An income-based volunteer at Oxfam's recycling facility in Za'atari refugee camp, Jordan, showing the material created from plastics during the recycling process. Photo Alixandra Buck/Oxfam

YOUR ENVIRONMENT, YOUR HOME

Country-wide research report on recycling in Jordan

PREPARED BY IPSOS FOR OXFAM IN JORDAN

This report outlines country-wide perceptions and behaviours of solid waste management and recycling in Jordan. The study, commissioned by Oxfam and carried out by Ipsos Research, sheds light on the existing solid waste management (SWM) and recycling landscape in the country and provides meaningful recommendations on community engagement in the sector. Findings and recommendations from this research will be used to help inform future initiatives in the solid waste sector in Jordan.

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EXECUTIVE SUMMARY

Jordan currently faces challenging economic conditions. The country is affected by high inflation, widespread unemployment, a cost of living beyond the reach of many and economic hardship. With the vast majority of the Jordanian population primarily focused on simply making day-to-day ends meet, it's difficult for most to prioritize environmental sustainability or to see how environmentally sustainable choices - especially those perceived as cumbersome as reusing and recycling - have the potential to help them better their precarious financial conditions while also contributing to cleaner and greener community spaces.

These socio-economic drivers colour individual and household decisions across all geographic areas of the country, including whether they recycle. Many, for instance, would be strongly encouraged to recycle if there was financial incentive to do so, but who would also be less motivated if doing so meant an extra utility bill line item. More so, those who actively reuse products do so largely for economic reasons as opposed to environmental ones and often face shame in doing so. Meanwhile, the few who are able and willing to make environmentally sounder choices often face significant challenges trying to do so.

The existing solid waste infrastructure in Jordan cannot currently meet the required demand to clean up litter-filled public spaces – let alone adapt to recycling. Lacking any broader government-led initiatives to better solid waste infrastructure and initiatives in the country, few seem willing to take it upon themselves, largely seeing any effort as futile. Few also seem willing to take extra measures to bring sorted goods to the scarce facilities in place – and those willing are often already overwhelmed by entrenched gender roles. There is a heavier responsibility placed on women to ensure proper sorting and disposing.

While many – largely young people – agree that individuals should take it upon themselves to make better environmental choices, others agree that they'd be more incentivized if government-led initiatives in partnership with experienced international organizations paved the way, allowing them to follow suit.

Despite the apparent unwillingness, the lack of infrastructure and the widespread environmental illiteracy in the country, there appears to be some appetite for increased awareness and understanding. Especially one that reminds civil society that better environmental choices can indeed contribute to financial stability.

Using effective educational and public awareness tools, meaningful partnerships and programming between government, civil society and international organizations, recycling is not out of reach within Jordan. In fact, this study reveals that with the right leadership, environmental sustainability can very much be a part of regular Jordanian households in both the short and long-term – and certainly, one that doesn't have to come with an extra cost.

1 INTRODUCTION

The following report shows that the fragile economic environment within Jordan makes it difficult for individuals and households to prioritize environmental consciousness over economic considerations. The vast majority of respondents remain preoccupied with increasingly high levels of unemployment, rising prices of goods and services, inflation and simply making ends meet. Jordan currently hosts approximately 660,000 refugees registered with the United Nations High Commissioner for Refugees (UNHCR). This has added pressure to resources, infrastructure, already strained social services and in some instances, has exacerbated pre-existing structural inequalities.

To date, Oxfam has largely focused its solid waste management (SWM) initiatives in the northern parts of the country (Zaatari refugee camp and the Mafraq governate). However, to better understand perceptions and existing behaviours within the country at large, this survey was developed to gather knowledge and behavioural gaps that might shed light on future SWM initiatives and programs in the country.

RESEARCH OVERVIEW

To achieve this end, Oxfam initially began with gaging perceptions of waste management across the country as well as what, if any, recycling activity took place within households.

Ipsos was tasked with carrying out an extensive cross-country study to understand these perceptions and to assess Jordanians and non-Jordanians' inclinations to adopt better SWM practices in the future. It also sought to understand the motivations and barriers that encourage or impede people from recycling.

Through this first-of-its-kind research, we now have a comprehensive understanding of SWM perceptions and behaviours that may help carve meaningful pathways to future waste management programs and initiatives.

2 STUDY OBJECTIVES

IPSOS used qualitative and quantitative methodologies in conducting surveys across the country - ensuring representation across a number of communities, ages, backgrounds, households, income levels and genders, all with the aim of achieving the following ends:

- Identifying existing SWM practices within households across the country;
- Understanding how SWM is perceived amongst the public with a particular emphasis on recycling practices;
- Determining current SWM systems' strengths and weaknesses and honing in on where individuals believe it can be improved;
- Measuring the impacts – if any - of current recycling practices in the country
- Determining whether nationality, education levels and socioeconomic status intersect with levels of recycling behaviours;
- Identifying the barriers that hinder individuals from engaging in recycling practices;
- Gaging current awareness levels of proper recycling procedures and identifying where educational and public awareness opportunities lie;
- Understanding the environmental, social and financial incentives that may encourage better recycling behaviours;
- Determining knowledge levels around local recycling initiatives and understanding how they're perceived.

3 METHODOLOGY

The research approaches included a combination of short household surveys and more comprehensive focus groups.

APPROACH TO SURVEYS

In administering household surveys, 1000 Face-to-Face Computer Assisted Personal Interviews (CAPI) with heads of households were conducted – each lasting approximately 15 minutes. For research purposes, "heads of household" was defined as anyone involved in household decision-making, irrespective of gender.

To preserve statistical viability, a minimum sample of 50 respondents per governate was collected for each governate – or region. Weighting was then applied in the latter part of the process to account for proportional regional representation.

Table 1: Short Surveys Sample

Region	Governorate	National Representation*	n = 1,000	
Central	Amman	42%	245	485
	Zarqa	14%	140	
	Madaba	2%	50	
	Al-Balqa'a	5%	50	
North	Irbid	19%	165	315
	Al-Mafraq	6%	50	
	Ajloun	2%	50	
	Jerash	2%	50	
South	Al-Karak	3%	50	200
	Al-Tafeleh	1%	50	
	Ma'an	2%	50	
	Aqaba	2%	50	

**National representation is based on results obtained from the 2015 Census carried out by the DOS.*

QUALITY CONTROL

To minimize the risk of questionnaires failing to meet standards and ensure the survey results' highest quality, Ipsos put surveys through rigorous testing and quality control measures prior to and during the development of scripts.

Additionally, Ipsos' optimized its computer aided personal interviewing platform (I-field) to maximize real-time quality assurance in the field. Ipsos Jordan's quality control team regularly monitored incoming data and dealt with issues in real time as they arose. Field managers consistently crosschecked and certified that all completed questionnaires were uploaded with a select number (30%) of interviewees and later followed up with, to confirm data accuracy.

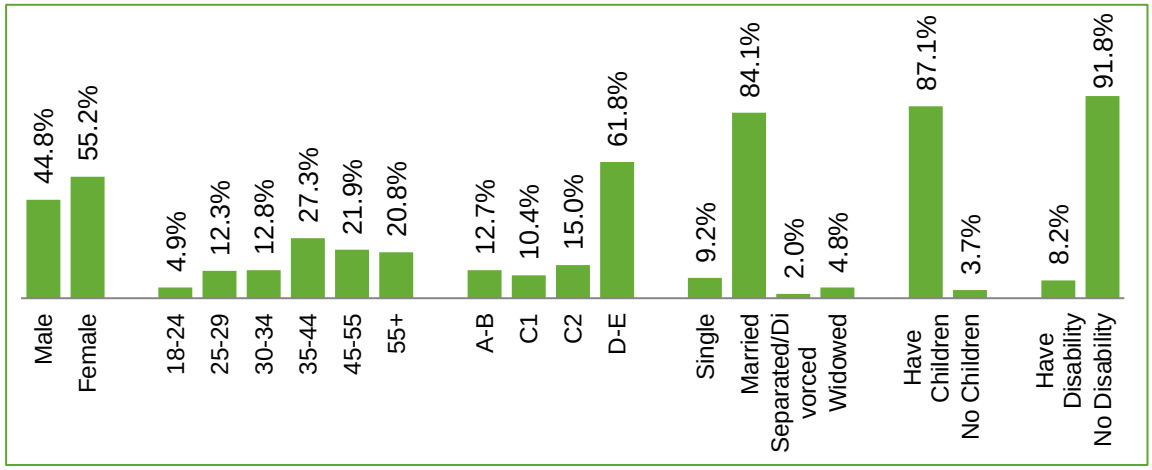
DEMOGRAPHICS

The tables below represent the regional, gender, age, income level, marital status and physical ability of respondents.

Figure 1: Demographics - Controlled Criteria

**Other: all remaining governates (Madaba, Al-Balqa'a, Al-Mafraq, Ajloun, Jerash, Al-Karak, Al-Tafeleh, Ma'an and Aqaba)*

Figure 2: Demographics – Natural fallout



SOCIOECONOMIC DATA

To help identify socio economic data groupings, income level was based on net family income, using the following identifiers:

Table 2: Socio-Economic Class Grouping Structure

Net Family Income	Socio-Economic Class
More than 700 JDs	AB
501 – 700 JDs	C1
401 – 500 JDs	C2
Less than 400 JDs	DE

APPROACHES TO INTERVIEWS/FOCUS GROUPS

While individual interviews are effective for gaging in-depth individual perspectives on a particular topic, focus groups are more well-suited to research questions which require consensus and can be effective for debating both sides of a particular policy or opinion.

To facilitate these sessions, Ipsos used expert interviewers and moderators, all with significant experience in the field. Focus groups also followed stringent quality control measures, research standards, ethics, data and security, and confidentiality as stipulated by ESOMAR rules[1].

Following these standards ensured Ipsos' accessed the most accurate information by ensuring participants worked within a trusting, open and confidential space at all times**.**

REGIONAL REPRESENTATION

The sample of participants was selected from Northern, Central and Southern regions in the country while ensuring equal gender representation.

Respondents were also selected based on existing levels of recycling awareness and as such were limited to those between the ages of 25-45.

[1] The ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics, which was developed jointly with the ICC (International Chamber of Commerce), sets out global standards for self-regulation for researchers and data analysts and is undersigned by all ESOMAR members.

Table 3: Focus Groups Sample

Group	Gender	Age	Area	Profile*
1	Males	25-45	East Amman & Zarqa	Those who are aware of the act of recycling and are aware of the importance of the issue. A mix of those who recycle and those who do not.
2	Females			
3	Males		Northern Governorates (Irbid, Mafraq, Jerash, Ajloun)	
4	Females			
5	Males		Southern Governorates (Ma'an, Al-Tafeleh, Karak)	
6	Females			

4 PROFILE OF RESPONDENTS

The figures below reflect the final country profile of respondents after weighting.

