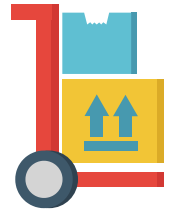


IMPACT OF JVL & RZ COOPERATION



In July 2019, MEDA and RZ entered into a partnership to create awareness among local market actors in the food industry on the added value of biodegradable products. The aim was to shift consumption patterns from plastic products to more environmentally friendly products and solutions such as paper cups instead of plastic ones. Local market actors in the food industry were targeted, particularly home chefs in Amman, Zarqa and the Jordan Valley.

Total increase in sales of eco-friendly food packaging



126%

Outreach in the Jordan Valley



↑ Increase in RZ product sales in the Jordan Valley



↑ Increase in RZ revenue in the Jordan Valley

Outreach to Home Chefs



425%

Increased reach to all women home chefs



With

1467%

increased reach to women home chefs in the Jordan Valley

NUMBER OF HOME CHEFS THAT BENEFITED FROM SUBSIDIZED ECO-FRIENDLY PRODUCTS



INCREASE IN ECO-FRIENDLY PRODUCTS SALES



INCREASE IN ECO-FRIENDLY REVENUE



Gender Equality Mainstreaming



To improve Gender Equality and Social Inclusion within its operations, RZ engaged with MEDA to review its policies, practices and operations using MEDA's Gender Equality Mainstreaming (GEM) Framework. This will support the company in having a more women friendly work environment.

CREATED BY JORDAN VALLEY LINKS PROJECT

