



APPLYING ECO-INNOVATIVE STRATEGIES FOR CHEMICAL RISK REDUCTION IN JORDANIAN INDUSTRY

Based on the Agreement signed between the Royal Scientific Society (RSS), represented by the Cleaner Production Unit (RSS-CPU), and the United Nations Environment Programme (UN Environment), RSS-CPU in partnership with UN-Environment/Economy Division has implemented the project entitled “Jordan/ UN-Environment Applying Eco-innovative Strategies for Chemical Risk Reduction in Jordanian industry”, funded through the Quick Start Programme (QSP) Trust Fund of the Strategic Approach to International Chemicals Management (SAICM).

The project aims at promoting non-chemical alternatives in the Jordanian industry (in particular SMEs) through UN Environment’s Eco-Innovation Approach developed by UN Environment DTIE with the support of the European Commission. The Eco-innovation approach comprises the development and application of a business model, shaped by a new business strategy that incorporates sustainability throughout all business operations based on lifecycle thinking and in cooperation with partners along the value chain. It entails a coordinated set of modifications or novel solutions to products (goods and services) processes, market approach and organisational structure, which leads to a company’s enhanced performance and competitiveness. Eco-innovation is driven by, for example, customer or consumer requirements for less hazardous products, as well as more stringent legislation. As such, the increased demand for products and processes those are less hazardous and with a lesser chemical content, as well as increasingly stringent chemicals legislation (Stockholm Convention, REACH etc) are drivers of eco-innovation. This approach was applied in this project in the context of the chemical sector.

The market needs and legal obligations due to strengthening local regulations or due to abiding to international agreements by government of Jordan forced Jordan industrial sector to look for alternatives to banned chemicals to ensure its continuity in the market. However, most of the Jordanian industries are small and medium size (SMEs) and though have limited expertise and financial resources to study and replace hazardous chemicals following sustainable approaches. The limited availability of data related to chemicals used in industry, chemicals used by consumers and chemical waste lead to unsuitable decisions especially in relation to grace period to phase out the harmful and/ or banned chemicals

The project improved capacities of SMEs to: reduce risks of use of chemicals; move towards the replacement of chemicals in products and processes by less hazardous ones and to develop economically viable products and processes that are sustainable and less hazardous on the long term. In



the context of this project small companies are understood to have a low number of employees and annual revenue relative to national circumstances and the particular sector in which the company is engaged in.