Figure 3: Profile of Respondents – Main Demographics

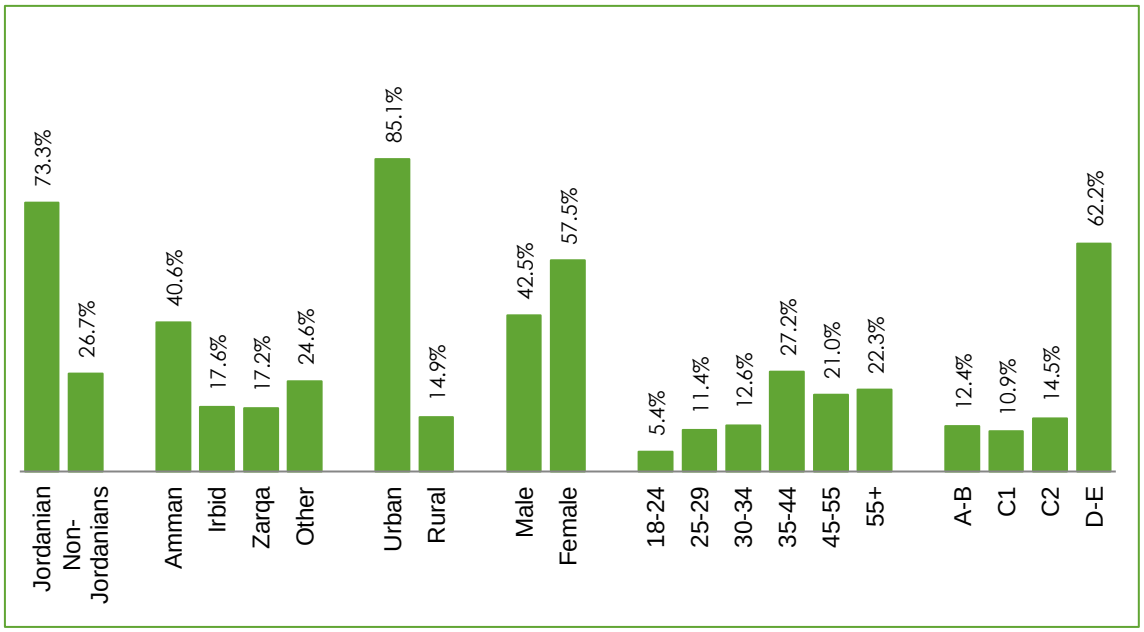
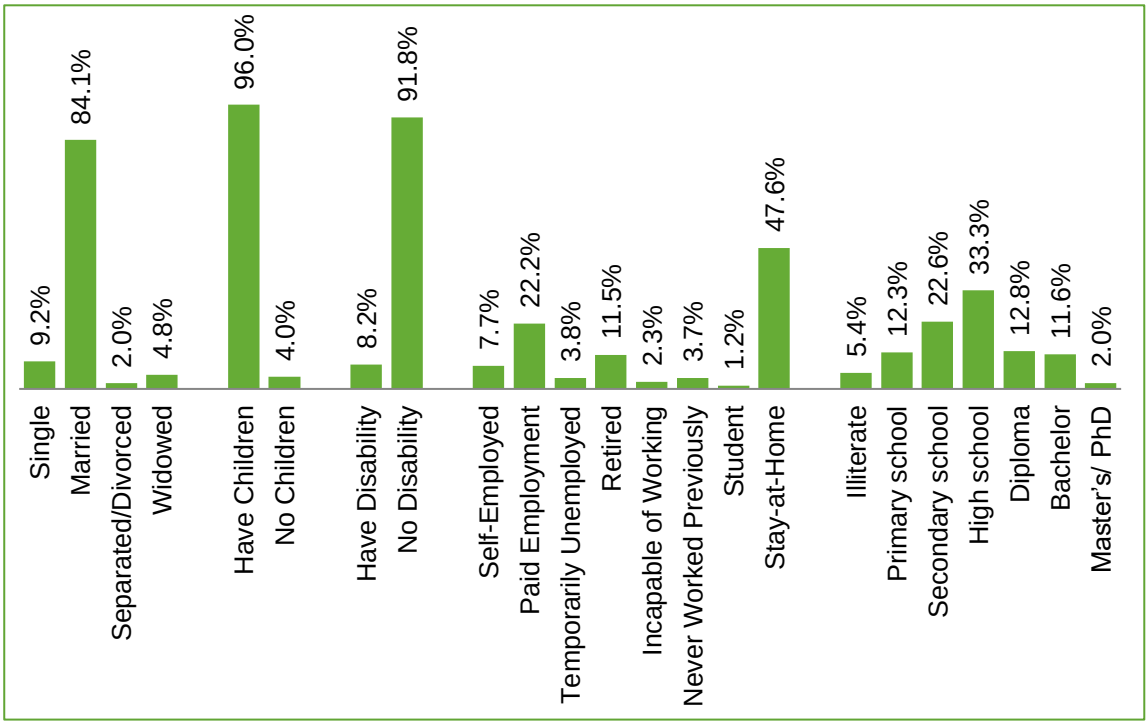


Figure 4: Profile of Respondents - Secondary Demographics



5 GLOSSARY

SCORING AND SAMPLE SIZES

When participants were given the option to score an answer on a scale from 1-10, the top two (9-10) and bottom two (1-2) scores were used to calculate the percentage of individuals who provided either figure at either scale.

SMALL SAMPLE SIZES

Ipsos considers a sample size of less than 50 as one insufficient enough to reflect any larger trend or general rule

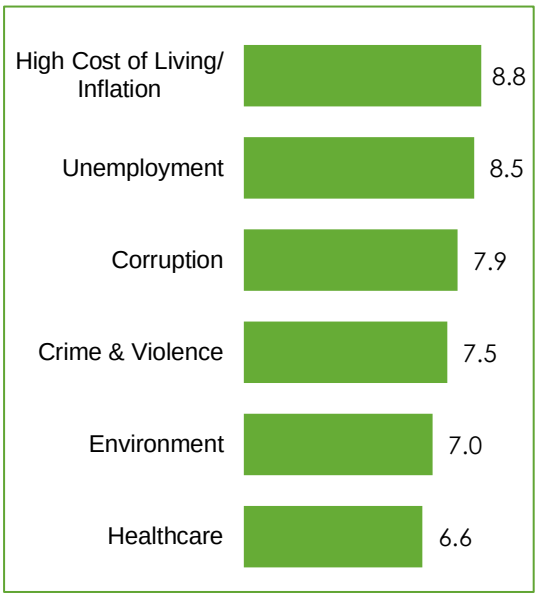
6 SETTING THE CONTEXT

The fragile economic conditions across the country make it increasingly difficult for individuals to prioritize environmental sustainability.

High unemployment, rising inflation and the price of goods and services continue to be of primary concern. Over half (56.7%) of people consider themselves in fragile and precarious financial conditions[2]. Meanwhile, proper solid waste infrastructure is minimal with waste disposal facilities at or over capacity, impacting neighbouring communities and public spaces.

As a result, when asked about environmental issues like recycling within this broader socio-economic context, individuals cited being largely driven by these financial concerns. Many also indicating being concerned about high levels of corruption, violence and crime within the country with the environment falling far behind on their list of priorities.

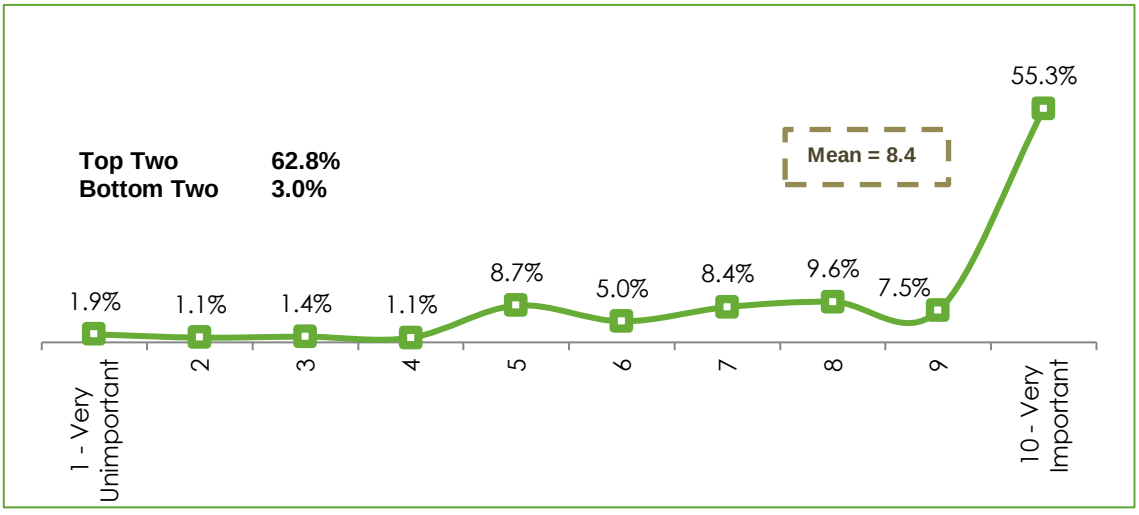
Figure 5: Societal Concerns



> ***It's not that environment isn't important, it is. It's just that we have more pressing concerns to deal with right now.***
> *Male Respondent - Center*

When the environment is discussed as a stand-alone issue, however, its importance amongst respondents significantly increases (from 7.0 to 8.4) with many understanding the importance of reducing their environmental footprint. Respondents indicated that doing so would be possible only if their socio-economic conditions improved.

Figure 6: Importance of Reducing Individuals' Environmental Impact



[2] (2) Jordan Consumer Sentiment Index Q1 – 2019, Ipsos Jordan

7 SOLID WASTE MANAGEMENT PERCEPTIONS

GENERAL AWARENESS

Despite environmental issues having lower priority, a sizable portion of the country's resident population reflected some level of understanding of SWM practices, with many citing government's inefficiency as the top concern, followed by the lack of available landfills and disposal sites.

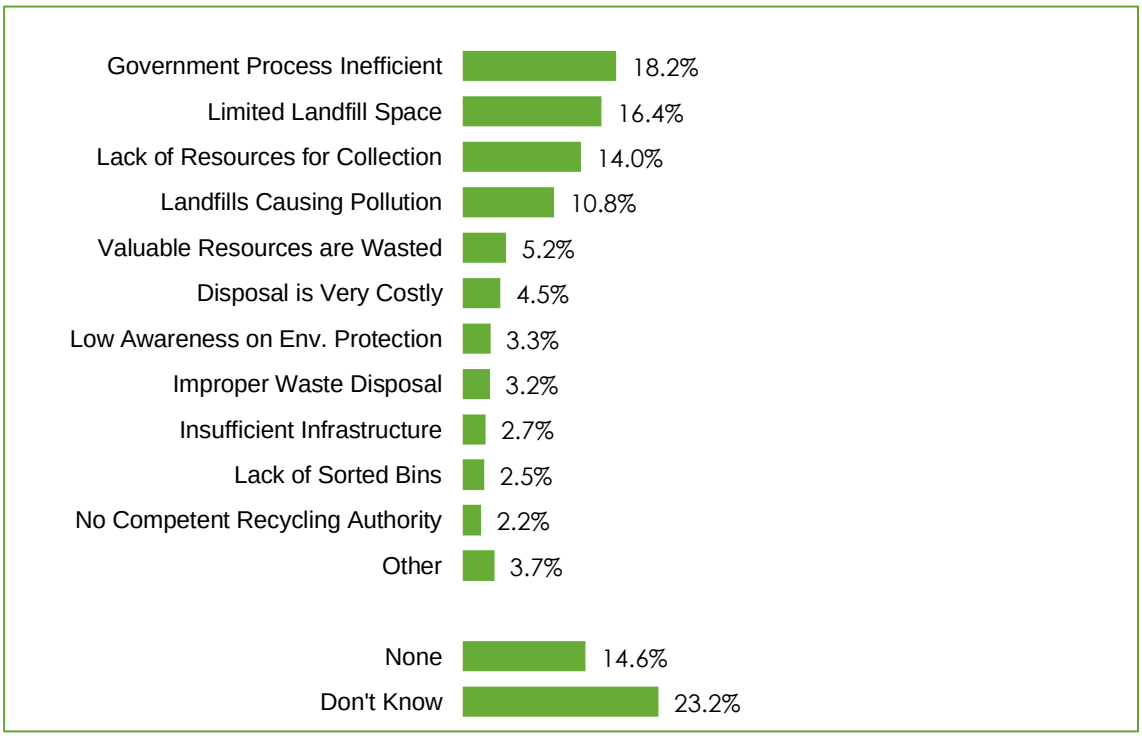
A sizeable percentage of participants cited government process inefficiency (18.2%) and limited availability of landfills as their primary concern. This was followed by the limited on-the-ground resources at the local level as well as the pollution emitted into neighbouring communities by existing landfills.

Residents with closest proximity to landfills, notably those living in the Zarqa and Mafraq regions who witness the spill over impacts of nearby landfills first-hand expressed frustration at their impacts on nearby communities.

Jordanians also registered having more knowledge on local SWM initiatives than non-Jordanians.

Additionally, those with higher formal education levels registered a greater awareness level of SWM practices, while those in lower income bracket (DE) lay on the opposite end of the knowledge spectrum.

Figure 7: Perceived Solid Waste Management Problems in Jordan



PERCEPTIONS ON SOLID WASTE MANAGEMENT EFFECTIVENESS

While many respondents (27.4%) ranked local municipalities' garbage collection and disposal services as 'very effective', the consensus amongst heads of households indicated that significant room for improvement exists.

