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**advanCing youth and women social inclUSion in The mEditerRanean
(C_A.3.1_0014) - WP3 (O.3.2)**

Market needs analysis Jordan

**PARTNER NAME: PP5, Business Development Center - BDC
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Introduction

Jordan is a country with a rich culture and heritage. Jordan continues to undertake bold structural and political reforms and works as well to promote its economic growth by strengthening the role of the private sector. Jordan insists to accomplish Economy development while facing emerging challenges that aim to turn it into opportunities, one of the major challenges Jordan is facing is the historical influx of the population fleeing from neighbouring countries and seeking safety and security within Jordan's borders. Jordan has opened its borders to Palestinians, Iraqis, Syrians, and others in the recent past.

Jordanian Government has adopted the Jordan Economic Growth Programme 2018-2022 along with other sector development plans, to refocus efforts of different sectors and actors to work on the inclusive growth agenda. Through these plans and programmes, the Government aims to deliver key outputs in energy, water, employment, poverty & social protection, green economy, e-government, entrepreneurship, and others.

In its efforts to shift towards sustainable economy, the Government has recently designed the National Strategy and Plan of Action for Sustainable Production and Consumption (2016-2025) in the transport, waste management and agriculture/food sectors. As well as designing the waste management framework plan to increase sustainable investments in the waste management and recycling sector.

The Government has prepared A National Green Growth Plan for Jordan, and based on it other subplans were designed targeting different sectors such as Water sector Green Growth National Action Plan 2021-2025, Energy Sector Green Growth National Action Plan 2021-2025, and the Waste Sector Green Growth National Action Plan 2021-2025.

Details on each sector are listed in the section "Any other observation relating with the sector at the country, regional or Mediterranean level" below.

Project target sectors

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Green economy is a system of economic activities connected with the production, distribution, and consumption of goods and services that results in better human wellbeing in the long term to avoid exposing future generations to significant environmental risks and the ecologic shortage.

Circular economy refers to strategies that limit the environmental impact and waste of resources and increase efficiency at all product economy stages.

Blue economy encompasses all industries and sectors related to oceans, seas and coasts, whether they are based directly in the marine environment (e.g. shipping, seafood, energy generation) or on land (e.g. ports, shipyards, coastal infrastructures).

Sustainable agriculture is a type of agriculture that focuses on producing long-term crops and livestock while having minimal effects on the environment, trying at the same time, to find a good balance between the need for food production and the preservation of the ecological system within the environment.

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Market Needs Analysis

Blue Economy

<p>Skills and competencies young people should have to work within the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>The Blue economy sector in Jordan still needs skilled youth to be integrated into the labour market. The skills needed are categorized between interpersonal and technical skills. The interpersonal skills include soft and employability skills, in which a major shift in mindset and behaviour attitude is highlighted in the data collected, and mentioned in the National Green Growth Plan for Jordan.</p> <p>As shown in the sector needs analysis conducted, the main interpersonal skills mentioned to be enhanced:</p> <ol style="list-style-type: none"> 1. Business English language 2. Communication skills 3. Research and analysis skills 4. Time and risk management 5. Problem solving skills <p>Referring to Local studies and plans, the technical skills needed in blue sector various according to the subsectors. As mentioned in the “National Green Growth Plan” published in 2017, 6 priority sectors are highlighted: water, tourism, transport, energy, agriculture, and waste sectors. The report addresses a few key points regarding how the</p>
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Blue Economy Concept fits into the overall sustainability framework. Mentioning the Transportation sector, the “National Environment Strategy for Jordan” listed a set of recommended Training topics for Coastal and Marine Environmental management as the following:

- the nature of marine systems;
- techniques for planning and management;
- the technical requirements for use and maintenance of equipment.

Additionally, The Coastal Tourism is relatively in need to design a new set of skills and training for sector employees as mentioned in the “Jordan’s Tourism Sector Analysis and Strategy” plan, such as specialised guiding, escorting, find and rescue.

Finally, Aquaponics is one of the main recommended techniques mentioned in “Jordan Agriculture sector- Green Growth National Plan 2021-2025. The need of technical skilled employees is still in demand, due to a lack of technical understanding among farmers about how to conduct soilless agriculture, and a lack of access to the technologies needed to implement this approach.

