

## INTRODUCTION AND GENERAL CONTEXT

Action Against Hunger is implementing the project “Improvement of Solid Waste Management for host communities and Syrian Refugees in Azraq Town (Azraq Municipality, Zarqa Governorate - Jordan)” in partnership with Disaster Waste Recovery and thanks to a donation of Taiwan ICDF.

The **duration** of the project is **24 months**  
Department: **Food Security & Livelihood (FSL)**

The overall objective of the project is the improvement of solid waste management in Azraq Municipality. This will be achieved by reaching five results: (1) The nature of and the structure of the waste sector and its value chains are studied and understood; (2) A cooperative offers its solid waste and composting services to Azraq Municipality and creates local jobs; (3) The technical and managerial capacities of sector actors are strengthened; (4) A sorting and composting unit is set up; (5) Information and awareness raising information and campaigns are carried out among key actors and the general population

**Azraq town** is located in the Zarqa Governorate in the North East of Amman. Its population is 15,753 inhabitants according to the latest census of 2015. Although Azraq had long been known as a haven of peace, an oasis on the desert routes and a site of salt production for the whole of the Middle-East, today it is better-known for the Syrian refugee camp to which it gave its name. The oasis of Azraq has dried up during the last 20 years due to over-exploitation of the water table to supply the capital. The Syrian refugee camp is situated few kilometres away from the town (26 km). There are also many Syrian families in town (several thousand according to the local authorities). As a consequence, considerable pressure is put on all the public services provided by the town. So far no current interventions address this issue - all efforts are focused on the Azraq refugee camp and the priority needs of Syrian families.

The town of Azraq is composed of 3 distinct populations: the Druze who came from a migration which took place at the end of the 18th century; the Chechens who arrived during the 20th century and the nomadic Bedouins who have always inhabited the region. The 3 populations get along well, whilst forming 3 very distinct communities. The arrival of the Syrians presents a new challenge in terms of the social balance.

Access to the job market remains a challenge for refugee families, even though the London conference (February 2016) allowed a notable softening in the Government’s approach. The main economic activity in the region is agriculture, rendered relatively complex by soil and a part of the water table salinity and a desert climate (less than 20mm of rain per annum). The Jordanian Government and the United Nations agencies consider the Azraq region to be a pocket of poverty where effort must be made to improve citizens’ living conditions.

In Jordan, **solid waste management** is supervised by the Ministry of Environment. Local waste management is normally under the direct responsibility of the Municipality and a local advisory

service called the Joint Service Council (JSC) under the supervision of the Ministry of Municipal Affairs (MoMA). Municipalities are responsible for the collection and transportation of waste, whilst the JSCs manage the operation of dumpsites.

The institutional roles and responsibilities are well defined, but the legal framework which regulates waste management is fragmented and has gaps: there is no clear mandate for the treatment of waste nor mechanisms to monitor the performance of municipalities and JSCs. A framework law has been expected for several years, but the draft proposition has not yet been approved by the Jordanian parliament. The application of the environmental standards is weak, with a lack of data collection and sharing between institutional parties, and absence of appropriate sanctions and their systematic application. This weakness is often accompanied by a lack of waste management technical staff in local institutions.

The production of waste per person in Jordan is estimated to be 0.9kg in 2015. According to the same source<sup>1</sup> nearly 60% of solid waste is organic matter. The national rate of recycling is estimated to be 7% but the participation of the informal sector and the absence of a proper data collection system do not allow the real level of recycling to be measured<sup>2</sup>.

Azraq Town Council has premises for maintenance, a garage for collection vehicles (5 bin lorries) and a dumpsite, which is situated 7 kilometres from the town. The military airbase of Azraq also generates domestic waste. It has its own bin lorry which often supports the town council fleet. The charges and taxes levied by the town council hardly cover the costs of waste collection and treatment.

The proposed projects mainly include equipping and managing a dumpsite situated 25 kilometres from the town (the Governate of Mafraq) as well as the production of compost from domestic and agricultural waste. A study of the solid waste value chain is proposed within the framework of the project. It should allow for waste characterisation, identification of the stakeholders in the value chain and the proposal of technical and social solutions which are best adapted to the context.

## JOB DESCRIPTION AND RESPONSIBILITIES

**Support in launching a compost unit is needed, in line with relevant legislation, environment, technology and competition.** The focus will be at **creating strategies to enter the target market identified by the market study**, communicating the benefits of product to stimulate the demand, **ensuring the safety of products at a price and quantity that ensure profitability and sustainability for the composting site** itself.

It is, furthermore, essential that any perspective of investment (private or public) will consider marketing as part of the feasibility assessment. Market research can help understanding the marketplace, the potential customers and the competitors. **The project strategy, the production and business plan will rely on the outcomes of the market analysis to secure a**

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<sup>1</sup><http://www.ecomena.org/tag/al-ghabawi-landfill/>

<sup>2</sup> SWEEP-NET/GIZ 2014. Country Report on Solid Waste Management in Jordan (April 2014)

**suitable market share.** A marketing assessment will finally shed a light on the marketing communication strategy as well.

To that end Action Against Hunger is looking for a volunteer to cover the below reported expertise.

**Line manager:** Food Security and Livelihood Program Manager

**Functional manager:** Food Security and Livelihood Head of Department

### COMMUNICATION/MARKETING EXPERTISE

S/he will assist the personnel in charge of designing a communication marketing strategy based on the results of the market study. S/he will support in coaching the project staff and the responsible of the composting site, in promoting the marketing of the product in the concerned area and towards the identified market segments.

More specifically, the volunteer will:

- Draft the marketing and promotion strategy and its tools, to be shared with the project staff.
- Support the coaching of project and composting site staff, for the promotion of the compost.
- Participate to the design of awareness campaigns targeting farmers in the area of activity.
- Make a sample test of marketing promotion, together with the project staff.

### REQUIRED QUALIFICATIONS

S/he has a master in Communication or Marketing.

S/he has two years of field research experience.

S/he has two years of work experience in the sector.

S/he has very good knowledge of spoken and written English.

S/he is able to train and/or coach people.

S/he is available to work intensively and under pressure.

S/he is available to travel daily from Amman to the project area and other areas if needed.

### DELIVERABLES

Preparation of a work plan.

Marketing and promotion strategy report, with identification of the most suitable tools.

### LIVING CONDITIONS AND TIMEFRAME

S/he will be staying in Amman and living at Action Against Hunger guest house.

S/he will travel daily to Azraq Town and working areas, coordinating with the project staff.

Sh/he will receive a monthly stipend of 550\$.

The in-country transportation for work purposes will be covered by the INGO.

S/he will join the mission for three months (ideal starting time May 2018).