Figure 8: Perceived Effectiveness of SWM in Jordan

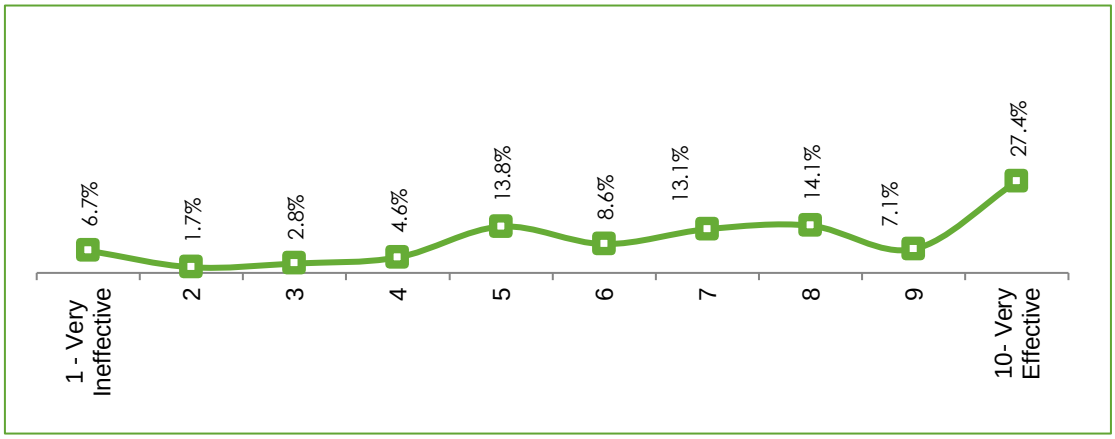
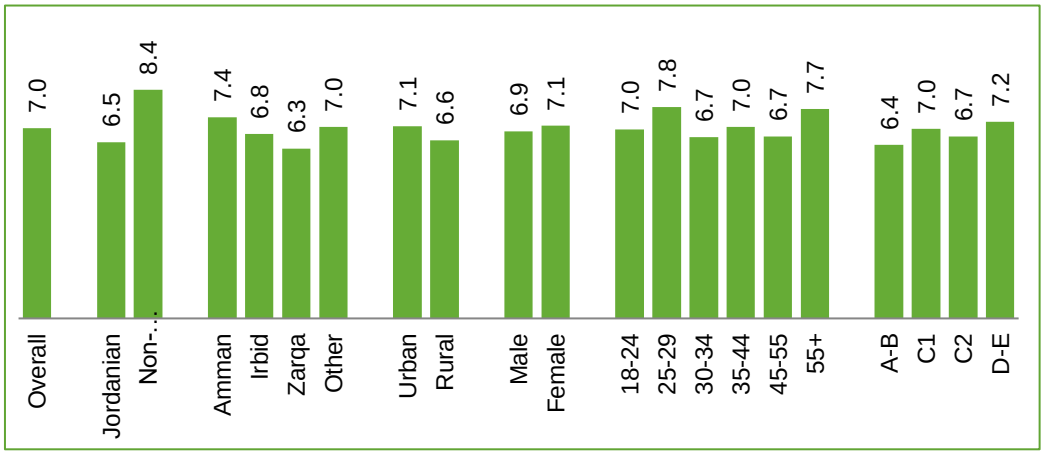


Figure 9: Perceived Effectiveness of SWM in Jordan by Demographics



Top Two	35%	26%	58%	40%	30%	21%	38%	36%	27%	33%	36%	31%	44%	33%	36%	33%	31%	26%	23%	29%	40%
Bottom Two	8%	11%	2%	5%	7%	14%	10%	8%	9%	10%	7%	6%	1%	8%	9%	12%	8%	12%	5%	9%	8%

How residents perceived the quality of local SWM practices is not only tainted by their broader socio-economic precarity, many also cited access to SWM facilities and bins as a hindrance to their partaking in better habits.

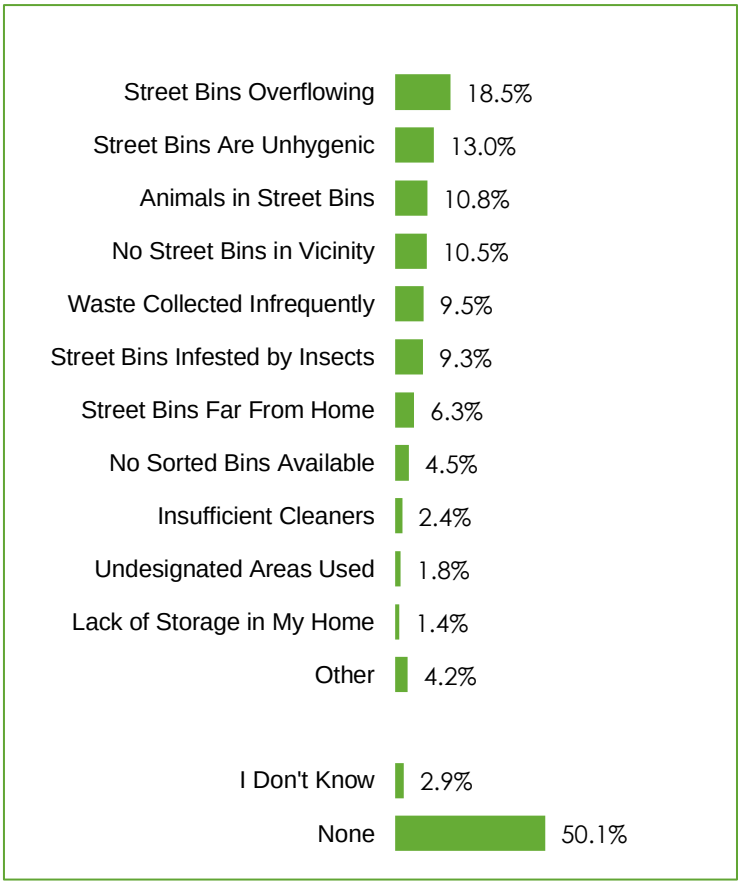
Research reflects three main barriers that hinder communities from engaging in better practices, namely physical proximity and access to adequate facilities, quantity of trash bins per area and proximity to certain landfills. The prevalence of these issues is largely dependent on region given the significant disparity between type and frequency of waste collection services from region to region.

Respondents living in remote northern and southern regions of the country cited inefficient waste management systems in their areas in large part due to the remoteness of communities meaning disposal bins remain largely out of reach for most. As a result, many complained about neighbours resorting to burning trash because of overflowing or inaccessible bins within short periods of time. Few of these respondents were aware of garbage pick-up schedules but still considered a once-a-day pick up inefficient.

Those residing in more densely populated urban centres like Amman are generally more satisfied than residents of other governates.

Respondents residing within Mafraq and Zarqa – communities within much closer proximity to landfill sites scored a much higher level of awareness on landfill issues, with residents of Zarqa generally scoring their SWM system as inefficient due to the inconvenient location.

Figure 10: Personal Problems Individuals Face with SWM



> ***I have a neighbour who burns his trash. Our municipality collects the garbage every day, however given that we are a big neighbourhood we have a lot of trash and trash bins can't contain it all. All areas have people who burn trash.***
>
> - *Female Respondent - South*

> ***You know you've reached Zarqa when you start smelling the scent.***
>
> - *Female Respondent- Center*

> ***I always close my car window when starting to reach Zarqa on my way from Amman.***
>
> - *Female Respondent- Center*

KNOWLEDGE OF SOLID WASTE MANAGEMENT OPERATIONS

Over half of respondents (52.3%) revealed a reasonable level of understanding of the waste management process, understanding that the landfills were largely relied on as the primary method for waste disposal in the country. The majority of people (75.0%) also understood that government generates revenue from waste collection – reflected as a line item on their respective electricity bills. Many (19.5%) respondents are also well aware of individuals who resort to rummaging through trash bins in hope of finding goods they might be able to resell as a source of extra income.

Figure 11: Knowledge of Waste Fee Collection Procedure

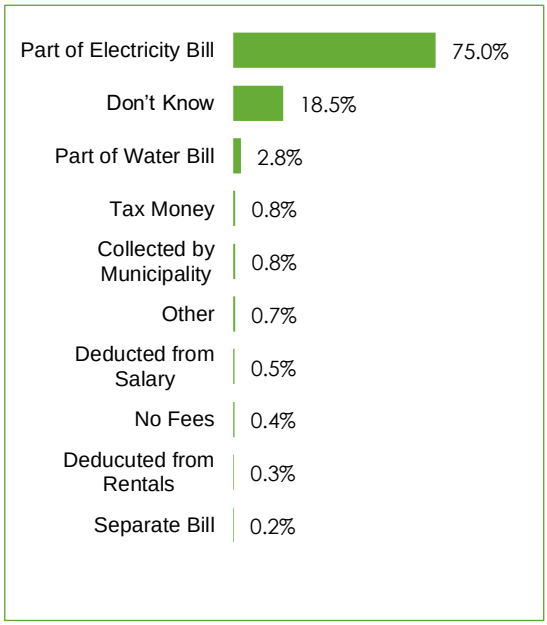
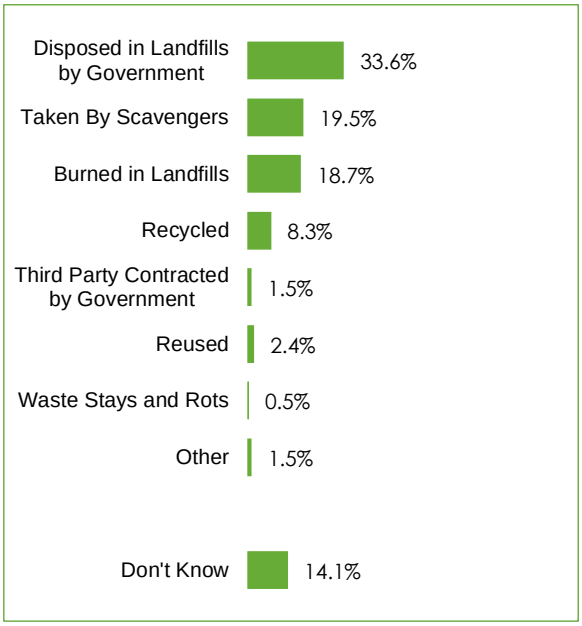


Figure 12: Knowledge of Trash Disposal Process



Irrespective of where respondents lived throughout the country, there was equal level consensus that trash is largely disposed of inappropriately, typically next to trash bins as opposed to inside them.

8 PERCEIVED RESPONSIBILITY FOR ENVIRONMENT

Respondents appeared split on who should shoulder responsibility for better SWM practices with 60.7% placing the onus on individuals and 57.7% placing responsibility on the government. As these numbers are broken down further in the figures below, it is worth noting which segments of the population leaned one way or the other.

For example, a significant proportion (66.6%) of women – the primary caretakers in the majority of Jordanian households - believed that change is triggered at the individual level and largely brought on by grassroots efforts.

Meanwhile, a significant number of men (66.4%) felt government should take on a more pronounced role. Similarly, a significant percentage of young people (64.2%) believed individuals bore responsibility for better environmentally friendly decisions in contrast with the opposite age bracket surveyed (55+) who in large part (66.2%) believed it to be government's responsibility to implement environmentally sustainable practices. A large number (47.3%) of non-Jordanian respondents felt similarly as well.

Meanwhile those within middle socio-economic classes who lived within closer proximity to the landfill sites - and naturally more directly impacted by the spill over effects - largely (68.8%) considered government responsible for taking the lead on better environmental practices.

There appeared consensus, however, that while it ultimately fell on municipalities to execute better SWM programs and practices, doing so in partnership with international entities was key to maximizing success.

Lastly, a very minimal number of respondents (less than 8% in all categories) placed responsibility on non-governmental organizations like civil society organisations and businesses.