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<p>Needs of the SMEs operating within the sector</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Financial assistant to SMEs enterprises in Jordan through various mechanisms. • Adequate incentive to compensate the private sector and encourage them to invest in blue economy. • Transfer of knowledge, recommendation, communication and partnership between the public and private sector. • Tools and knowledge needed to minimize the depletion of natural resources. • Knowledge and expertise needed in the sector. • Constructive touristic practices.
<p>Potential in terms of business development and job creation</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • The National interest in Aqaba city, in aspects of culture, tourism, and industry to promote a sustainable economy. • The transition process to sustainability in the waste management can be led by the private sector, by applying the principles of circularity, taking into consideration that 65% of marine waste in the Aqaba Gulf is plastic waste. • Transfer the Eco-Tourism experience to Aqaba, where it

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	<p>is possible to apply the circular economy to the coastal hotels and guesthouses in the city. The positive impact of this exercise will be reflected on the local community through providing job opportunities for community members. In addition, the operational cost of the hotels and guesthouses will significantly decreased.</p> <ul style="list-style-type: none"> • Maritime renewable energy can present multiple benefits to the stakeholders and local community in Jordan. Whereas, the maritime power source can provide access to clean energy and meet the goals of the National Determined Contribution. In addition, the sector of renewable energy can open up tangible opportunities for businesses and jobs.
<p>Impact of the Covid-19 pandemic on the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>Many economic challenges faced by Jordan today are caused by the COVID-19 pandemic, political conflict in neighboring countries, and the added environmental hardships, such as Energy, water, desertification, waste management, and the loss of biodiversity.</p> <p>The COVID-19 pandemic and the associated response measures are having a major impact on Jordanian</p>

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enterprises reducing demand and supply and causing a disruption to value chains. Furthermore, the vast majority of enterprises had a major decline in revenues, difficulties paying wages and continuing operations.

According to the Ministry of Tourism and Antiquities the number of tourists to the Dead Sea region in 2019 reached 14,300 whereas, the number of tourists has decreased to reach to 6,358 in 2020. This result is highly expected as result of the repercussions of the COVID- 19 pandemic. 28 It is plausible that a number of limitations could influence the results. As obtaining the number of tourists in the Aqaba region requires procedures that extend for a month from Aqaba special economic zone authority.

The key impacts of Covid 19 on adaptation related sectors could be listed as follows:

- Increasing the supply-demand gap on water in particular the domestic water.
- Increasing the volume wastewater and pressure on wastewater treatment and disinfection.
- Increasing costs of water pumping and maintenance of water utilities.

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Policies adopted concerning the development of the sector

[max 2000 characteres]

- Ministry of Environment Strategic Plan (2020-2022)
- Green Growth National Action Plan (2021-2025)
- A National Green Growth Plan for Jordan
- National Environment Strategy for Jordan
- The National Biodiversity Strategy and Action Plan 2015 – 2020
- ‘Water for Life: Jordan’s Water Strategy (2008-2022)’,
- The National Water Strategy for 2016-2025
- Climate Change Policy for a Resilient Water Sector
- National Water Master Plan (2005)
- The Jordan National Agenda (2005)

The leading governmental body on are:

- the Ministry of Environment (MoE).
- The Ministry of Agriculture
- the Ministry of Health
- the Ministry of Water and Irrigation (MWI),
- and the Ministry of Energy and Mineral Resources (MEMR),
- participants from civil society, the private sector, and academia

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Any other observation relating with the sector at the country, regional or Mediterranean level

[max 2000 characteres]

Despite the ministerial and governmental interest in the Blue Economy, unfortunately blue economy strategy and plans haven't been developed yet at the country level. On the other hand, the efforts of the Government, civil society, research, and the private sectors can put together a comprehensive roadmap to ensure the implementation of sustainable and innovative activities.

In 2021 a Ministerial Conference was held under the co-presidency of the European Union and Jordan. At the conference, the UfM ministers have declared their commitment to strengthening the Blue Economy sector, building around preserving the ecosystem, and encouraging sustainable coastal tourism, while supporting job creation & promoting entrepreneurship. In addition, considering Aqaba the only coastal city in Jordan, and a major contributor to the Jordanian economy; as it is the main access point for the Jordanian market and an important crossing for the global and regional market. On the other hand, consider Aqaba the destination for tourists from all over the world to snorkel, dive, and see its finest coral reefs.

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The Dead Sea is one of the major environmental casualties that currently lies 1,300 feet below sea level, where water levels have been dropping at a rate of 1 meter per annum. The exploitation of its minerals, using its water for desalination, and increased demand for food and accordingly agricultural activities in Jordan have put the sustainability of the once mineral-rich Dead Sea. The annual reduction of Dead Sea levels also threatens tourism in the region.

Regarding the Blue Economy and agriculture sector, the need to increase the use of aquaponics and hydroponics (specially sea-water ones) in urban and rural areas is much needed. However, up to now, the practice is still relatively uncommon, especially in urban areas. This is due to a lack of technical understanding, and a lack of access to the technologies needed to make use of this approach.

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Green Economy

Skills and competencies young people should have to work within the sector

[max 2000 characteres]

As mentioned in the blue economy sector above, the green sector in Jordan is also in need of skilled youth to be integrated into the labor market. The skills needed are interpersonal and technical. The soft skills and employability skills needed as shown in the sector needs analysis conducted, included but are not limited to:

1. Organizational skills and focus on details
2. Analytical thinking
3. Creativity and innovation
4. Risk Management
5. Strategical thinking

The data collected also shows the need for skilled youth in value chain analysis, power management, market need, feasibility study, waste management, and sustainable agricultural.

