



The mobile app to reward consumers and support PROs

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Supported by:



based on a decision of
the German Bundestag



Recycle
Me





Welcome



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19 yrs. experience in Solid Waste Management and Environmental Expert.



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20+ yrs. experience in digitalisation and business processes in waste management and Circular Economy.



CIRCLE - Climate and Resource Protection through Circular Economy



1

GIZ is supporting GAM (Greater Amman Municipality) to test:

- different options for separation and collection of recyclables, organics and residual waste
- in three different pilot areas
- further processing of the mixed recyclables and organic materials

2

Supporting the implementation of the National Solid Waste Management Strategy (NSWM).



Pilot areas in Greater Amman Municipality



The pilot areas were proposed by GAM and finally agreed together by GIZ and GAM:

- • Pilot 1: **Radwan**
(implementation started Jan 2020)
- • Pilot 2: **Al-Madinah**
- • Pilot 3: **Bassman**





Impact of the “Sort It Right” initiative

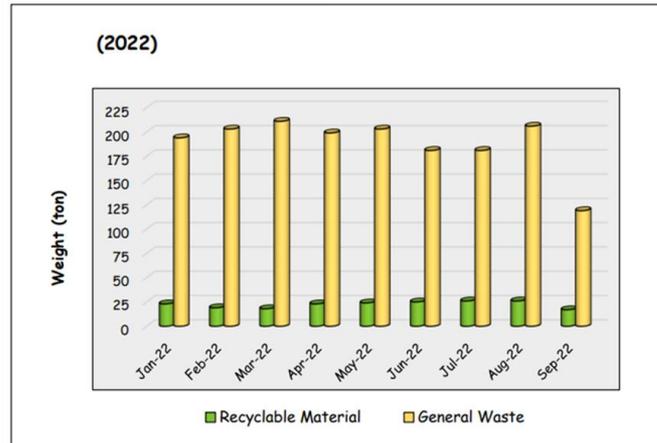
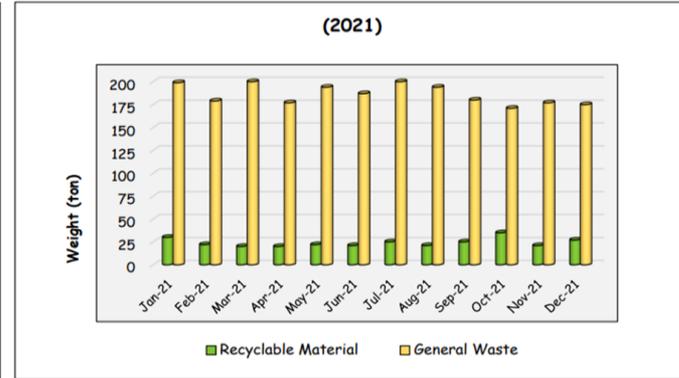
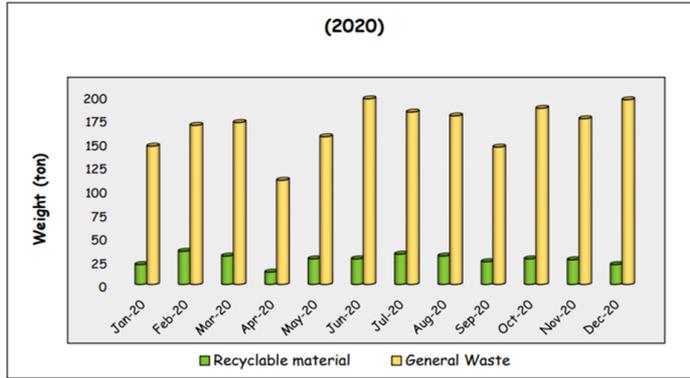


- Reduced the number of collection trips **from 10 down to 4 trips per week**
- Accordingly **reduced fuel consumption and emissions.**
- Around **303 tons of recyclables** were collected and preserved from landfilling in 2020





Sort It Right Initiative: Results 2020-2022





Challenges faced at the beginning



- **Bin volume** at start was not enough for some buildings.
 - Overflowing bins in the first days.
 - Negative social media posts.
- **Increased littering** after removal of old metal bins.
- Especially some restaurants and bars were **reluctant to comply** with the new system.