Figure 13: Parties Perceived to Be Most Responsible for Environmental Sustainability

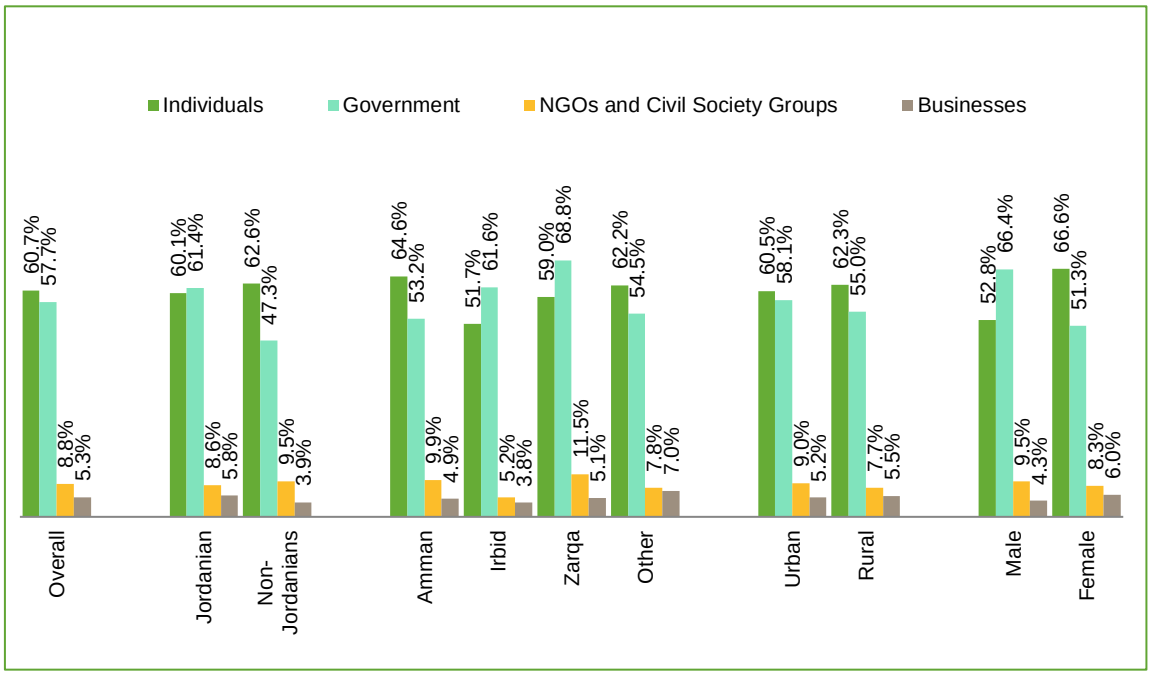


Figure 14: Parties Perceived to Be Most Responsible for Environmental Sustainability

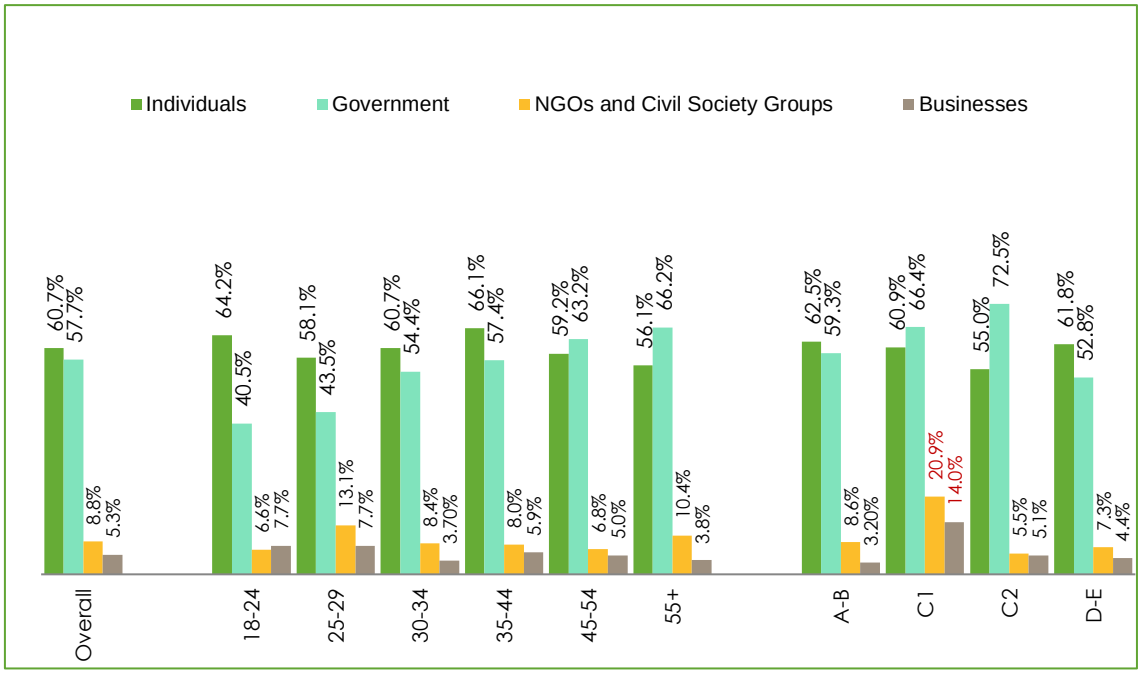


Figure 15: Perceived Importance of Recycling

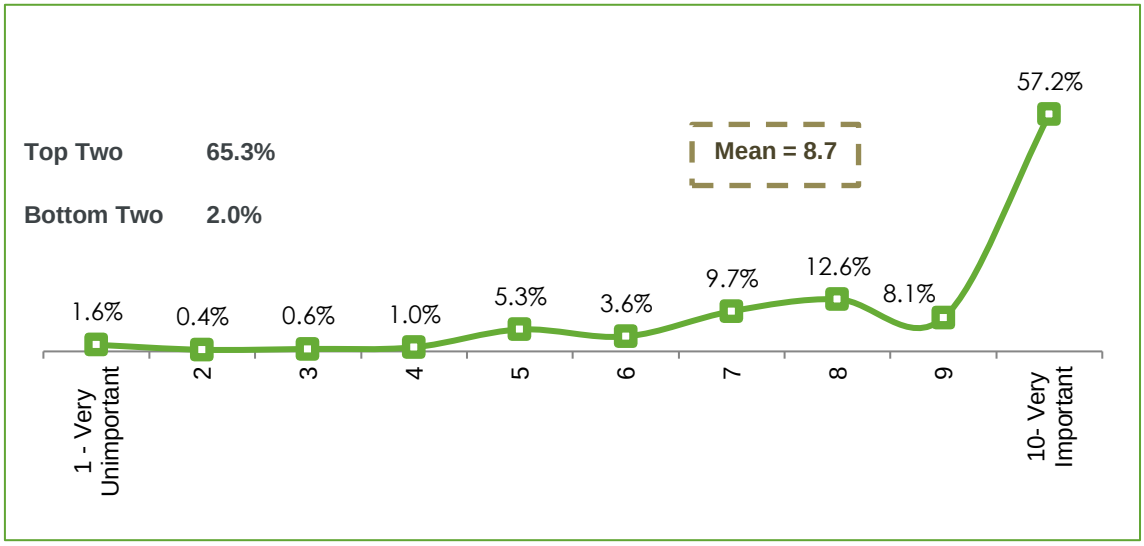
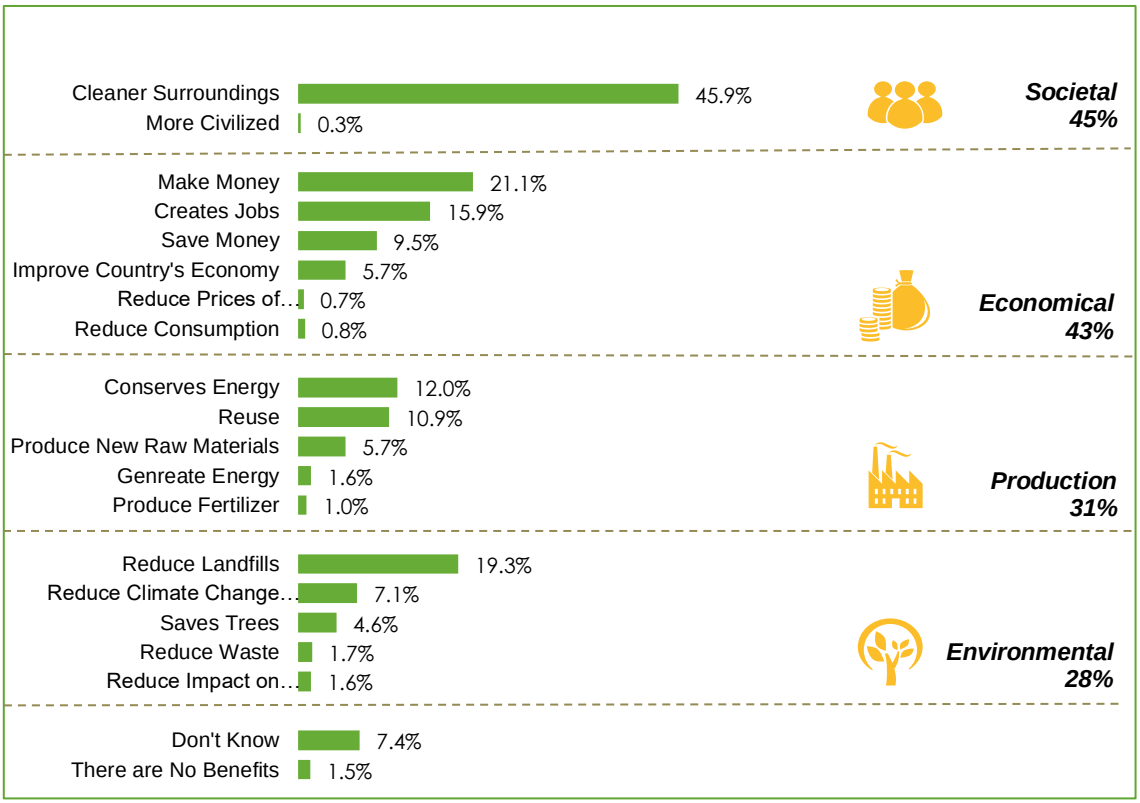


Figure 16: Perceived Benefits of Recycling



The two primary drivers to recycling are in large part (45.9%) that it results in a cleaner environment with many (21.1%) being motivated by the possibility of making money doing so or the act itself creating jobs (15.9%). Within this category, one can easily see the data reflecting the financial unease and socio-economic precarity noted above with a significant number (43%) being driven to recycle by the potential for saving money (9.5%) and accessing jobs (37.0%).

The larger environmental benefits on the other hand scored much lower (28%) with priorities like minimizing landfill waste having the most frequent mention rate while still scoring a minimal vote share amongst the wider population (19.3%).

Despite the widespread belief that environmental sustainability is important, there remains a significant lack of understanding around specific initiatives which in large part can be linked to the broader concerns around individual and household financial precarity.

Figure 17: Perceived Benefits of Recycling by Demographics

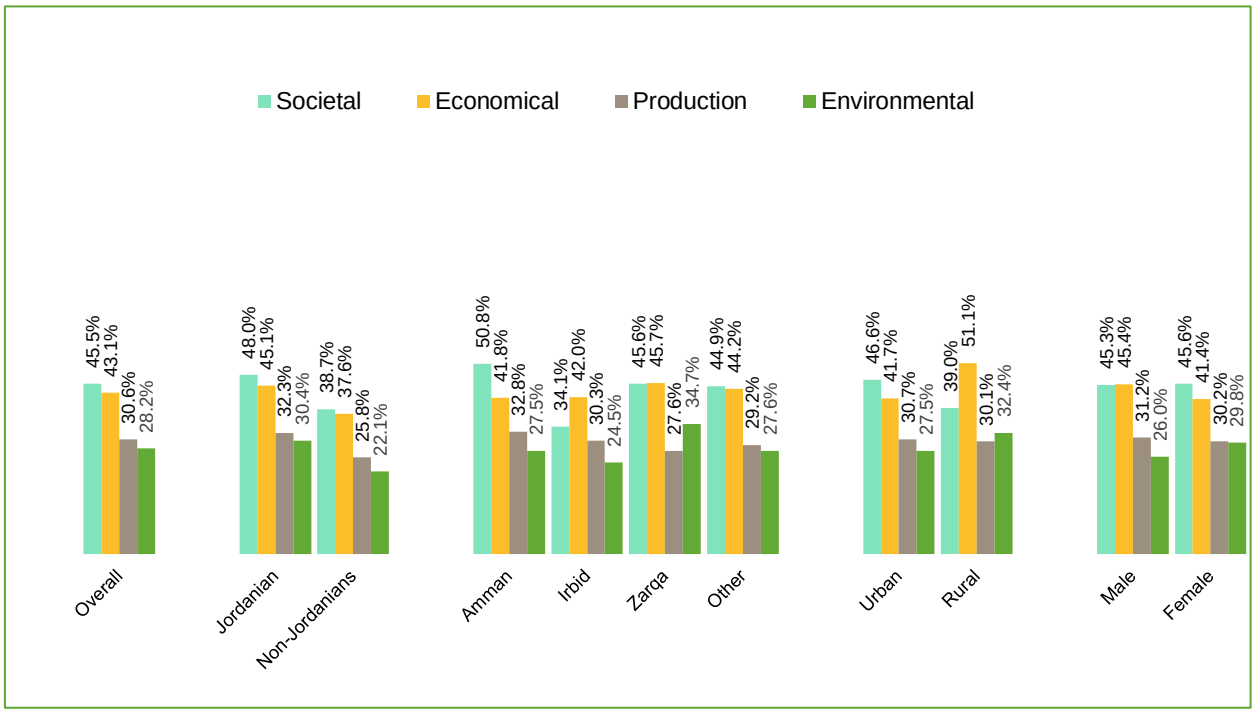
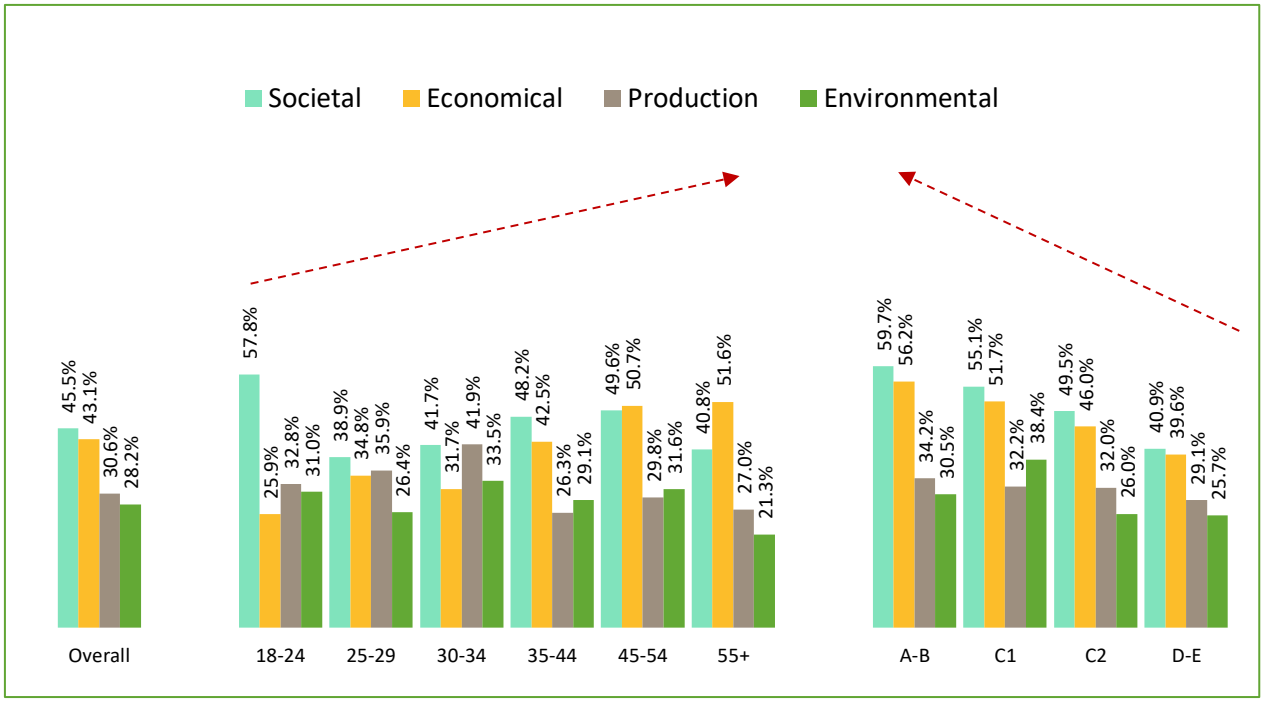