“A National Green Growth Plan for Jordan” clarifies that the green growth needs to be implemented by a workforce equipped with knowledge and specialized skills. A number of sectors, including the waste, agriculture and tourism sectors, also lack of technical skilled employees and resources. For instance, landfill gas collection lacks the needed specialised skills that do

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	<p>not currently exist in Jordan. Similarly, the skilled resources needed to build eco-lodges in the tourism sector and to take soil and crop samples in the agriculture sector.</p> <p>However, Jordan is well-placed to build a vocational skillset in renewable energy, still skilled youth are hard to find. The renewable energy industries such as wave, wind, and tidal energy have remained at the stage of development. The mismatch of skills existing and the market demand still a barrier, despite the fact that 70% of unemployed women have bachelor's degrees.</p>
<p>Needs of the SMEs operating within the sector</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Financial assistant to SMEs enterprises in Jordan through various mechanisms. • Adequate incentive to compensate the private sector and encourage them to invest in green economy. • Transfer of knowledge, recommendation, communication and partnership between the public and private sector. • Tools & knowledge needed to minimize the depletion of natural resources and minimize the waste.

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	<ul style="list-style-type: none"> • Knowledge and expertise needed in the sector. • Reduce the financial burden on them from energy imports and subsidies. • The opening up of new markets and applications for Renewable Energy-RE and Energy Efficiency-EE • Technical assistance in project origination, facilitation, matchmaking, assessment etc
<p>Potential in terms of business development and job creation</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Greening the economy in Jordan could cause the creation of 51100 new jobs and stimulation about JD 1.321 billion in new investment in ten years as mentioned in “Towards a Green Economy in Jordan”. In addition, this could catalyse significant development aid in order to support growth in jobs and income, while ensuring long term sustainability. • Projects and programs to divert organic waste from municipal solid waste streams • Agricultural sector biowaste • package green building as the job opportunities is increasing in the region specially in the Gulf countries

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	<ul style="list-style-type: none"> • Produce clean construction materials locally, and better techniques to reduce waste generation • Use of solar power in Jordan, as currently only 11% of households in Jordan, use solar water heaters. • The cultivation of green feed using treated wastewater • Access new markets or expand in existing ones
<p>Impact of the Covid-19 pandemic on the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>Before Covid-19, Jordan experienced a steady but low growth economy. Jordan as the rest of the world was shaken by the global COVID19 pandemic, with a new economic situation that put a significant risk on Jordan, causing the unemployment rate to reach 19%5, a slowdown of business-as-usual economic activity, and a struggle in families and small businesses and some closed.</p> <p>The Jordanian economy is shrinking by about 3.5%, unemployment rate is expected to exceed 20%, and an increase pressure on natural resources will continue.</p> <p>“Analysis of Jordan’s Green Buildings” study highlighted those economic challenges the green sector is facing are the same challenges other sectors are facing as well, along to lack of energy and electricity and</p>

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	<p>integrated transportation infrastructure and insufficient legislation.</p> <p>As mentioned in the study, to recover from COVID-19, it is important to focus on green economy in Jordan.</p> <p>The key impacts of Covid 19 on adaptation related sectors could be listed as follows:</p> <ul style="list-style-type: none"> • Increasing the supply-demand gap on water in particular the domestic water. • Increasing the volume wastewater and pressure on wastewater treatment and disinfection. • Temporary reduction of the impact of mass tourism • Disruption of normal management operations of natural forests during lockdown time which resulted in accumulation of dry woods that were easily burned in the summer and causing a large number of wildfires.
<p>Policies adopted concerning the development of the sector</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Ministry of Environment Strategic Plan (2020-2022) • Green Growth National Action Plan (2021-2025) • A National Green Growth Plan for Jordan • National Environment Strategy for Jordan

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	<ul style="list-style-type: none"> • The National Biodiversity Strategy and Action Plan 2015 – 2020 • National Vision and Strategy • The National Climate Change Policy and Sector Strategic Guidance Framework • the Master Strategy in the Energy Sector (2015-2025), • Renewable Energy and Energy Efficiency Law (REEEL). • The Waste Management Framework Law No.16 of 2020 • Master Strategy in the Energy Sector for the period 2015-2025 • 2012 Renewable Energy and Energy Efficiency Law (REEEL) • 2013 National Energy Efficiency Action Plan (NEEAP) i <p>The leading governmental body on are:</p> <ul style="list-style-type: none"> • the Ministry of Environment (MoE). • The Ministry of Agriculture • the Ministry of Health • the Ministry of Water and Irrigation (MWI), • and the Ministry of Energy and Mineral Resources (MEMR), • participants from civil society, the private sector, and academia
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Any other observation relating with the sector at the country, regional or Mediterranean level

[max 2000 characteres]

The Government of Jordan has committed to the transition towards green economy by increasing number of government initiatives and funds dedicated to renewable energy, water conservation, green homes, ecotourism, waste recycling and clean transportation.

