



## What is the impact of behavioural and non-behavioural nudges on water use and management among households and farmers in Jordan? How can water pricing be structured to ensure equity, fiscal sustainability, and reduced wastage?

Jordan is the second most water-scarce country globally, with renewable freshwater resources at just 61 cubic meters per capita in 2021. Climate change, overuse of water resources, population growth, and refugee influxes have exacerbated this crisis. Addressing water scarcity requires not only supply-side solutions but also demand-side interventions focused on behavioural dynamics, including willingness to pay, adherence to water bills, and the prevention of water theft. With the water sector heavily subsidised, pricing policies need to balance economic efficiency with equity. IGC Jordan is keen to contribute to the development of both demand-side dynamics and pricing strategies.

### Policy challenge

Water scarcity poses a significant threat to Jordan's economic stability and public welfare. Policymakers face the dual challenge of securing water resources and addressing substantial fiscal deficits in the water sector, which reach JOD 200-300 million annually. While infrastructure projects focus on supply-side solutions, demand-side factors remain underexplored. Jordan's National Water Strategy (NWS) aims to balance supply and demand, with a focus on understanding water use behaviour and pricing strategies. The recent water tariff reforms, introduced in January 2024, mark a critical step towards financial sustainability while protecting vulnerable populations. The government is particularly interested in assessing the socioeconomic impacts of these reforms.

### Data

- [World Bank Open Data](#): Provides data on water infrastructure, financial sustainability, and usage in different sectors. Includes information on water supply and sanitation projects.
- [Department of Statistics \(environmental datasets\)](#): Offers periodic environmental reports, which include data on water usage, non-revenue water (NRW), and water supply distribution.
- [Jordan Data Portal](#): Various data on water resources, supply, wastewater, and water use efficiency.
- [Water utilities](#): Provides data on consumption patterns and customer service.

Additional data may be accessible in tandem with the IGC's country team, to access and translate other data.



## Stakeholders

Ministry of Water and Irrigation; Ministry of Environment; Ministry of Planning and International Cooperation; Ministry of Agriculture; Greater Amman Municipality (GAM); Water Authority of Jordan (WAJ); Jordan Valley Authority (JVA); Ministry of Statistics.

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