Awareness building and re-building Promotional materials



Collection Schedule 2020 - مواعيد الجمع ٢٠٢٠ - حي الرضوان Al-Radwan

مرة واحدة في الأسبوع (Once a week)
مرتين في الأسبوع (Twice a week)



Day	Date	1	2	3	4
W	1				
T	2				
F	3				
S	4				
S	5				
M	6				
T	7				
W	8				
T	9				
F	10				
S	11				
S	12				
M	13				
T	14				
F	15				
S	16				
S	17				
M	18				
T	19				
F	20				
S	21				
S	22				
M	23				
T	24				
F	25				
S	26				
M	27				
T	28				
W	29				
F	30				
S	31				



We need your help!

Let's sort it right! to protect resources and our climate

How?

All the old metal bins on the streets will be removed and the new sorting bins (yellow lidded bin and grey lidded bin) will be distributed to each house or building.

- Tissues, toilet paper, diapers
- Clean Paper Like: Newspapers, magazines, office paper, books and catalogues
- Food wrappings, paper cups and plates
- Clean Cardboard like: Boxes, cartons and cardboard packaging
- All food substances
- Metal Waste like: Cans, lids, aluminum foil and any other metal items
- All glass objects (bottles, cups, plates, mirrors, lightbulbs, ...)
- Plastic items like: plastic bottles, cups, plates, shopping bags, plastic packaging, plastic chairs, boxes and Styrofoam

When?

- Mid of December 2019**: Two new bins will be distributed (the grey lidded bin and the yellow lidded bin)
- Mid weeks of January 2020**: Collection of the new solid waste management system

How often?

General waste will be collected twice a week and recyclable waste once a week





Recommendations



1

Not to lose the gained trust of residents.

2

To continue with the awareness raising in the area.

3

To tackle all the challenges faced especially the drop in the purity of the recyclable materials.



Smartphone App “Sort It Right”



- The app-based incentive solution could use the **name of “Sort It Right”** campaign, to **intensify the impact** and connect the mobile app with the existing waste separation in the users’ perception.
- Smartphone **applications enables businesses and organizations to offer incentives** to consumers urging them to environmentally friendly behaviors.
- With this **incentives and reward system**, our vision is to preserve the environment, by motivating consumers via app, to bring waste back into the manufacturing cycle.



Citizens = Consumers in the centre



- Environmental Awareness
- Sustainability
- Packaging Recycling
- Littering Reduction
- Plastics Avoidance





It's super easy: Scan & Win !

