutch trade association for manufactures and suppliers in the fashion and textile industry. The products covered by the association are workwear, textile, fashion, carpet, interior and knitwear. The Netherlands is the 4th largest carpet producer globally. Its mission is to build a healthy and valuable future for the two industries. With over 400 members, Modint provides practical support, and offers a platform to discuss needs, concerns, and various issues.

By representing its members in the political centres of The Hague and Brussels, Modint is building a valuable future for the textile and fashion sector by making a positive contribution to tackling relevant social themes. Together with its members, Modint is designing a route for the sustainable development of the sector, and stimulates, facilitates, connects, and protects the clothing and textile sector through lobbying efforts.

How Does Modint Work?

Modint is an association with a board, member groups, sounding boards and working groups. The organisation counts 25 permanent employees and a large number of associated consultants. The branch managers and consultants regularly visit existing and new members and connect them with each other.

Through regular interaction between the groups and experts and a clear focus on four main themes (CSR, human capital, innovation, and international trade) and four services (policy & lobby, harmonization, education & knowledge, and tools) Modint defines its agenda. On the one hand, the organisation works on member representation and influencing regulations and policies. On the other hand, Modint offers information, knowledge, and hands-on approaches.

Dutch Agreement on Sustainable Textiles (AGT)

The AGT (2016) is an interesting example on how to address sustainability at national level. The AGT is a broad coalition of businesses and other organisations that worked together during the term of 5.5 years to improve working conditions, prevent pollution, and promote animal welfare in production countries, implementing the due diligence expectations of the Organization for Economic Cooperation and Development (OECD) Guidelines. 62% of the 56 participating companies fully aligned with the OECD Guidelines, while 31% partially. To learn more about the set-up and the other results check the following website:

<https://www.imvoconvenanten.nl/en/garments-textile>.

Currently, the follow-up of AGT is being discussed, the Next Generation Agreement (NGA) with sustainability topics discussed around freedom of association and collective bargaining, living wage, child and forced labour, discrimination, climate change and greenhouse gas emission, sustainable materials, animal welfare etc.





European Union (EU) Textile Strategy Development

During the visit to Modint, the Jordanian delegation was informed about the different and most important EU regulations currently at development or proposal stage for the textile sector with also potential effect on exporters to the EU and The Netherlands. This included the EU Due Diligence directive (including the transposing to national law) which sets an ambitious goal of transforming corporate behaviour and encouraging a sustainable future by requiring both EU and non-EU companies to identify and

address human rights, environmental and climate change impacts in their global value chains. It will require certain (very) large EU and non-EU companies to set up mandatory due diligence practices to identify, prevent or mitigate, and ultimately terminate adverse impacts of their corporate activities on human rights and the environment.

Once it has passed the proposal stage and moved towards implementation the EU Due Diligence Directive will be complemented by reforms to the Corporate Sustainability Reporting Directive (CSRD), which will set out disclosure obligations on companies with respect to these impacts and on a company's due diligence processes.

On product level revisions of current legislation and proposals for new regulations are also being made to ensure products being more durable, reliable, reusable, upgradable, repairable, easier to maintain and to refurbish and to make them energy and resource efficient. The new legislation could also address the substances that inhibit circularity or amount of recycled content products contain, as well as ways to make them easier to remanufacture and recycle. The concept of a Digital Product Passport is also being discussed with information requirements for products to know more about the impacts on consumers regarding more sustainable choices along the whole value chain. Besides, on footprint labelling the EU adopts the EU Product Environmental Footprint (PEF) method, a life cycle assessment (LCA) based method to quantify the environmental impacts of products. It builds on existing approaches and international standards.

The overarching purpose of PEF information is to reduce the environmental impacts of goods and services considering supply chain activities (from extraction of raw materials, through production and use and to final waste management).



Meeting at Port of Rotterdam/FutureLand



About the Port of Rotterdam

The Port of Rotterdam is the largest seaport in Europe, and the world's largest seaport outside of East Asia, located in and near the city of Rotterdam, Netherlands. Until 2004, it was the world's busiest port by annual cargo tonnage overtaken first in 2004 by the port of Singapore, and since then by Shanghai and other very large Chinese seaports. Rotterdam consists of five distinct port areas and three distribution parks that facilitate the needs of a hinterland with over 50,000,000 consumers throughout the continent of Europe. Although the port has a strong position in Europe, it is constantly being challenged to stay competitive.