The Government has adopted and applied green economy principles through many plans and Policies, just like the National Plan for Green Growth (2017-2025). The plan aims to encourage the public and private sector to invest in priority areas like: energy, water, transport, agriculture, tourism, and waste management, to create jobs and reduce unemployment rate in Jordan.

The Green growth plan has been designed to achieve 5 interlinking outcomes, worth mentioning achieving a sustained economic growth, and building capacity for maintaining or restoring economic, financial, social, and environmental stability in the face of shocks.

As mentioned in the Jordan Economic Growth Programme, Jordan aims to increase the contribution of renewable energy. Jordan also intends to expand the use of natural gas. Furthermore, nuclear energy will contribute in generating around 43% of electricity

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by 2030, which will lead to a significant reduction in greenhouse gas emissions. The Government set the target to decrease its energy consumption from 296 to 276 kg of oil equivalent to USD 1,000 at constant prices in 2030.

Jordanian building codes and the Jordan Green Building Manual have been also issued to promote green buildings, which will also lead to an efficient energy consumption intensity.

Green Growth National Action Plan 2021-2025 has mentioned that the Tourism sector will be shifted to a green one through:

- Increasing the coordination and collaboration between the public and private sectors
- Increasing the profitability of the sector by increasing the skills and competitiveness of firms, communities and employee's
- Mainstreaming sustainability and resilience into sector-level investment planning
- Presents investment opportunities in eco-tourism and sustainability in key touristic locations.

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Circular Economy

Skills and competencies young people should have to work within the sector

[max 2000 characteres]

All sectors in Jordan are in need for skilled youth to be integrated into the labour market. As shown in the Data collected, Business owners are always highlight the importance of the soft and employability skills, the following are some of the needed skills and competencies:

1. Business English language
2. Work under pressure
3. Communication skills
4. Research and analysis skills
5. Analytical thinking
6. Creativity and innovation
7. Strategical thinking

The data collected as well showed the need for skilled youth in value chain analysis, market need, and feasibility study.

In Jordan, the circular economy concept is new and not known yet for most institutions and individuals, so one of the needed requirements for Business Owners are the knowledge on circular economy and its effect for the efficient management of waste, energy, and water. Which leads for

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	<p>the need to resources management skills, waste management, and multiple use cycle.</p>
<p>Needs of the SMEs operating within the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>The data collected through the market analysis Questionnaire conducted on Business Owners showed a general need for qualified staff in the following majors:</p> <ul style="list-style-type: none"> ● Process innovation ● Resource efficiency ● Investment and funding oppurtunities ● Marketing ● Quality assurance ● Management ● Computer skills ● Hospitality skills ● Aquaponics and Hydroponics <p>As well, the data collected showed the SMEs needs are mainly:</p> <ul style="list-style-type: none"> ● Access to Finance ● Professional well-trained staff ● Logistics services ● Country level Plan ● Clarity of Roles and regulations <p>As mentioned in “Waste Sector Green Growth National Action Plan 2021-2025”, private sector still needs the Government to provide financial and fiscal incentives structures, enforce the waste regulation, address evidence-based decision, and mobilize investment from larger</p>

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	<p>companies and stimulate the growth of SMEs in waste management.</p>
<p>Potential in terms of business development and job creation</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Reduce, recycle and reuse the waste before it arrives to landfill, in order to reduce the cost of resources and waste management, which will lead to the increase of the profit margin. • Produce the same economic output with fewer environmental inputs • Access new markets or expand in existing ones • Innovation in technology and processes to leverage waste-to-resource and waste-to-energy. • The production of compost and fertilizer
<p>Impact of the Covid-19 pandemic on the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>Same impact of green and blue economy, not specific reports on the Circular Economy.</p> <p>Before Covid-19, Jordan experienced a steady but low growth economy. Jordan as the rest of the world was shaken by the global COVID19 pandemic, with a new economic situation that put a significant risk on Jordan, causing the unemployment rate to reach 19%5, a slowdown of business-as-usual economic activity,</p>

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	<p>and a struggle in families and small businesses and some closed. The Jordanian economy is shrinking by about 3.5%, unemployment rate is expected to exceed 20%, and an increase pressure on natural resources will continue.</p>
<p>Policies adopted concerning the development of the sector</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Ministry of Environment Strategic Plan (2020-2022) • Green Growth National Action Plan (2021-2025) • A National Green Growth Plan for Jordan • National Environment Strategy for Jordan • The National Biodiversity Strategy and Action Plan 2015 – 2020 • National Vision and Strategy • The National Climate Change Policy and Sector Strategic Guidance Framework • the Master Strategy in the Energy Sector (2015-2025), • Renewable Energy and Energy Efficiency Law (REEEL). • Towards a Green Economy in Jordan • The Waste Management Framework Law No.16 of 2020
<p>Any other observation relating with the sector at the country, regional or Mediterranean level</p>	<p><i>[max 2000 characteres]</i></p> <p>The Jordanian Government are aware of the important role of private sector in green growth While the spread of renewable energy,</p>