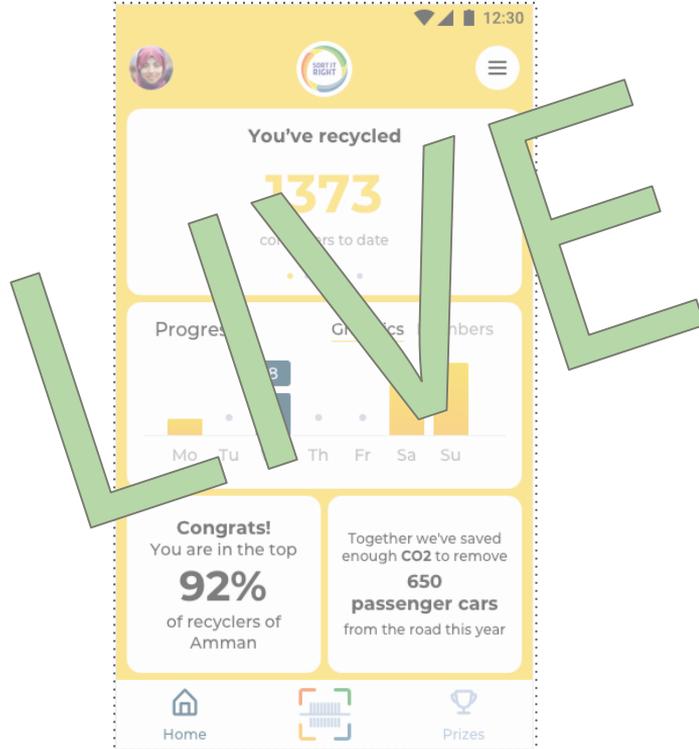


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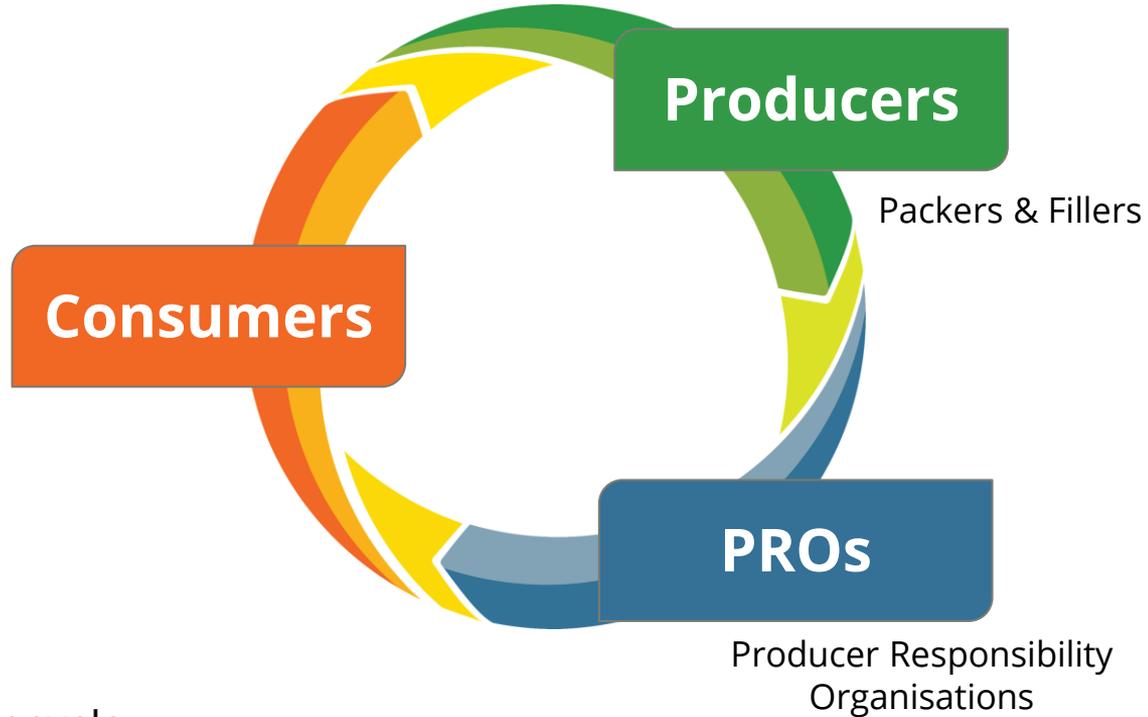


Look how easy it is...





Who are the key beneficiaries?





Benefits for producers (packers & fillers)



Producers **actively support** a **sustainability initiative** to promote recycling and emphasize their CSR & ESG commitment.



Producers **receive additional media attention** and subtle **communication** with existing and prospect customers.



Producers **add value to their brand(s)** by showing that they care about the “end of life” of their packagings.



Producers gain **insights** into the **user behavior** regarding recycling and can deduct buying patterns.



Benefits for Producer Responsibility Orgs



PROs **increase return rates of packaging** in the separate collection and better **achieve their collection targets**.



PROs fulfil their **mission to educate and raise awareness** in a modern and sustainable way.



PROs can **achieve cost savings**, due to the increased quality of materials collected separately by consumers.