FutureLand represents the newest planned port area of Rotterdam, also called "Maasvlakte 2". It features the most modern container terminals, the largest seagoing vessels in the world and the latest offshore developments. The expansion of "Maasvlakte 2" takes place in steps and each step only takes place when the future use of the area is financially secured by future users as co-investing parties.



Sustainability at Port of Rotterdam

For the port's future to be successful, it is important that although port businesses and the shipping industry must be able to continue to develop, they must do so while being mindful of the climate. Among other things, this demands new technologies, new revenue models and new collaborative partnerships. The energy transition is key for the harbour whose management aims to become a CO2-neutral port by 2050 (-55% by 2030).

The energy transition is driven by four pillars:

- Efficiency and infrastructure
- A new energy system
- A new raw material and fuel system
- Sustainable transport

More details can be found in this [position paper](#) on the Rotterdam port. The energy transition is not only about offering renewable energy to vessels and other users, but also about finding new business models for crude oil, gas, and coal as the most important income drivers in the area.





What is QAssurance?

QAssurance's mission is to enable food producers to manage food safety themselves. QAssurance offers expertise in food safety, preparation, and guidance for audits. Their main solution for food producers is an Integrated Management Information System (iMIS).

Food safety is one the main drivers of the current EU legislation and the food industry is increasingly confronted with rising quality costs. Labelling must comply with many legal requirements. Standards such as BRC and International Featured Standards (IFS) are constantly imposing stricter requirements, and customers are demanding substantive information about the products supplied. Traceability and information management are key and increasing number service providers offer solutions in this area.

iMIS Food contains a management system for all chain information. On the one hand, everyone within the company can be informed about the applicable rules and instructions within the company. iMIS shares the latest quality standards updates and has a permanent helpdesk available. On the other hand, with the iMIS Portal, the entire chain of clients, suppliers and certifiers can be linked to the central iMIS Food system. Because all systems are standardized, information can easily be shared in the chain. iMIS Food contains a management system for tracking and can be coordinated with existing systems. In the production process, iMIS Food keeps track of which raw materials, auxiliary materials and packaging are used.

Consumers expect food they purchase to be safe. When food turns out to be contaminated, from an outbreak for example, it leads to large-scale recalls from leafy greens to meats and berries, the product is being removed from the market, removed from commerce, and destroyed, leading to food waste. Roughly one-third of all food produced in the world is being wasted, of which 40% at consumer level.

The challenge is to minimise food waste while maximising food safety. Sustainability, like food safety, spans the entire supply chain and all involved in food production can implement sustainable practices. This ranges from production agriculture and use of natural and synthetic resources, throughout the supply chain during manufacturing and processing to the retail and consumer levels with composting, packaging, recycling, and many other practices in use to allow us to meet future production needs.

Sustainability teams and food safety teams can achieve much more if they work together. Both food safety and sustainability teams care about many of the same outcomes, like risk management, public health, and brand perception – and the decisions one team makes can have significant implications for the other.



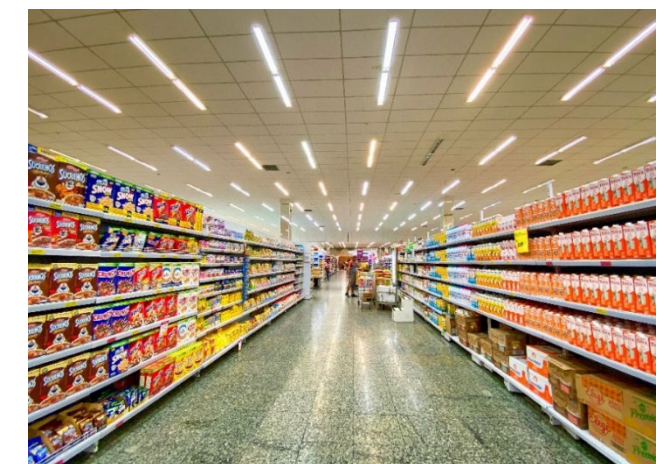
QAssurance invests in emerging countries by creating Food Safety knowledge hubs and offering tailored services to food companies in these countries. Apart from increasing their international export potential, their services address food safety and security in the country while reducing food waste.