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	<p>electric transportation, technology that saves water and energy resources, and innovations that promote the circular economy are taking off globally, Jordan is harnessing these green developments into growth and employment-creation opportunities. The sector illustrates the challenges and opportunities of shifting toward more resource efficient practices that are more Circular. Resource efficiency in consumption and production processes will reduce the burden on government, while supporting both economic growth and environmental objectives. However, to achieve the government’s ambitious outcomes all parties should put much more attention and effort to create the necessary enabling environment. One of these efforts is the creation of incentives and business development services to encourage market development in the circular economy.</p>
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Sustainable Agriculture

<p>Skills and competencies young people should have to work within the sector</p>	<p><i>[max 2000 characteres]</i> In Sustainable Agriculture, the need of interpersonal skills takes a different form than the other sectors. As shown in the Data collected, the</p>
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	<p>following are some of the needed skills and competencies:</p> <ol style="list-style-type: none"> 1. Work under pressure 2. Communication skills 3. Analytical thinking <p>The data collected during the market analysis showed the need for skilled youth in value chain analysis, market need, and feasibility study. More specific technical skills are needed for the Sustainable Agricultural, in general there is a huge need for the following:</p> <ul style="list-style-type: none"> • Knowledge of new farming and irrigation techniques and how to implement it. • New Technologies and Business Models • Crop Planning • Post-harvest Loss Management • future-oriented techniques, technologies and business • Hydroponic and Aquaponics
<p>Needs of the SMEs operating within the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>The market analysis Questionnaire conducted on Business Owners showed a general need for qualified staff in the following majors:</p> <ul style="list-style-type: none"> • Irrigation Technician • Fertilization Technician • Aquaponics and Hydroponics experts. • Process innovation • Resource efficiency

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	<ul style="list-style-type: none"> • Quality assurance • Management <p>As well, the data collected and the national report are indicating that the SMEs needs in this sector are mainly:</p> <ul style="list-style-type: none"> • Access to Finance • Professional well-trained staff • Logistics services • Decrease post-harvest losses • Efficient market • Quality assurance • Food safety standards <p>SMEs still needs the Government to provide financial and fiscal incentives structures, address evidence-based decision, and mobilize investment from larger companies and stimulate the growth of SMEs. On the other hand, SMEs needs to have a flexible crop planning and variety selection methodology and decision-making process based on crop-per-drop and economic competitiveness.</p>
<p>Potential in terms of business development and job creation</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Agriculture sector biowaste to resources • Return lost export markets • Increase investment in future-oriented techniques, technologies and business models that will contribute to sectoral growth. • Mainstreaming landscape restoration, forestry and resource efficiency measures

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	<p>into agriculture sector activities.</p> <ul style="list-style-type: none"> • Increase opportunities for farmers and rural communities to improve their skills. • Access to finance to promote sustainable livelihoods and decent, green jobs in the sector • Use of existing resources by reducing physical and commercial losses and improving energy efficiency in water treatment and distribution which lead for a more profitable business. • Manufacture their own resources by re-processed and re-used solid waste • Organic farming and exporting
<p>Impact of the Covid-19 pandemic on the sector</p>	<p><i>[max 2000 characteres]</i></p> <p>Many economic challenges faced by Jordan today are caused by the COVID-19 pandemic, political conflict in neighbouring countries, and the added environmental hardships, such as Energy, water, desertification, waste management, and the loss of biodiversity.</p> <p>The COVID-19 pandemic and the associated response measures are having a major impact on Jordanian enterprises reducing demand and supply and causing a disruption to value chains. Furthermore, the vast</p>

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	<p>majority of enterprises had a major decline in revenues, difficulties paying wages and continuing operations.</p> <p>The key impacts of Covid 19 on adaptation related sectors could be listed as follows:</p> <ul style="list-style-type: none"> • Increasing the supply-demand gap on water in particular the domestic water. • Increasing the volume wastewater and pressure on wastewater treatment and disinfection. • Increasing costs of water pumping and maintenance of water utilities. • Disruption of normal agricultural production and supply chains and increased demand on locally cultivated food products. • Employment losses rate was increases, mainly driven by job losses in services, followed by agriculture.
<p>Policies adopted concerning the development of the sector</p>	<p><i>[max 2000 characteres]</i></p> <ul style="list-style-type: none"> • Ministry of Environment Strategic Plan (2020-2022) • Green Growth National Action Plan (2021-2025) • A National Green Growth Plan for Jordan • National Environment Strategy for Jordan

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	<ul style="list-style-type: none"> • The National Biodiversity Strategy and Action Plan 2015 – 2020 • National Vision and Strategy • The National Climate Change Policy and Sector Strategic Guidance Framework • the Master Strategy in the Energy Sector (2015-2025), • Renewable Energy and Energy Efficiency Law (REEEL). • Towards a Green Economy in Jordan • The Waste Management Framework Law No.16 of 2020 • JORDAN • ECONOMIC GROWTH PLAN 2018 - 2022 • Jordan’s environmental policies and engagement on climate change • National Strategy for Agricultural Development
<p>Any other observation relating with the sector at the country, regional or Mediterranean level</p>	<p><i>[max 2000 characteres]</i></p> <p>Jordan is heavily reliant on imports for its food supply. The agriculture sector only provides 19% of the Kingdom’s food requirements and employs only 1.8% of Jordan’s workforce. As mentioned in the National Employment Strategy, this sector needs to be more resource efficient but this trend is yet to establish itself.</p> <p>The agriculture sector, is in need for water supply and important to food</p>