Figure 18: Perceived Benefits of Recycling by Demographics



The level of awareness regarding the benefits vary across the different segments of the survey population. The higher SECs displayed a higher knowledge of benefits of recycling than lower SECs. Older respondents were more likely to consider the economic benefits of recycling as opposed to younger generations. Individuals living in rural areas were more inclined to mention the financial benefits of recycling (51.1%) compared to urban populations.

CHARACTERIZING RECYCLERS AND NON-RECYCLERS

Most people surveyed saw recycling as a time-consuming activity and one that helps households economize.

While the concept of recycling is understood to be a good way to dispose of waste, many respondents expressed difficulty in its implementation. More women than men expressed concerns about lack of physical space in homes and kitchens to hold the required number of proper bins. Others feared the additional layers of responsibility given that women would largely be responsible for sorting waste in following traditional gender roles in the country, while men would typically be responsible for physically moving trash to the waste bin.

Meanwhile, those who do engage in regular recycling practices face negative associations, namely shame, by others. For instance, recyclers are often perceived as having too much spare time or simply reusing items because they cannot afford to do otherwise, not simply because it is environmentally sound practice to do so. While many of these individuals would not typically go as far as sorting through waste bins for used items they can resell for extra sources of income, it would be normal practice for them to resell their own used goods which they would also be looked down upon for.

On the contrary, some people look toward those who recycle and hold a higher level of respect for them because of their commitment toward wanting to reduce their environmental impacts and dedication to maximising use of their own existing resources.

Those who do not recycle are generally perceived to be financially stable and people whose socioeconomic status permits them to not have to worry about reusing. The study shows they typically do not know any better and have a very limited understanding of the recycling process, as well as the social and environmental repercussions of not doing so.

Meanwhile, those who refused to recycle while still understanding the environmental and social repercussions were generally perceived to be irresponsible and ignorant. However, other respondents claimed these were individuals with busy work schedules, likely too busy to devote time or energy to anything that did not directly contribute to their socioeconomic conditions.

> ***Non-recyclers are inconsiderate and don't really care***
>
> *- Male Respondent - Center*

> ***Those who don't recycle are probably well-off***
>
> *- Female Respondent - North*

9 RECYCLING HABITS

INCENTIVES TO RECYCLE

Few people (17.7%) in Jordan recycle as regularly as daily, weekly or monthly. When it comes to more frequent recycling, a very minimal number (3.8%) of people recycle on a daily basis while slightly more (7.3%) recycle weekly. Those who do recycle regularly tend to stick to only recycling certain materials, and especially plastic. Further, those with post-secondary level education (Diploma, Bachelor or Masters) showed higher instances (18%-20%) of regular (daily, weekly or monthly) recycling practices. Similarly, individuals within middle income brackets showed higher recycling practices (20-21%).

Those within rural areas (Zarqa or others) as well as those within lower income (C1, C2) brackets also reported more frequently recycling. Even though the highest income bracket (AB) showed higher awareness levels of recycling practices, those in the middle-income brackets seemed to be greatly incentivized by the financial gains that resulted from taking part, including making money by selling recyclables or job opportunities recycling could offer.

Young people, as previously mentioned, were much more concerned about environmental concerns. This, despite the lack of recycling infrastructure in the country. Our research indicates that generally, the lower the age bracket, the higher the likelihood of them taking necessary steps to recycle.

So, while cleaner, greener surroundings were at top of mind when discussing recycling, the data shows that personal socio-economic gain provides the strongest motivation to do so in ways that environmental consciousness does not.

Figure 19: Recycling Incidence

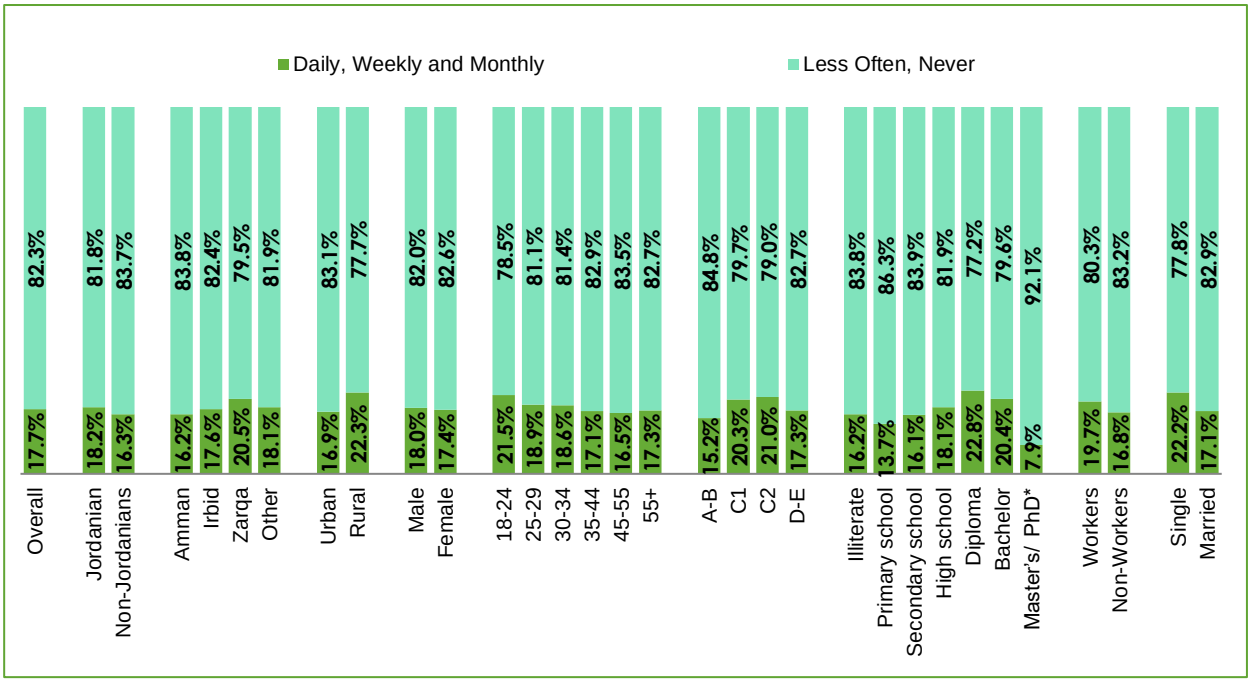
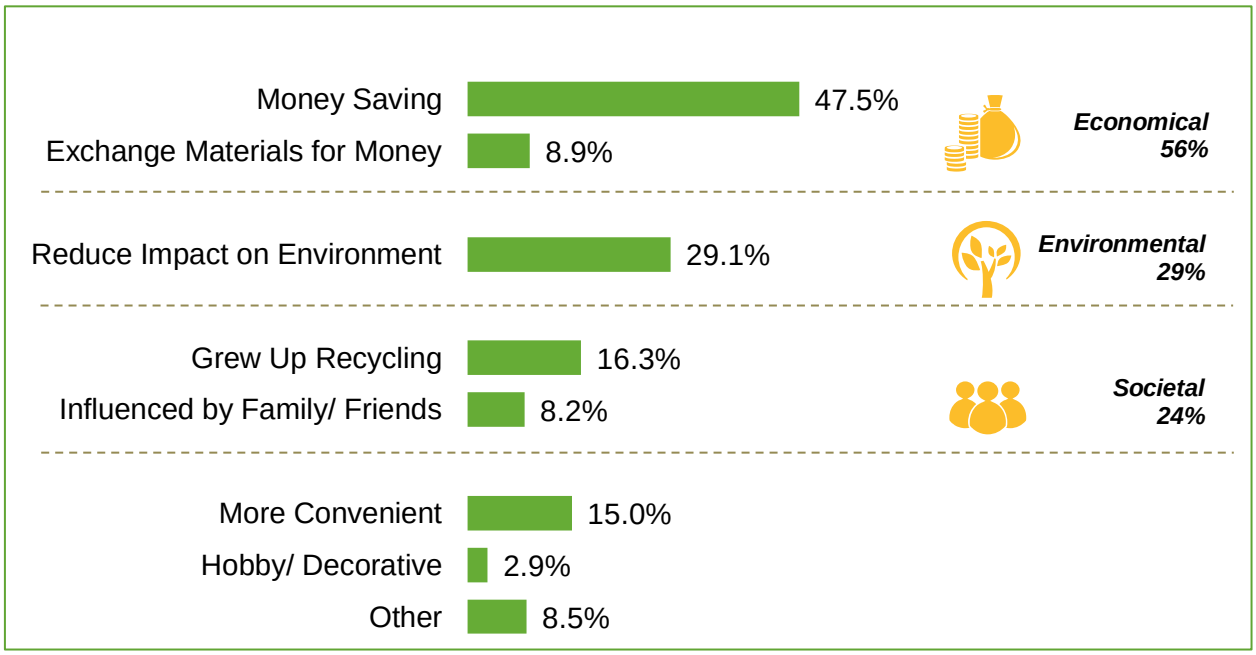
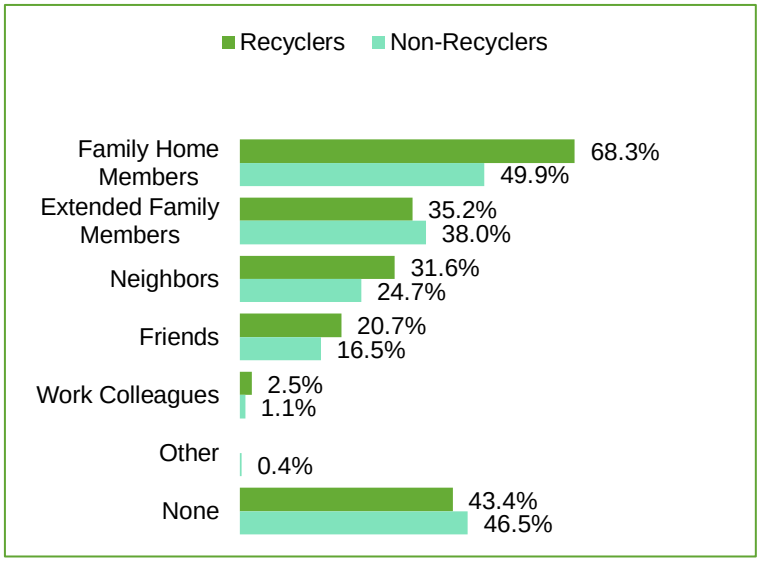


Figure 20: Drivers of Recycling – Recyclers (n=17.7%)



The influence of friends and family was also a strong driver to recycle for some. These numbers seemed higher amongst women – likely a result of naturally sharing household caretaking practices as a regular topic of friendly or familial conversation, exchanging tips and sharing advice.