[Click here for more information.](#)

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Wednesday 6th July 14:00–16:30

Introductions of the Social and Labor Convergence Program(SLCP) & Sustainable Apparel Coalitions (SAC)

DAY 3

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What is the SLCP?

The SLCP provides the tools to capture accurate data about working conditions in global supply chains, starting with apparel/footwear, and planning to expand to other sectors. This multi-stakeholder initiative replaces the need for repetitive social audits by facilitating data sharing. SLCP was initiated by the Sustainable Apparel Coalition following the increased audit fatigue by facilities, duplication and repetition of audit steps and a drain on resources. There was a lack of collaboration on data sharing and lack of ownership by the facilities.



By using the SLCP standard diagnostic verified data set, a facility (factory) only produces one set of data which can be used and shared with customers, brands, and other relevant stakeholders in the supply chain. More than 50 brands and retailers publicly committed to accepting SLCP verified data by the end of 2021. SLCP is in dialogue with multiple standard holders to explore compatibility and potential convergence.

Together with Better Work, SLCP is planning to launch the Converged Assessment Framework in Jordan in 2023, meaning that SLCP approved verifiers are available to conduct verifications in the country.

What is SAC?

The SAC started in 2009 when Patagonia & Walmart had the radical idea to collect peers and competitors from across the apparel, footwear, and textile sector to develop a universal approach to measuring sustainability performance. The multistakeholder initiative currently counts more than 280 members covering retailers, brands, manufacturers, but also government, research institutes, and civil society.



The initiative consists of the non-profit SAC and the for-profit Higg, the latter delivering enterprise level technology for social and environmental performance that is reliable, scalable, and drives impact improvement across the industry. For example, for Tier 1 – 4 suppliers (ranging from raw material extraction to raw material processing, to material production and finished product assembly) Higg tools exist such as the Social & Labour Module, the Environmental Module, and the Materials Sustainability Index. It allows for the user to analyse their impact and take responsibility for it. From the raw material to the final product the tool shows aspects such as carbon emission or working conditions along the chain. At Tier 0 level (office, retail, distribution) the Higg Brand & Retail Module and Higg Product Module is available. Next to access to these tools, membership of SAC allows for additional support, training, taking part in the SAC community for further exchange and collaboration and generally enhance your company's reputation and sustainability initiatives.

The Higg Index is the combination of these tools that enables brands, retailers, and facilities of all sizes — at every stage in their sustainability journey — to accurately measure and score a company or product's sustainability performance. It consists of both self-assessments as third-party assessment. For convenience the SLCP Data Collection Tool is fully integrated into the Higg Facility Social & Labor Module (FSLM). FSLM uses the questions from the SLCP Data Collection Tool.



Thursday 7th July 14:00-16:30

Meeting at the Cologne Chamber of Industry and Commerce (CCI Cologne)

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What is CCI Cologne?

The CCI Cologne represents over 150,000 companies in their region on an equal footing. In general, the CCIs across Germany are committed to improving infrastructure, campaigning for low taxes and levies, and reducing bureaucracy across industries. Furthermore, the IHKs collaborate closely with companies in their district and collect and analyse the experiences of the regional economy, and the requirements for improved productivity and efficiency across the district. Its central goal is to create optimal conditions for companies within its region encompassing activities such as providing the correct infrastructure for regions and companies and facilitating training courses that ensure well-trained specialists enter the labour market.

How Does CCI Cologne Work?

The CCI Cologne works closely with companies in their district, comprising cities like Cologne, and Leverkusen, to improve the employability perspectives of the next generation of workers. To do this, it carries out dual training programmes in all industrial-technical and commercial professions. On a company level, the CCI offers a wide range of advisory services, from training courses to customs documents. As a publicly funded corporation, it is responsible for a number of sovereign tasks. Within the organisation, elected entrepreneurs decide on the finances, topics, and political demands of the CCI.

Business Scouts for Development

To facilitate market access, the BMZ provides so-called Business Scouts for Development to chambers, like the CCI Cologne. These scouts advise companies on how to collaborate effectively within the German development framework.

They advise companies on potential business opportunities in emerging countries. Whether you want to obtain more information on specific markets, looking for potential investment partners abroad, or have an innovative idea and are looking for project partners in developing countries, the Business Scouts for Development will support you with your personal goals.

