

# Mrs. Wadad Muhammad Obaidat

## Head of the Al-Rafid Agricultural Women Association



Mrs. Wadad Obaidat defines "Circular Economy" as a continuation of the economic circle, where raw materials are invested in the industry in a sustainable manner and contributes to create diverse production.

Currently, Rafid Association is implementing a project that encourages the optimal and sustainable use of households' waste through recycling. The Association purchases waste from homemakers after sorting. Consequently, youth from the local community are hired to do the recycling of each home waste according to its type (i.e. plastic, fabrics, natural fertilizer, compost, etc.). Thus, achieving permanent income and respectable financial return for the association and the involved youth.

Mrs. Obaidat believes that adopting the concept of "Circular Economy" within the association's projects was very useful and feasible because it enhances environmental protection, uses local resources in a sustainable manner, employs local community members that consequently reduces unemployment. It also encourages behavioral changes among the local community and SMEs. Mrs. Obaidat adds that there is an urgent need to raise awareness and educate the society as a whole towards this new concept.

In addition, she confirms that the owners of small and medium enterprises are mostly youth, who wish to sustain their businesses through reducing costs and achieve sustainable good revenues. Therefore, capacity building programs, training and raising awareness will certainly change their attitude and behaviors towards Circular Economy, and enhance its adoption.

Mrs. Obaidat stated that the adoption of the Circular Economy approach by the association she is leading has proved positive impact on the financial returns and benefited local community. The sustainable use of resources was reflected on the creation of distinct products for the association and on the employment of youth among the society. Mrs. Obaidat expressed her aspirations to create linkages and partnerships with the private sector and other organizations that are interested in the Circular Economy approach, including the University of Science and Technology, the textile factories of Al-Hassan Industrial City, other companies and organizations because this will improve marketing opportunities and increase production.

Al-Rafid Agricultural Women Association is a community-based organization composed of around 120 members, with a shared vision toward empowering women, youth and people with disabilities through the application of programs and activities related to agri-business, enhancing food security, and improving livelihoods.