Figure 21: Acquaintance with Recyclers



RECYCLING ACTIVITIES

Figure 22: Duration of Recycling – Recyclers (n=17.7%)

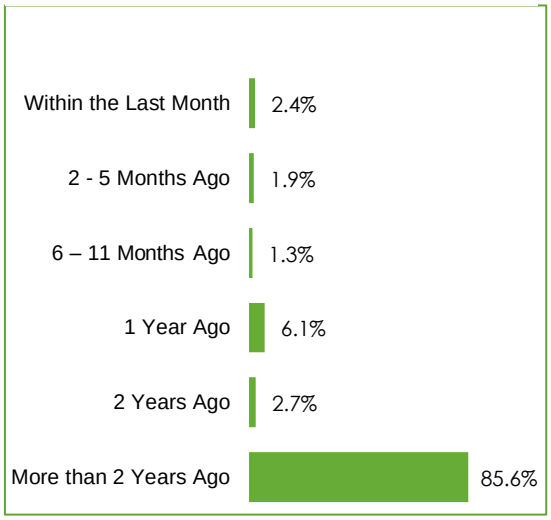
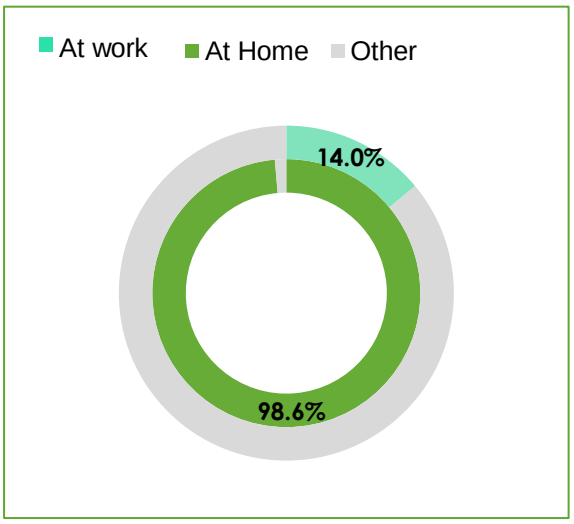


Figure 23 Location of Recycling – Recyclers (n=17.7%)



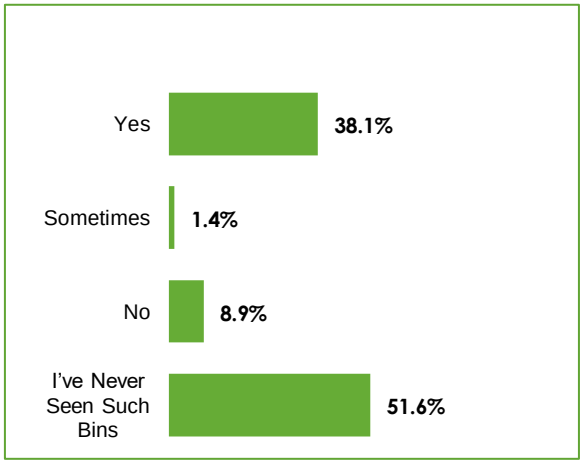
The majority (85.6%) of those who recycle in the country have been doing so for over two years with a significant majority (98.6%) doing so at home. A much smaller number recycled in the workplace (14%), likely a result of not having adequate bins and sorting processes.

Generally, when individuals are presented with the opportunity to recycle, data shows they will (38.1%). However, the data reflects that those who live within urban centres are much more likely to disregard proper recycling procedure.

While there is a willingness to recycle, unawareness of what items could be recycled remained high.

Opportunity exists to increase compliance by arming people with the knowledge and raising awareness.

Figure 24: Recycling Compliance



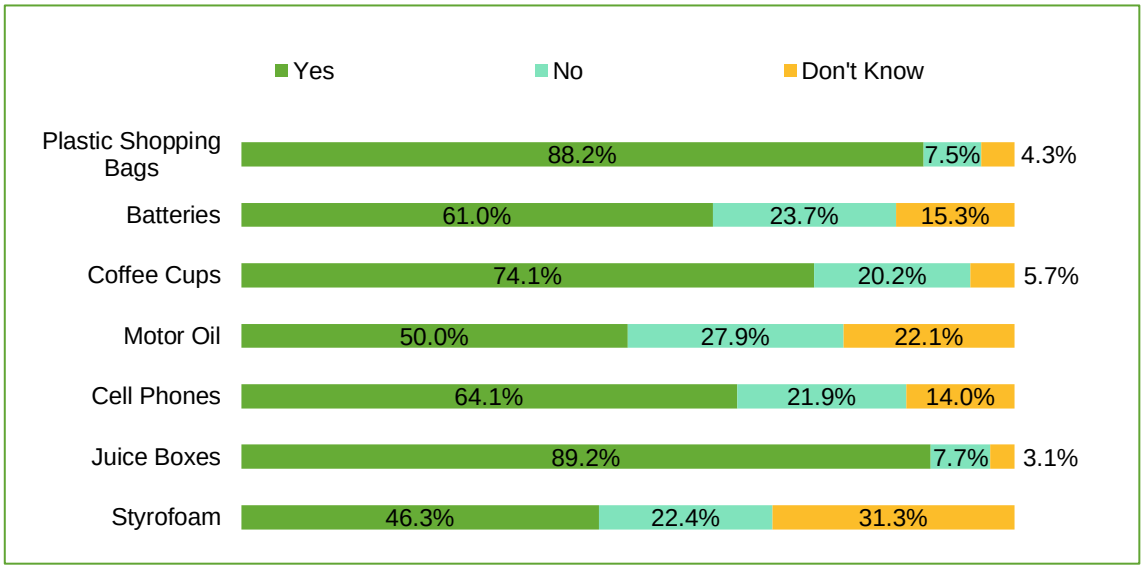
> ***We tried to separate the garbage in school, but it was all thrown away in the same trash bin eventually, all our efforts went to waste.***
>
> *- Female Respondent - North*

While many focus group respondents went as far as actively participating in local environmental initiatives like neighbourhood clean ups, many seemed jaded by the long-term let downs of these initiatives. Respondents complained that initiatives only served the short term, that shortly after clean-up events, they would return to find neighbourhoods filled with litter again, or those who participated in school recycling activities mentioned the companies contracted to pick up sorted bins failed to do so leading to people eventually throwing all trash – recyclable or not - in the bins. While these activities were highly valued by respondents, they were equally cynical of long-term progress.

KNOWLEDGE OF RECYCLING PROCEDURES

When it comes to what can be recycled, many appeared unaware of what products were included, outside of plastic and paper.

Figure 25: Knowledge of Material Recyclability



The overwhelming majority (93.2%) knew that plastics could be recycled, with just over half of respondents (58.2%) aware of metal and paper (51.4%). However, very few (less than 20%) were aware that things like textiles, wood and organics could be recycled.

Figure 26: Population Awareness of Recyclables

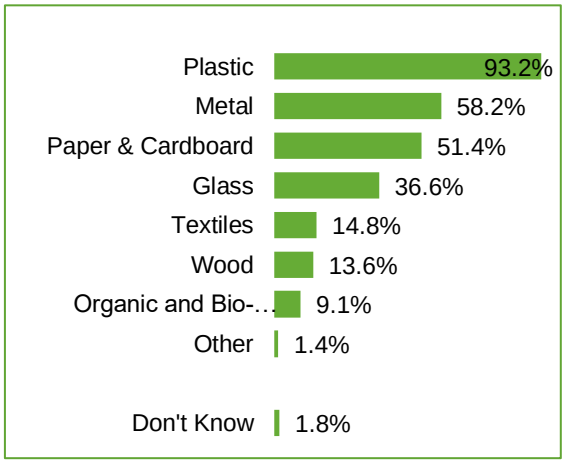
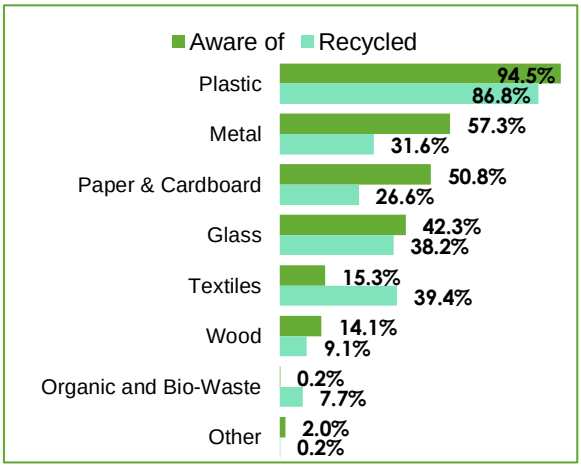


Figure 27: Recycled Materials – Recyclers (n=17.7%)



BARRIERS TO RECYCLING

While widespread agreement exists on the benefits of recycling, countless barriers continue to impede people from doing so regularly and correctly. Primary among them is a perceived lack of sufficient and consistent government-led recycling initiatives and infrastructure – complete with sorted waste bins at street level, recycling facilities and pick up services.

Many believed that should recycling become meaningfully integrated within the country's larger solid waste operation, it would become easier to regularly take part, making it less time consuming and cumbersome for individuals, workplaces and households. It is also believed that doing so would be much more successful if done in partnership with an international entity with experience in the area.

Figure 28: Barriers to Recycling – Aware of Recycling but Non-Recyclers (n= 75.5%)

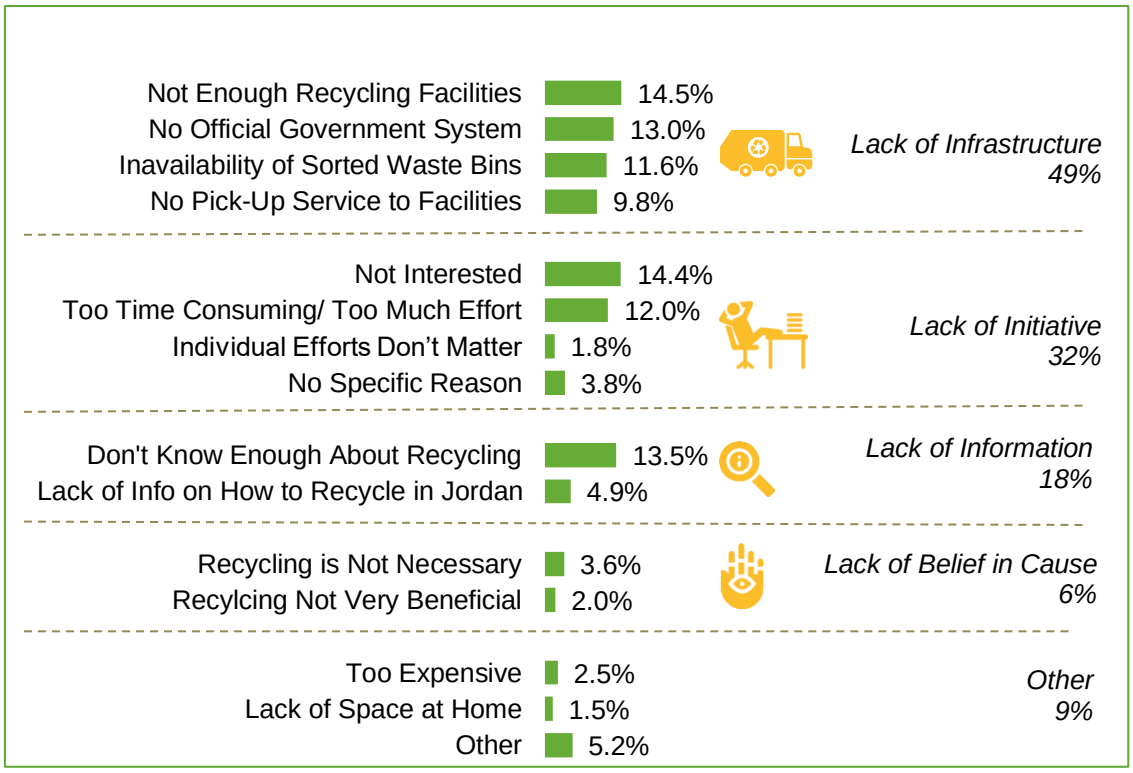
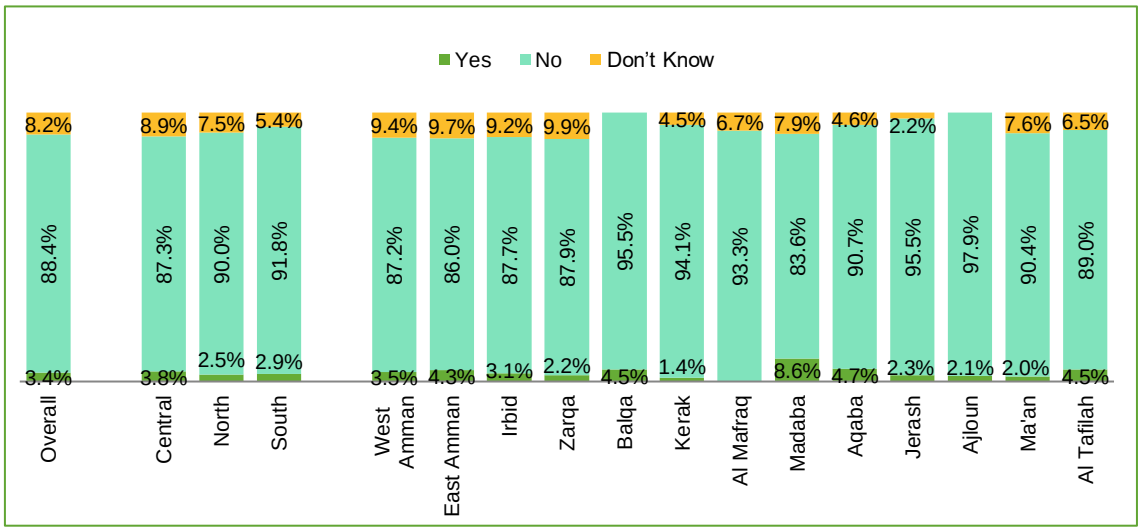