Many markets in developing countries provide lucrative business opportunities for German companies. With high growth rates, low production costs, and a large pool of skilled labour, the Business Scouts for Development support collaboration between German companies and emerging markets, which lowers the risk of doing business for both interested parties.



Friday 8th July 09:30-11:00

GIZ Headquarters Meetings at Siegelklarheit and Grüner Knopf



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What is Siegelklarheit?

Siegelklarheit, which translated literally means 'clarity of labels', is an initiative that was founded and financed by the BMZ. Its primary purpose is to support consumers make informed decisions on the products they buy. The basis for this information is a transparent, independent, and comprehensive assessment system, to which labels can submit their information voluntarily. Siegelklarheit provides consumers with information on credible labels so that buyers know the impact the products they purchase have on the environment and society.



What is Grüner Knopf?

Grüner Knopf is a project run by BMZ, whose aim is to promote a sustainable textile and fashion culture. There is currently no other label like the Green Button and everyone who aims to purchase socially, and environmentally sustainable textiles and garments should look out for the Green Button, which is attached directly to the product, making it consumer-friendly and reliable.



Siegelklarheit Rating System

Siegelklarheit isn't an independent standard, but a tool to compare existing standards in the market. As a benchmarking organisation, Siegelklarheit uses a comparison methodology, called the Sustainability Standards Comparison Tool (SSCT). The set of criteria used to evaluate standards was developed by experts from the scientific community, civil society, and the private sector in a constant consultation process. An ambitious approach to rating is maintained in order to motivate companies to improve their standards and procedures. The criteria developed are based on international standards, scientific findings, and the specifications of organisations like the International Social and Environmental Accreditation and Labelling Alliance (ISEAL). The assessment of labels based on the criteria is carried out by independent experts from the International Trade Centre (ITC).

Sustainable Labelling at Grüner Knopf

The COVID-19 pandemic exposed more than ever that fair and transparent supply chains are crucial to secure stable living conditions for workers in the global South. Given that over 80% of workers in the textile and fashion industry are female, the Green Button initiative enables consumers to directly support communities in countries like Bangladesh and Cambodia.

As the Green Button is only attached to products that are sold by responsibly operating companies, both producer and retailer benefit, as companies gain reputation for being recognized as a sustainable and fair company.

The challenge today is increasing the market visibility of sustainable textiles, which are still not widely recognized. The Green Button provides consumers with visible orientation to make informed decisions on the clothes they buy, and the companies they choose to support.



Tuesday 14th November 14:00-17:00
Meeting at PAPACKS



Who are PAPACKS?

PAPACKS is a developer, manufacturer, and driving force for innovation in the production of climate neutral, sustainable packaging solutions that are fully used and reused in the circular economy and processed into secondary raw materials in the existing paper recycling system. By utilizing its expertise and advanced machinery, PAPACKS aims to create a packaging world without plastic, whilst ensuring products are safely and reliably delivered to customers across Europe and Germany.

PAPACKS core competencies include:

- Know-how in machine and tool construction including 3D printing.
- Customer-oriented product and service, from development to delivery.
- 3D toolmaking for large-scale production.
- Technical cast fibre products.
- Machine development and optimization.

PAPACKS has over 57 international property rights from the patent family for products, technologies, and manufacturing processes.

How Does PAPACKS Work?

PAPACKS uses sustainable raw materials for fibre forms, which are combined with organic coatings developed in-house.

By utilizing the most up-to-date and innovative machinery, PAPACKS develops packaging concepts for companies in a range of industries, including food, cosmetics, pharmaceutical and medical industries, as well as for product manufacturers in the technical non-food sector.

By working closely with customers PAPACKS is able to offer a unique product and solution portfolio which enables companies to make a seamless transition to sustainable packaging. As global standards for sustainability become more rigorous, PAPACKS is leading Europe's efforts to provide plastic-free and sustainable packaging. As a result, PAPACKS has already saved more than 3.500.000kg of disposable plastic and replaced it with natural raw materials.

The European Moulded Pulp Producers Association

PAPACKS is part of the European Moulded Pulp Producers Association (EMPPA).

The EMPPA is an association of producers, users, and affiliates of moulded pulp products in Europe. Among the portfolio are the traditional egg cartons but also more recent forms such as Apple and Pumas inlays for their phone cases. It promotes moulded pulp in politics, businesses, and society and supports the formation of a sustainable circular economy.