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	<p>security. Therefore the use of drip irrigation and new farming techniques are encouraged, along to the agricultural productivity of land use.</p> <p>In the Green Growth National plan, the main objective to be achieved in the agricultural sector are:</p> <ul style="list-style-type: none"> • Increase investment in future-oriented techniques, technologies and business models that will contribute to sectoral growth. • Increase opportunities for farmers and rural communities to improve their skills and access to finance to promote sustainable livelihoods and decent, green jobs in the sector.
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Results and data of the A 3.2.1 – Sectors Needs Analysis – SEAs profiling

Business Development Center-BDC, has conducted the Sector Need Analysis to map and understand the current situation and needs of the market in the four economic sectors targeted by the CLUSTER project (Green, Blue, Circular economy, and sustainable Agricultural).

The need assessment was launched with data collection activities using two Questionnaires targeting business Operators and Social Economy Actors (Organisations, NGOs, Associations, TVETs, Employment agencies, public bodies, and others) that are linked with one or more of the 4 Project targeted sectors. The analysis aims to map the training needs of NEETS (youth and women) related to employability skills. Both Questionnaires included the following sections:

- Institution and focal point information

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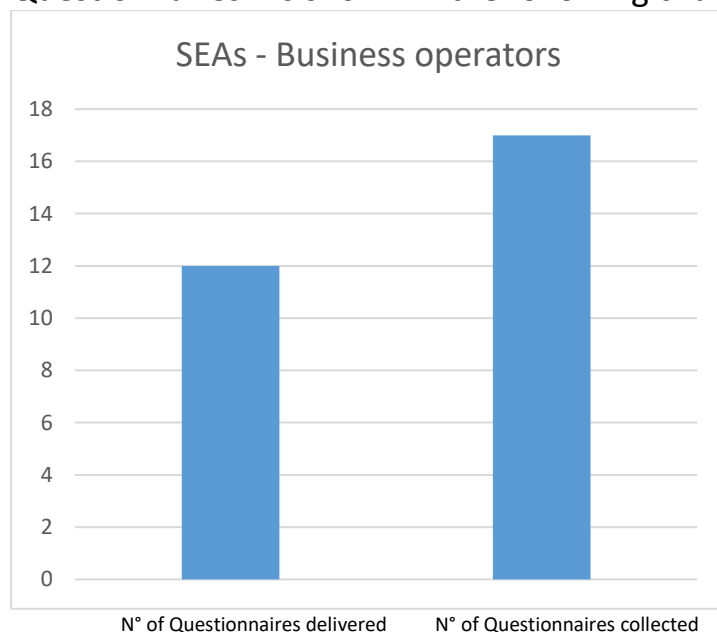
- Sector Information, geographical coverage, Targeted groups
- Potential Involvement in the project activities

The Business operators Questionnaire included the following sections:

- Staff General Information (number, education, vacancies)
- The recruitment process, needed skills, specialization, and requested Training.
- Challenges faced by NEET to get employed
- Market Challenges in general

In addition, both Questionnaires included a specific question on how Covid-19 has impacted the employability situation and how the demand side can be stimulated.

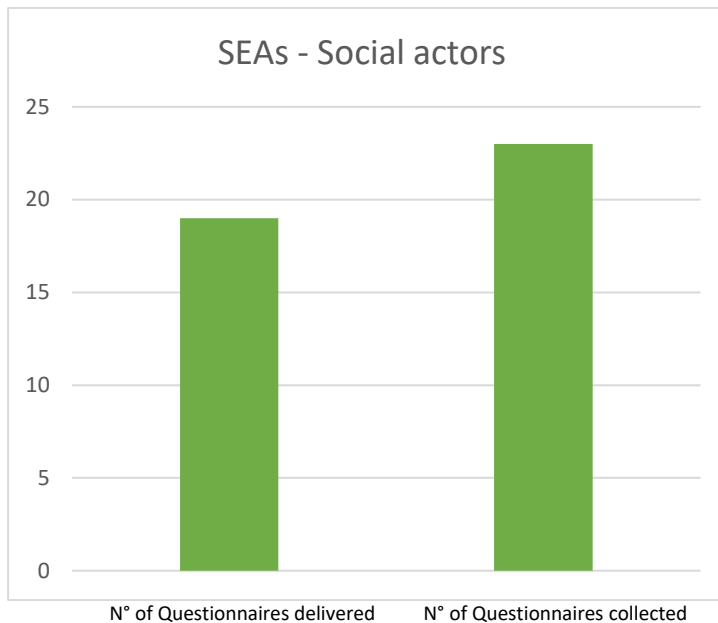
Business Development Center-BDC conducted in total of 40 Questionnaires, 17 Business Operators Questionnaires, and 23 Social Economy Actors Questionnaires. As shown in the following charts:



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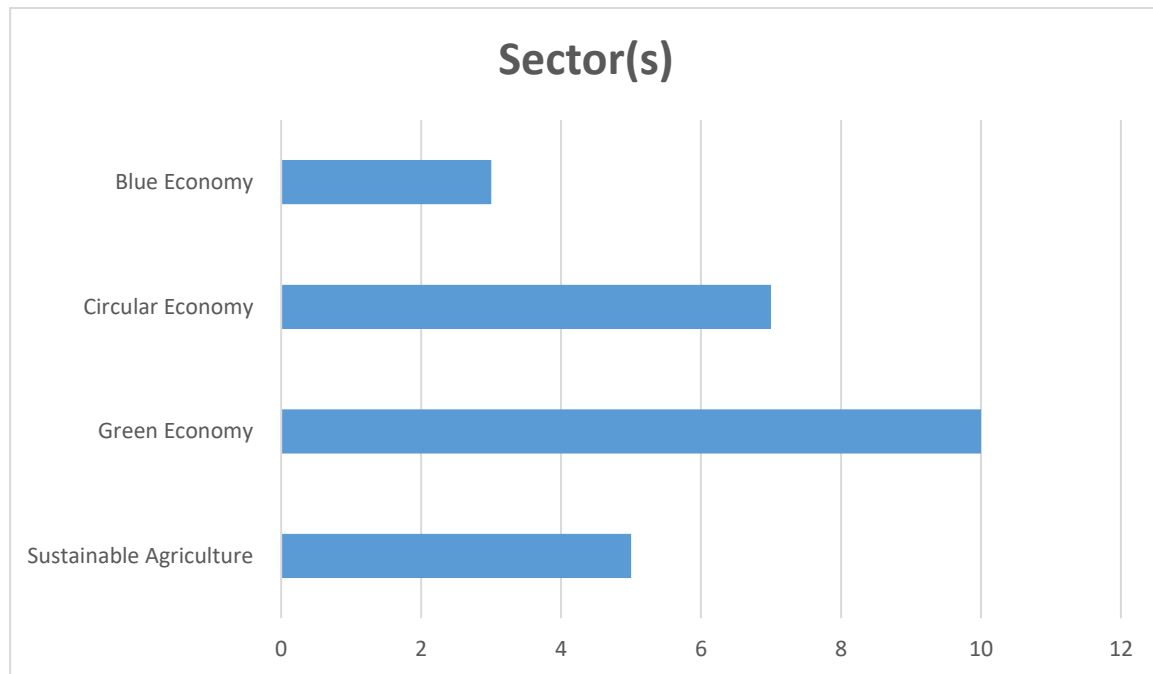


We have received different responses from Local NGO, and Governmental institution that provide Capacity Building Services for NEET (youth and Women) along to one of the following services:

- Dairy production
- Production kitchens
- Women's Economic Empowerment entities
- Food processing
- Research and Consultation
- Human Development
- Sustainable Development
- Energy Sector
- Employment and Self-Employment

On the other hand, 58.8%. of the Business Operators responded to the Questionnaires work in Green Economy Sector.

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As per the feedback collected from both Business Operators and Social Economy Actors, the skills and competencies NEETs should have to find a job included but not limited to:

- Vocational skills
- Technical skills
- Employment and Self-Employment skills
- Strategical Thinking
- Innovation
- Monitoring and Evaluation
- Risk Management
- Communication Skills

As well as the need for different kind of technical skills and knowledge mentioned by SEA including but not limited to:

- Market Analysis and value chain
- Solid waste management
- Sustainable Agricultural skills
- Agricultural Technical skills
- Weed skills