Figure 29: Awareness of Availability of Recycling Facilities in Vicinity



Implementing a SWM system that effectively integrates recycling would still fall short if it was not paired with larger educational initiatives to ensure people understood the importance of recycling and how to do so correctly.

This would need to be coupled with public awareness initiatives that address the widespread entrenched shame often associated with those who do recycle – falsely shaming those who do as being of a lower-class level or as people with too much time on their hands.

Figure 30: Likelihood of Recycling - Aware of Recycling but Non-Recyclers (n= 75.5%)

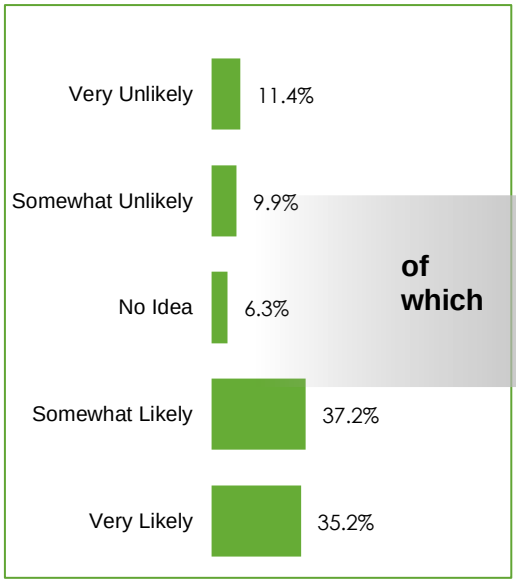
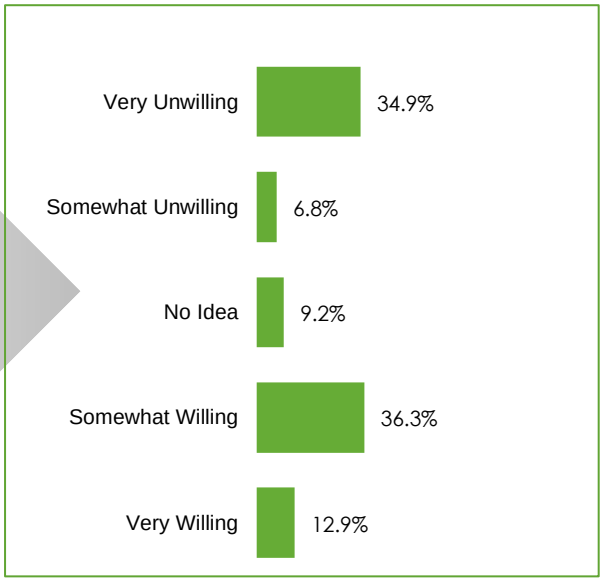


Figure 31: Likelihood of Recycling - Aware of Recycling but Non-Recyclers Who Are Willing to Recycle if Facilities are Available (n=54.4%)



Socioeconomic factors clearly drive the bulk of decisions across the country with many reluctant to take part in initiatives that come at an added cost or burden. While the vast majority of non-recyclers (75%) would begin doing so if barriers were removed and key facilities were made available, that number drops considerably (36.3%) if a fee was attached to doing so.

10 REUSE HABITS

The concept of reusing goods is very much entrenched within Jordanian culture and households with many regularly repurposing goods. The overwhelming majority (90.2%) of people reuse at least one type of material.

Figure 32: Drivers of Reuse - Reusers (n=90.2%)

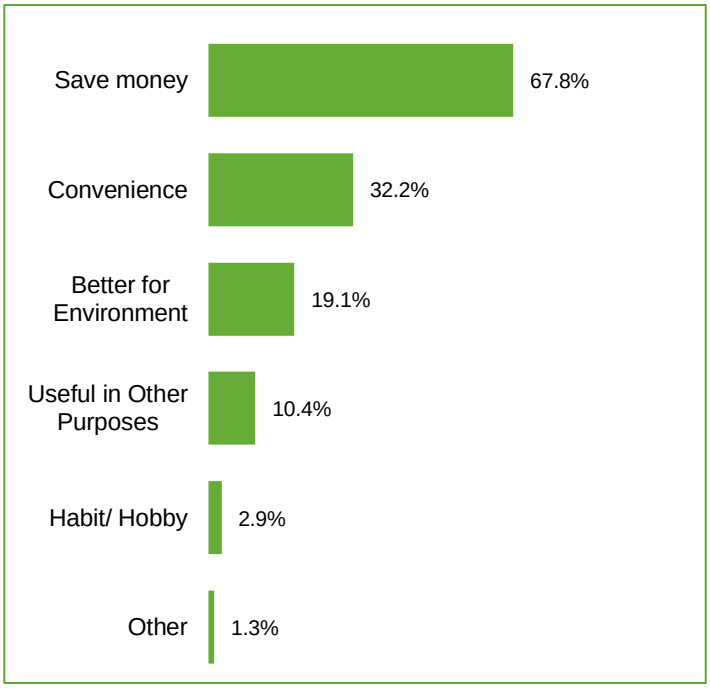
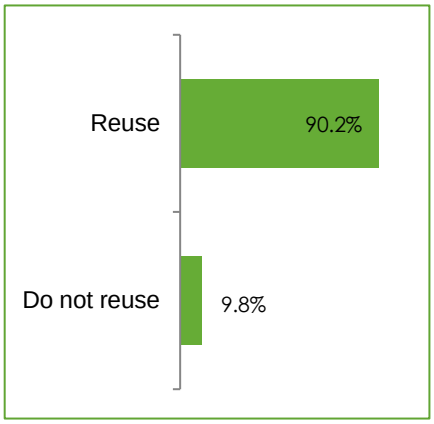


Figure 33: Incidence of Reuse

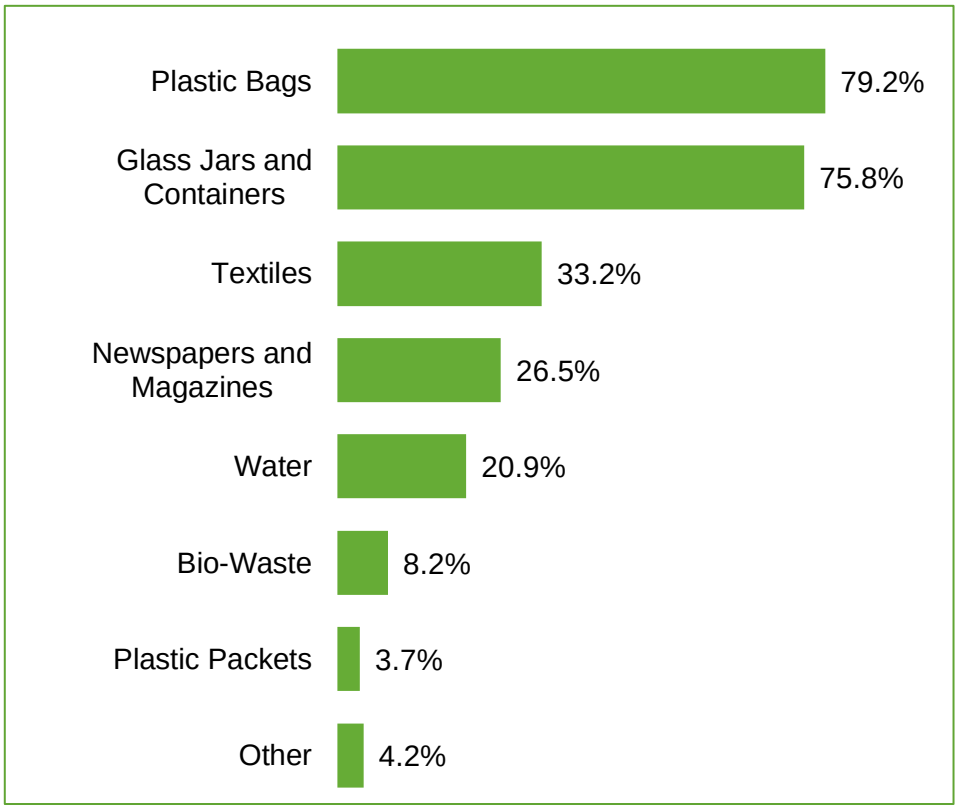


> ***I like to save, it's in our culture to save since our grand-parents. Our grandmas used to reuse everything***
>
> - *Female Respondent - North*

A significant number (67.8%) of people's primary motive to reuse once again appeared to save money. Women seemed overwhelmingly more willing to do so, likely a result of the entrenched gender roles they play as primary caretakers of homes. A much smaller number (19.5%) expressed a willingness to do so backed by environmental concerns.

The most commonly reused objects in the country are plastic bags (79.2%) and glass jar/containers (75.8%), yet materials of all kinds appeared to be used for a variety of purposes.