The association works to create a strong lobby for pulp in politics and government and aims to influence decision making and law-making process to anchor the creation and implementation of pulp products in local and European legislation. By working with companies and organisations on a practical basis, it builds a network to educate all stakeholders active in the use of moulded pulp.



Final workshop to benchmark and cluster ideas, discuss lessons learned and explore possible replications in the Jordanian context

Green Trade Impressions and Challenges

The final workshop served the purpose of discussing lessons learned and the challenges expected in implementing green trade concepts in Jordan.

The Jordanian delegates expressed their concerns that green trade concepts require advanced regulation that many businesses, consumers and public organisations are not yet ready for. As an initial step, it would be necessary to raise awareness on the topic, especially through the private sector. As the knowledge in green trade and circularity is lacking, investing in human capacity first was agreed upon as a critical building block for future success.

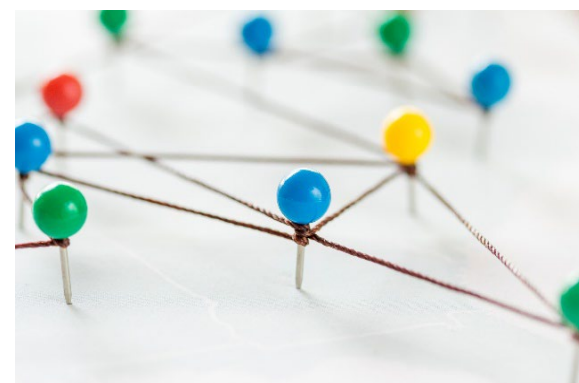
Moreover, the Jordanian delegates were interested to understand which specific standards must be met for Jordanian companies to be able to export to European nations. The global trend towards green economy and circular business models is becoming more prominent, and the Jordanian delegates were optimistic that with the technical knowledge, financial power, and commitment on the part of the public and private sector, green trade could become a profitable and sustainable business model for businesses in Jordan.

One participant summarized the general feeling of the group by saying:

"in our everyday lives, we focus on sustainability in many different areas, from our work habits, our routines at home, and in public. However, from a business perspective, I am intrigued to understand how we can implement sustainable business models whilst ensuring profit, instead of extra cost. In the Jordanian economy, we could use sustainable materials such as biodegradables, and upgrade services that don't harm the environment. In terms of human capacity, it would be important to educate workers about their duties and rights to work in a safe environment and healthy space"

Other areas to consider:

- Using solar and wind energies.
- Encourage recycling of different types of goods.
- Use more sustainable items that are durable and promote the health of the environment.
- Transfer good practices from the Netherlands to Jordan. Although it is an industrialised country, the water, air and land are clean.
- Implement regulations of Green Trade, which will create wider markets in Europe.



Green Trade Opportunities

Heading back to Jordan, the delegates explained how carrying out an initial study to explore the opportunity for green trade in Jordan is critical to identifying the gaps in the market.

As the industrial sector in Jordan is underdeveloped, upgrading the capacity and export potential of companies can be the basis for improving the financial capacity of companies to explore green trade avenues.

On a larger scale, it was also suggested that developing government level tools in partnership with EU programmes can more easily enable the transfer of knowledge from European companies already engaging in green trade to Jordanian companies who haven't yet explored the topic.

Importantly, women-owned businesses in Jordan are already implementing responsible social and environmental practices in their business models, and this presents an opportunity to combine green trade with female entrepreneurship, giving these companies a competitive edge in the highly competitive global export market.

Next Steps

Taking everything learnt into consideration, the Jordanian delegates outlined some key steps to be taken back in Jordan:

- Organising a course and workshop related to green trade for Jordanian government officials, businesses, and consumers.
- Increase awareness of green trade to actively exporting companies.
- Facilitate a joint discussion panel to share knowledge within networks.
- Carry out value chain analysis to identify opportunities for increased sustainability within businesses.

Acknowledgment

The agenda and the study tour were co-developed and facilitated by Geertje Otten. She brings 20 years of experience in the field of inclusive business models, trade promotion, export marketing, sustainability, standards and certification, CSR, and circular economy. Geertje is part of a team of experts of ProFound – Advisers in Development, a consultancy company active in agri-food and natural ingredients. ProFound's services include market research, training, export marketing and market entry advice and support. For more information www.thisisprofound.com.



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