



#همة_ولمة

الحملة الشعبية المليونية لتنظيف الأردن

The Million Volunteer Movement for a Cleaner Jordan

#Cleanup_Jordan

It is time for change. No longer can we sit idle whilst wishing for a better, and cleaner, tomorrow. The Earth is witnessing changes that can no longer be ignored and we are being overrun by plastic and litter. Thankfully, we still have time to change, but we must act fast and work decisively.

The Idea:

A “Clean Up! Jordan” initiative is being led by The Jordan Inbound Tour Operators Association - JITOA and a group of volunteers, with the aim of removing litter that is choking our forests and beautiful touristic sites throughout Jordan. On the occasion of World Tourism Day which falls on September 27 of each year, we plan to have an army of **one million volunteers deployed around Jordan in those sites to help clean up our beloved Jordan. Those volunteers are** citizens who are fed up with being watchers and want to become doers, to sweep across the whole of Jordan, picking up trash. The activity is planned to take place on Saturday September 28 2019.

The Jordan Inbound Tour Operators Association - JITOA is a voluntary non-profit tourism organization that works for the benefit of the inbound industry in Jordan, with the goal of raising the standards and the professionalism of the whole industry. The tourism industry is the fastest growing industry in Jordan. Tourism is economically and environmentally significant to the Jordanian sectors, and has the capacity to help build communities and instigate positive environmental changes. For that purpose JITOA decided to address a major issue that is affecting the image of Jordan globally, and directly affecting our lives, environment and our surroundings.

Objectives:

- To raise the issue of littering on a new level and position it as an urgent national issue
- Create awareness about the harm that trash is causing to our country
- Linking tourism to cleanliness
- Unite Jordanian citizens under one national cause
- Leave a mark in people's lives and build on a long term effect for the campaign

This campaign is people campaign, made up of people who cannot take any longer the issue of trash being thrown everywhere, the lack of enforcing laws and regulations that can help in adjusting peoples' attitude and ethics.

We believe that the size of this campaign accompanied by the media coverage it will get will raise this issue on a national level, and create a positive impact.

Key Stakeholders that have committed to the mission:

- Greater Amman Municipality (GAM).
- Ministry of Tourism and Antiquities
- Ministry of Interior
- Ministry of Youth
- Ministry of Environment
- Ministry of Education
- Ministry of Higher Education
- Ministry of Awqaf, Islamic Affairs and Holy Places
- Ministry of Municipal Affairs
- Ministry of Health
- Ministry of Water and Irrigation
- Ministry of Justice
- Ministry of Planning
- Ministry of Social Development
- Ministry of Agriculture
- Media Commission
- Jordan Tourism Board.

- Jordan Society of Tourism and Travel Agents (جمعية وكلاء السياحة)
- Jordan Tour Guides Association
- Jordan Restaurant Association
- Royal Society for the Conservation of Nature -RSCN.
- Aqaba Special Economic Zone Authority -ASEZA.
- Petra Development & Tourism Region Authority- PDTRA
- Jordan Hotels Association

More and more are expected to join in the days ahead.

Phases

The project will run in two main phases

Phase 1:

- Launch our awareness campaign which will be done through sending messages about the harm of littering to our environment, health and country both online and offline through different media tools.
- In addition to creating debates and segments on known shows about the reason for littering and what is considered as littering.
- All of that beside the on-ground mobilization that will take place in student camps and different student gatherings throughout the country.

Phase 2:

Will be the actual day of the cleaning, marking the 28th September

- One million volunteers targeting main tourist sites and their surroundings throughout Jordan, who will collect litter in masses for a dramatic change that we can all see and appreciate.
- Every site will have a designated collection and sorting hub where volunteers will assemble, and be given instructions and equipment for garbage collection.
- With live media coverage at all garbage collection points to show the gravity of the littering problem.

Moving Forward:



From the responses we get we know that we are all on the same page when it comes to cleaning up Jordan and creating a better environment for all of Jordan's inhabitants.

How can you help us? Let us join forces and see how far we can go in making a drastic change. Together, let us imagine a compassionate Jordan, a clean Jordan, and let us make every effort to make that a reality.

We are looking for in-kind contribution and support from everyone. Sponsorships will include providing caps, t-shirts, refillable water bottles, degradable collection bags, gloves and any other items that would be used on the day.

Sincerely,

Awni Kwar, JITOA Chairman

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