Figure 34: Reused Materials – Reusers (n=90.2%)



> ***I plant with Pepsi bottles***
> - *Male Respondent - Center*

> ***I use rani bottles for storing pickles***
> - *Female Respondent - Center*

> ***I once redecorated my office with vehicle wheels***
> - *Male Respondent - Center*

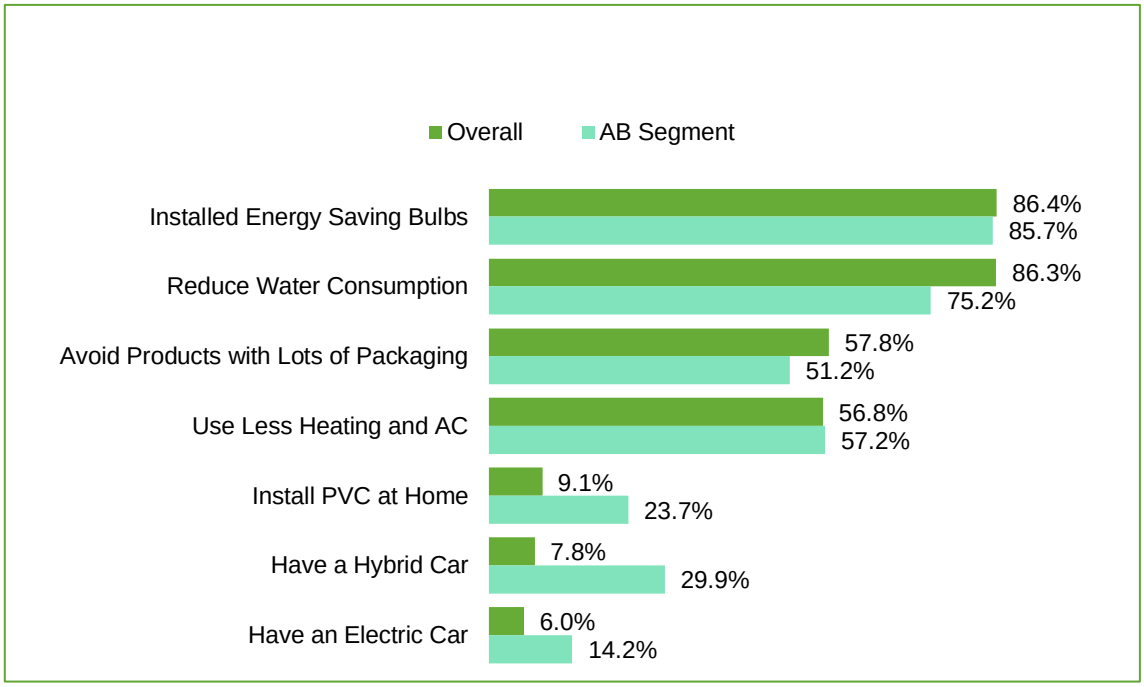
> ***We reuse yogurt containers and glass products to store my food instead of buying Tupperware***
> - *Male Respondent- South*

> ***A long time ago, Pepsi bottles were made of glass, they used to use them as a flower vase!***
> - *Female Respondent - Center*

11 OTHER ENVIRONMENTALLY FRIENDLY ACTIVITIES

The study also saw people making environmentally friendly choices that also protect their financial bottom line. For instance, those in lower income brackets were much more likely to do things like install energy saving light bulbs (85.7%) or reduce their water consumption (75.2%). However, choices that are perceived as more environmentally friendly and that are more expensive, like choosing a hybrid or electric car are much less likely within this lower income bracket (29.9% and 14.2% respectively).

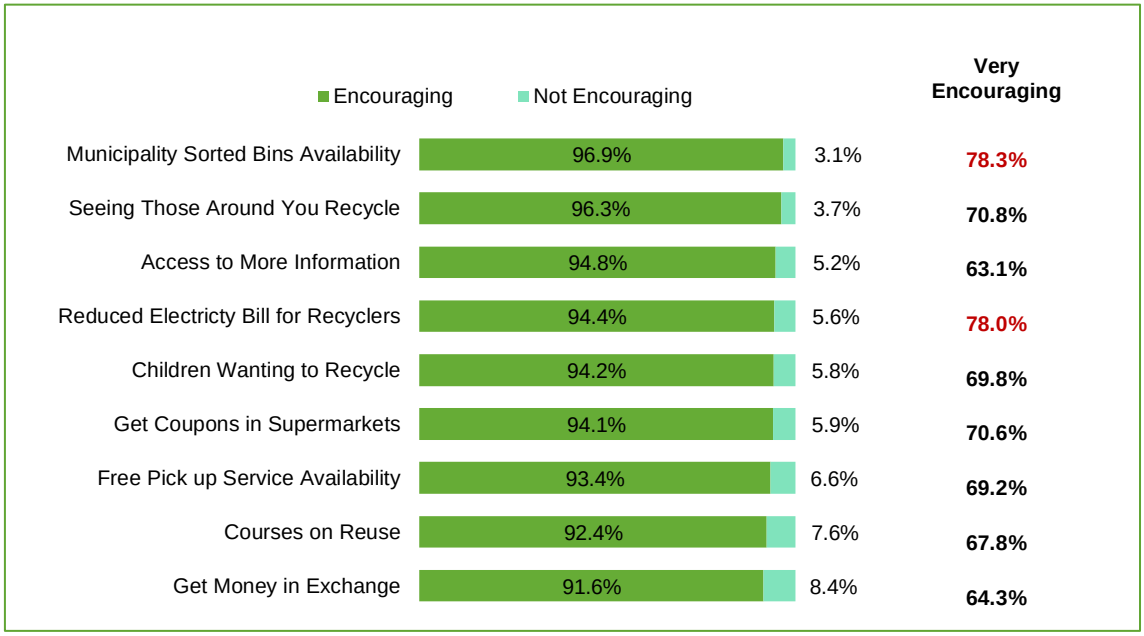
Figure 35: Environmentally Friendly Activities Undertaken



12 ENCOURAGING INITIATIVES

Despite the existing barriers to recycling as well as the precarity of people's financial situations largely driving people's decisions to recycle or not, the substantial majority (96.9%) of people appeared encouraged by government-started initiatives.

Figure 36: Encouraging Initiatives



These respondents cited feeling encouraged to recycle if municipally sorted bins were made available for different recyclables instead of having to personally figure out how to factor in how to sort, allocate and deliver it oneself to a suitable facility.

Once again, potential financial incentives are also seen as encouraging people to recycle with a good-size majority (78%) indicating they would certainly be incentivized to recycle if it meant they would in turn, be credited for doing so on their utility bills.

Unfortunately, this also translated into many indicating they would not recycle, despite knowing the broader environmental and social implications, if they did not receive some sort of financial benefit. However, within this area, the data reflects that a higher percentage (70.8%) of people would be more encouraged if they saw others around them recycling.

> ***The only thing that motivates our society is money***
>
> *- Female Respondent- Karak*

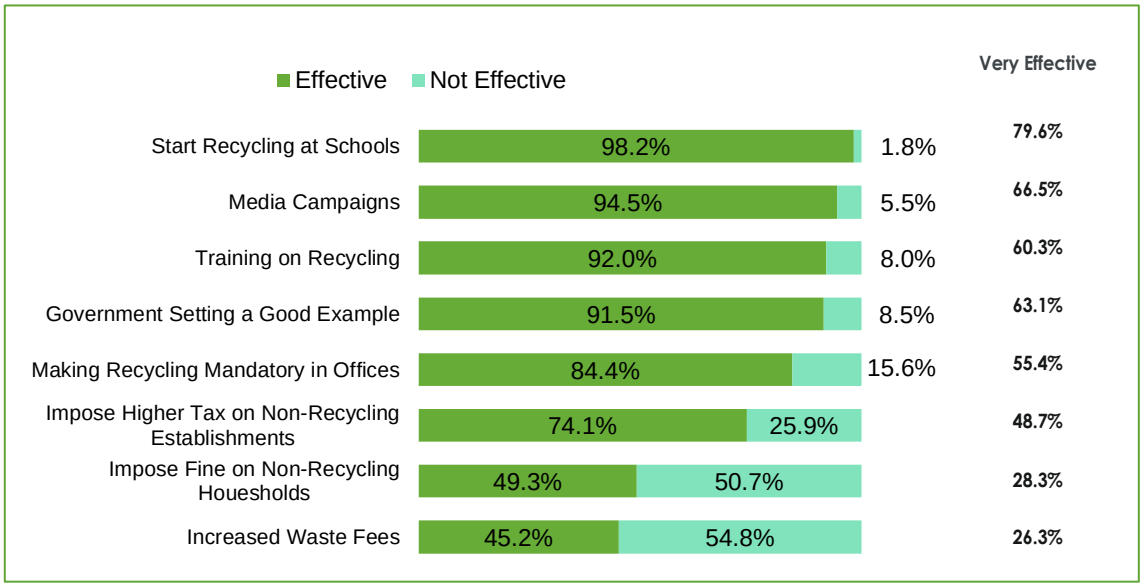
> ***People will be motivated only if they get a financial return***
>
> *- Male Respondent- South*

13 EFFECTIVE INITIATIVES ON A COUNTRY LEVEL

Encouragingly, the vast majority (79.6%) believed that awareness about recycling initiatives and their short and long-term environmental benefits needs to come via education initiatives in schools at a young age.

> ***Everyone abides by traffic law because there are cameras and fines***
> - *Female Respondent- Center*

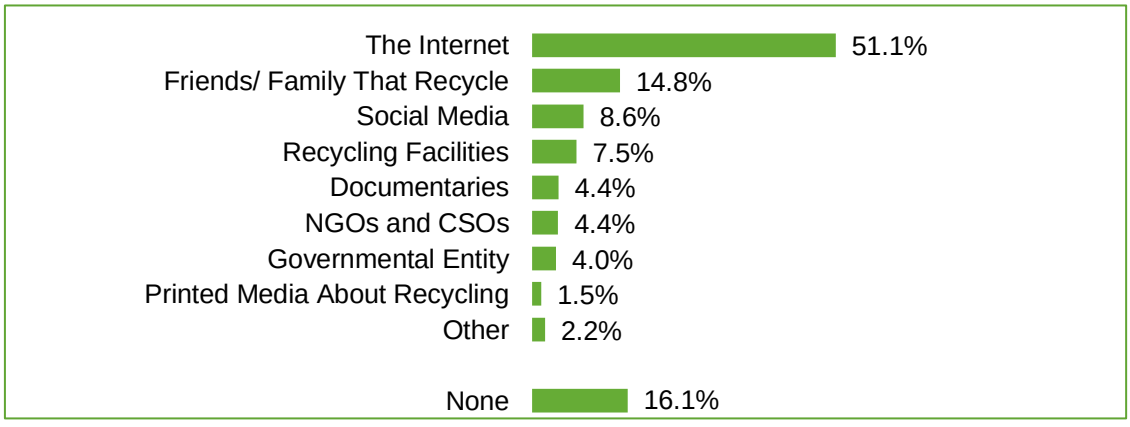
Figure 37: Effective Initiatives



This figure aligns with previously noted data that the minority (16%) of current recyclers do so because they grew up in households that regularly did, underscoring the importance of habits being entrenched at a young age. Similarly, we see that imposing financial penalties to those who did not recycle would be extremely discouraging for most, reaffirming the broader concerns around financial precarity within the country.

By way of awareness, it is important to note that the internet appeared to be the most sought out place for information about recycling with slightly more than half of respondents (51.1%) re-sorting to the net for information.

Figure 38: Sources Sought-out on Recycling



14 RECOMMENDATIONS

The recommendations below are based on Ipsos' analysis of respondents' input as well as trends and insights that emerged from the data.

PUBLIC AWARENESS

Environmental and recycling illiteracy is quite high across the country with many people confusing recycling with reusing and using the terms interchangeably. Increasing public awareness and educational initiatives while focusing on what recycling is, its importance, its short-term and long-term individual and communal benefits as well as how to do so properly could go a long way.

Increasing public awareness and educational initiatives focused on what recycling is, its short-term and long-term individual as well as communal benefits would be well received.

LEVERAGE YOUTH

Habits ingrained at a young age have long-lasting effects and younger families generally have better recycling habits. Targeting young people using awareness raising initiatives that are implemented in schools, after-school programs, sports and community clubs with the hope that the learned behaviour becomes entrenched habit that is passed on to friends and family members within and outside their home could prove beneficial.

END RECYCLING-ASSOCIATED SHAME

Consumption culture is often associated with those within higher socio-economic echelons of society whilst the simple act of reusing and limiting what is regularly bought or consumed is shamed as it is associated with a lower socio-economic class. Those who are poor and unable to afford new things are the ones who tend to recycle the most. By using these recommendations to encourage widespread recycling initiatives across the country, especially by those who may be influential or those who hold leadership roles, shame and stigma associated with recycling may begin to fade. To this end, community leaders with influence are also likely to bring positive change over society.

POCKETBOOK INCENTIVES

Given the economic and financial dire straits many across the country find themselves in, individuals likely need to see the financial benefits of recycling and not only its environmental aspects. These initiatives could involve government, business or civil society partnership but could be as simple as receiving utility bill credits for doing so or coupons for reduced prices at local supermarkets. Creative thinking and meaningful partnership could lead to successful incentives.

BREAK DOWN BARRIERS

To date, very little exists by way of recycling infrastructure let alone little publicly available information about facilities' location, sorting procedures or when and how to deliver sorted waste making it extremely cumbersome for the very few who have the highest willingness to do so. Recycling infrastructure, including publicly available bins for all types of recycled goods and ensuring household bins are affordable and available remain an opportunity to be leveraged. If public awareness involves reminders about the ease of recycling, it is imperative that the process be properly simplified so as not to contradict these efforts.

MEANINGFUL PARTNERSHIPS

While many believe that government largely bears the onus to drive recycling initiatives in the country, there should be a healthy combination of government led local initiatives. However, it is equally important to ensure these are undertaken in partnership with civil society organizations, local community groups and experienced international organisations. The latter are perceived to be credible among the larger population and therefore, ensuring buy-in from the general public.

Oxfam Research Reports

This research was prepared by IPSOS for Oxfam. Oxfam acknowledges the participation of all survey respondents who generously volunteered their time and contributed to this research.

This research was conducted with GIZ on behalf of BMZ.

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