

Aqaba, Jordan - 10.11.2020

## The EU-funded CROSSDEV project awards subgrant for the development of JOHUD AL Ayadi shop

On 9th of November 2020, **The Royal Marine Conservation Society of Jordan (JREDS)** and the **JOHUD AL Ayadi shop** in Aqaba signed a grant agreement as part of the activities of CROSSDEV – “Cultural Routes for Sustainable Social and Economic Development in the Mediterranean” – a project funded by the European Union through the ENI CBC MED Programme.

Established by Princess Basma Development Center, the JOHUD AL Ayadi shop aims to provide the women of Aqaba with the opportunity to **sell their artfully made handicrafts and soul stirring food products** to the visitors of Aqaba. Tourists can stop by and purchase authentic goodies while also **supporting the local community**.

The project manager of CROSSDEV project in Aqaba, Mohammad Al Tawaha, explained that the JOHUD AL Ayadi shop within the Princess Basma Community development center of Aqaba is **one of the most important centers working for women empowerment** that is operating in a number of sectors within the Aqaba Governorate, South Jordan.

The Shop has been awarded a **11,445 JOD** subgrant for the "**My craft tells the story**" project, aimed at **creating new tourism products** carrying the story of Aqaba city, **documenting** its natural and historical heritage and **showcasing** less-known historical places to the visitors through handicrafts. The project will recreate ancient pieces in modern designs and **inform** Aqaba visitors about the century-long history of the city while enhancing the skills of local women.

In this way, "**My craft tells the story**" completely hits the focus of CROSSDEV: **promoting sustainable tourism as a tool for social and economic development**. The women taking part to the project will have the chance to improve their income while welcoming new tourists and raising awareness about the importance of cultural heritage and identity.

### ABOUT CROSSDEV

CROSSDEV (2019-2022) aims to contribute to the economic and social development of the Mediterranean region and to promote and enhance sustainable tourism practices, with a focus on heritage and common resources, in addition to increasing tourism competitiveness and attractiveness of less-known destinations. The project is carried on by a partnership of seven organisations in four countries: Italy, Jordan, Lebanon and Palestine, led by the Italian NGO CISP.

CROSSDEV will create new tourism experiences around the selected areas through a bottom-up approach and a close connection with local stakeholders and small to medium-sized companies.

CROSSDEV Website: <http://www.enicbcmed.eu/projects/crossdev>

Twitter: @CROSSDEV\_Social

Instagram; crossdev\_social

JREDS's website: [www.jreds.org](http://www.jreds.org)

### CONTACTS

Mohammad Al Tawaha, [aqabamanager@jreds.org](mailto:aqabamanager@jreds.org)