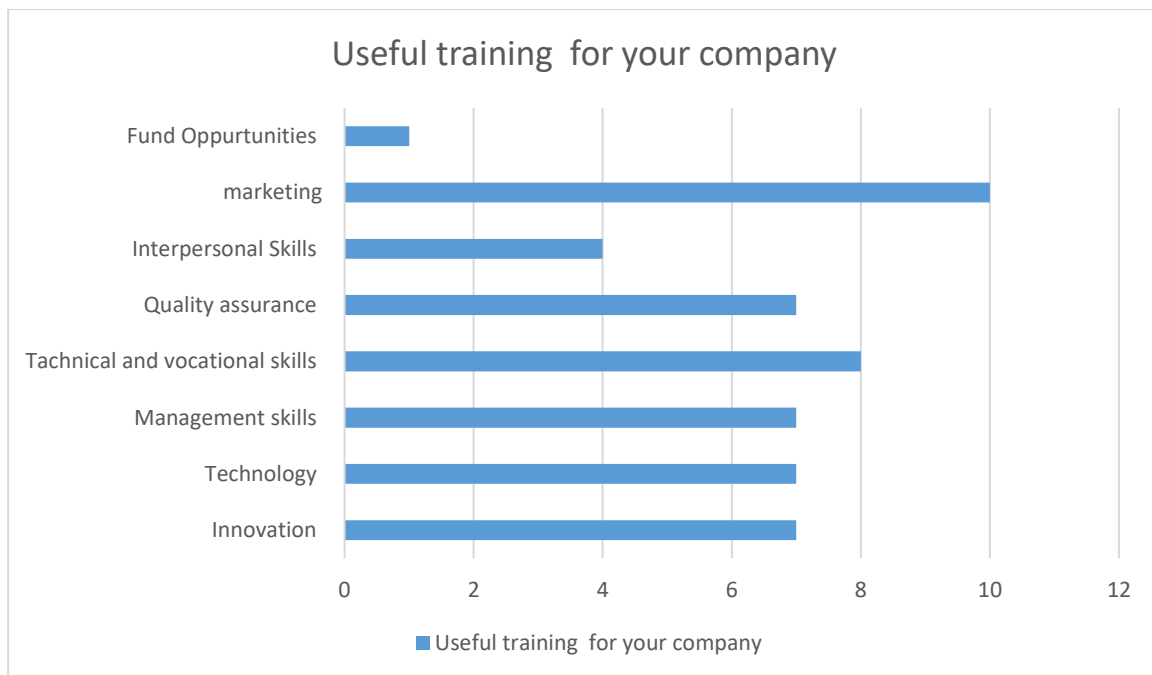
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- Irrigation skills
- Fish Farming skills
- Aquaponic Skills

On the other hand, Business Operators indicated that the most beneficial areas of training to their business are Marketing, and Technical/professional skills.

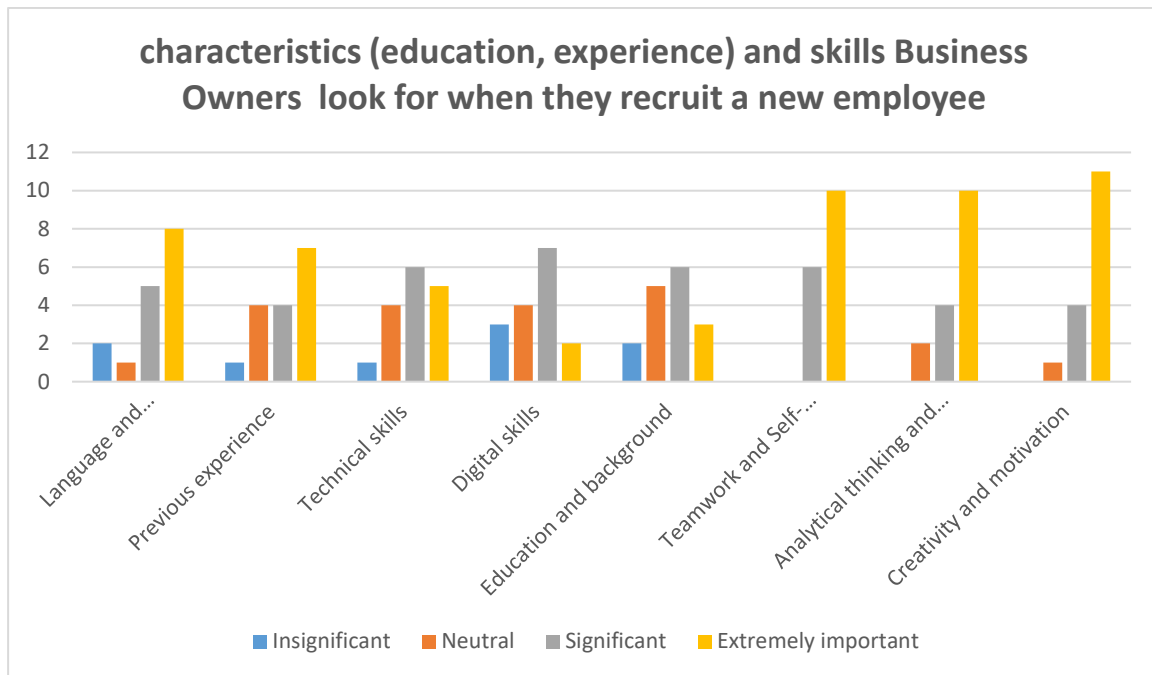


Never the less, The business owners prioritize the need for the characteristics (education, experience) and skills while recruiting differently as shown in the below graph:

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The Business owner responded differently when they were asked about the COVID-19 pandemic effect on their business operations, but they agreed on the following:

- Face major difficulties in supply chains
- Decline on the supply demand
- Drop in overall exports

Finally, when business operators were asked on what should be done to enter the market and to employ young people the answers were focused on the need of capacity development programmes including soft and technical skills. Some respondent mentioned the need to access for Finance, incubation, and funding programmes.



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