



**USAID**  
FROM THE AMERICAN PEOPLE

# USAID Water Efficiency and Conservation Activity

May, 2024

## USAID WEC Vision

The overall vision of the activity is to support GOJ, through MWI, and the private sector to build beyond the life of the Activity an institutional system to analyze, design, and implement water-saving programs in the agriculture, industrial, and municipal sectors contributing to water savings of **70 million cubic meters**.



# USAID Water Efficiency and Conservation Activity

## Agricultural

- Highlands
- Jordan Valley



## Municipal

- Domestic
- Commercial



## Industrial

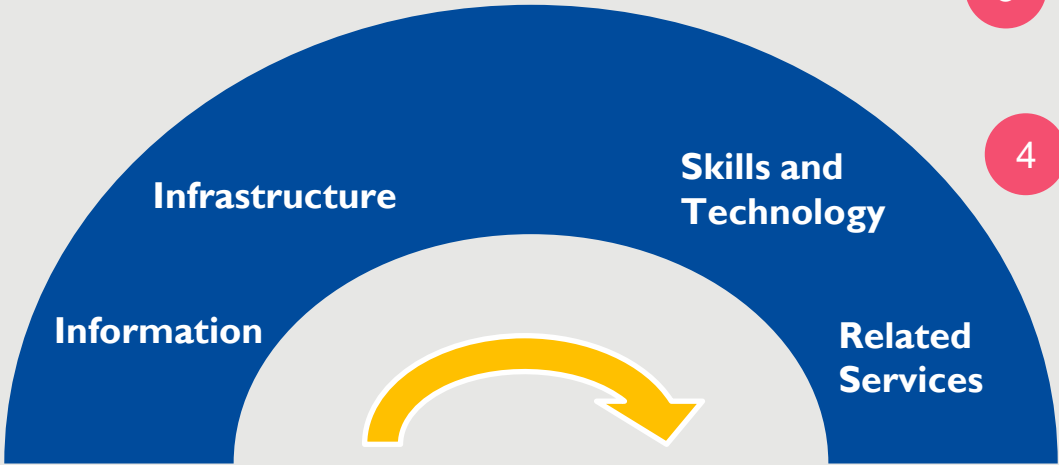
- Efficient Use
- Recycle/ Reuse



**Mitigating market constraints and developing incentives for water saving technologies and practices**

# Market Systems Development

## Supporting Functions



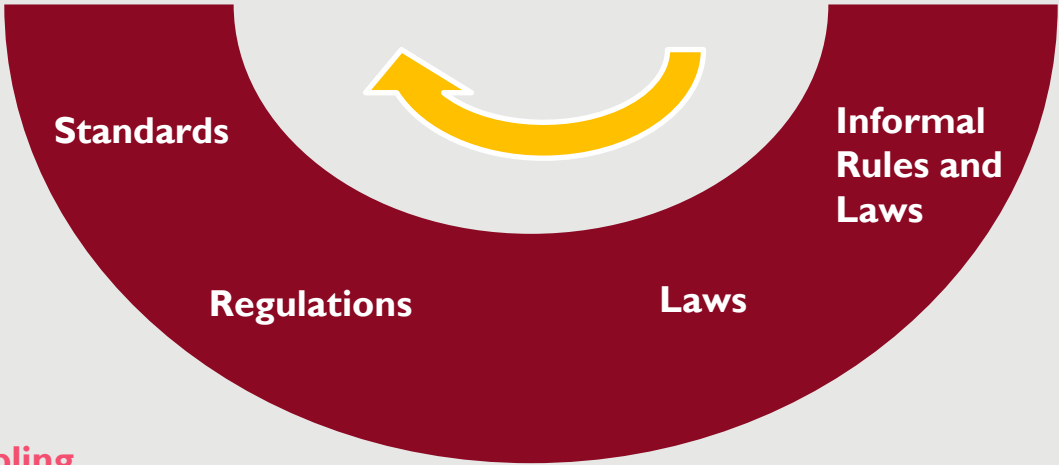
3 Activate technical services

4 Facilitate financial services

2 Activate supply chain



1 Activate demand



5 Create an enabling environment

Rules

# Market Systems Development

Supporting Functions

TECHNICAL



*Example: Train and certify plumbers and field technicians*

3 Activate technical services

Skills and Technol  
FINANCIAL



4 Facilitate financial services

*Example: Support MFIs to develop new loan products to support the uptake of WSTs*

SUPPLY



*Example: Establishing retail networks; Sales agents*

2 Activate supply chain

Supply

Core

Demand

1 Activate demand

Infrastructure

Information

Standards

Regulations

Laws

Informal Rules and Laws

Rules

ENABLING



*Example: Standards; Tax rebate; Subsidies*

5 Create an enabling environment

DEMAND



*Example: Marketing campaigns; Fairs; Stands in supermarkets*



# Water Demand & Governance

## Water Conservation Incentives

Improving the enabling environment in collaboration with MWI through the identification and design of incentives and inter-ministerial coordination.

### Decision Support Tools

#### Water Accounting Plus

A decision support system to monitor and analyze water information and budgeting in specific basins, to enhance water resource management and conservation.

#### Water Valuation Study

The Study aims to determine the marginal value of water for different crops and different water qualities focusing on the Jordan Valley

#### Treated Wastewater Reuse

Expand the use of treated wastewater in agriculture and Industry

## National Water Conservation Roadmap

An MWI-owned comprehensive plan to institutionalize ongoing dialogue among stakeholders in the water sector, leading to sustainable water conservation outcomes in irrigated agriculture, industrial practices, and municipal sectors.

#### Introduce Efficient Irrigation Techniques and Practices

Improve on-farm water efficiency by introducing new irrigation technologies and or practices

#### Efficient Water Solutions in Municipal and Industrial Sectors

Improve the efficient use of municipal and industrial water by conducting water audits and introducing technology adoption and awareness campaigns.

## Cross-Cutting

### Social Behavior Change

USAID WEC emphasizes social and behavior change (SBC) strategies, harnessing behavioral science to address challenges like knowledge gaps and societal norms. The goal is a society where water conservation is central.



### Gender, Youth, and Social Inclusion

USAID WEC ensures that marginalized groups play an active and pivotal role in the sustainable future of water in Jordan.

## Capacity Building

USAID WEC partners with public and private institutions, market actors, and users to enhance their capacity for effective water management. This includes information, institutional systems, tools and learning aspects.

## Grants

USAID WEC's grants program supports innovative water conservation solutions in agricultural, industrial, and municipal sectors.

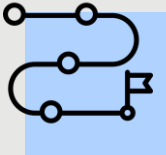
**Creative identity for Water Conservation interventions – National identity**

مياه  
لخير يدوم





# Priority Interventions Y2



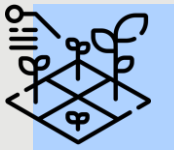
Devising a National Water Conservation Road Map



Crafting incentives for water conservation



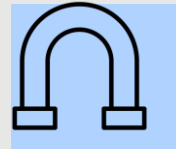
Developing the water accounting framework



Establishing 90 demonstration plots on farms



Activating marketing campaigns with agricultural and municipal WST suppliers



Setting up a WSPT-led curriculum for plumbers and fixers



Conducting 15 water audits in the municipal sector, 12 in the industrial sector, and 80 in the agricultural sector.



Launching the “Water Connects Us” pilot in selected neighborhoods in Amman



Formulating the social behavior change strategy for water conservation



Assigning over USD 1.5 million in grants to advance water saving in the agricultural and industrial sectors.





**USAID**  
FROM THE AMERICAN PEOPLE

**THANK  
YOU**