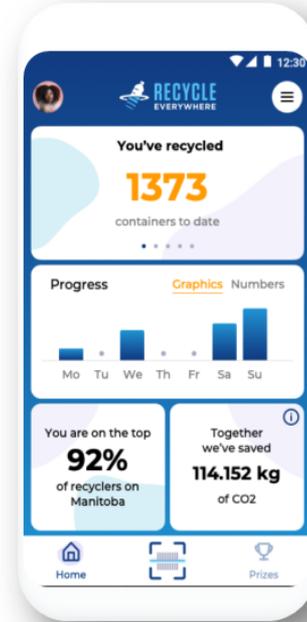
PROs can **gain a competitive edge** when offering their services to packers & fillers.



Are there best practices already?



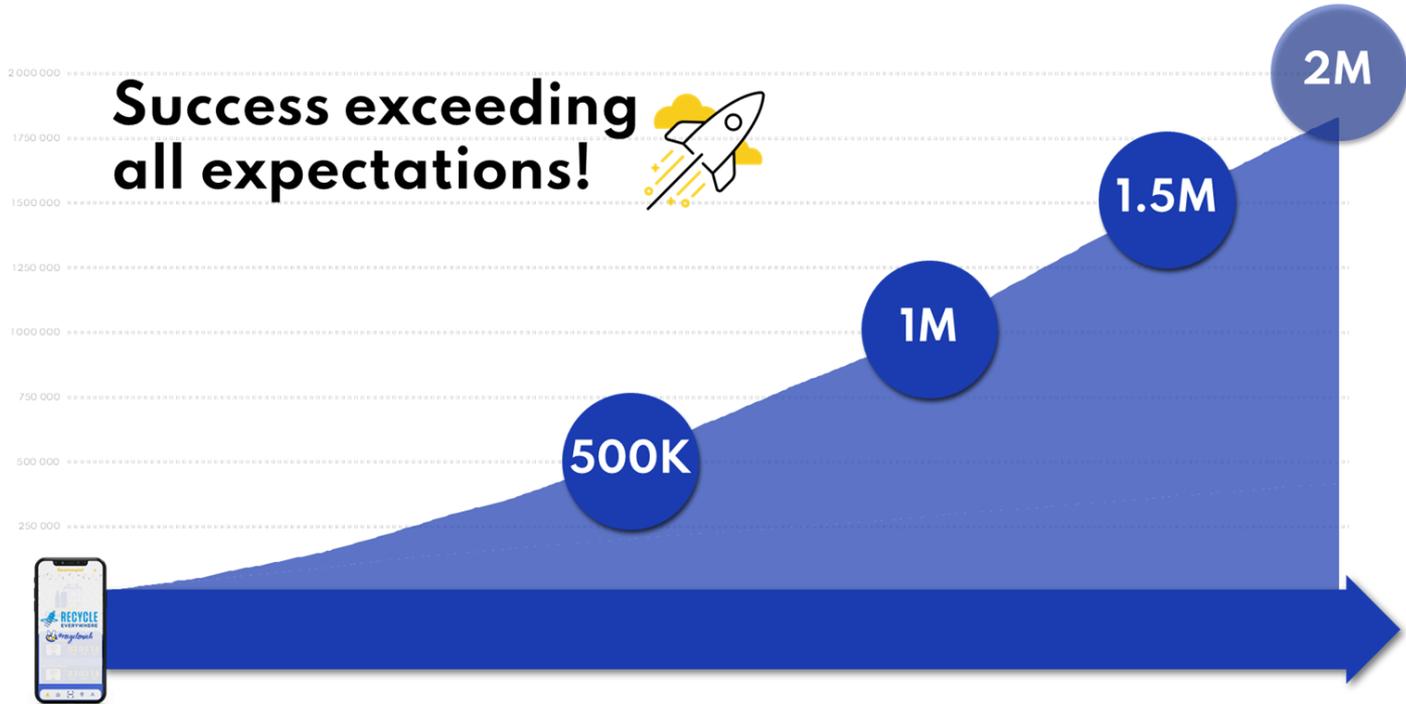
Austria



Canada



Do those apps work?





Spreading the message on all channels





Thank you!



**„The future depends on
what we do today.“**

Mahatma Gandhi



Want to know more? Contact us!



**App available soon
on
Android & iOS**

www.sortitright.app