

# JORDAN VALLEY LINKS



Through the Jordan Valley Links project, MEDA will work to support primarily women and youth entrepreneurs in food processing, tourism, and clean technology sectors. Through access to training, market information, inputs and support services, business education and linkages to better markets, entrepreneurs will benefit from higher productivity, increased incomes and means, and ultimately contribute to Jordan's economic growth.



*Creating business solutions to poverty*

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QUICKFACTS

- Population: 9 million
- Official language: Arabic
- Official religion: Islam, predominantly Sunni
- 13% unemployment rate
- Main exports: Clothing, fertilizers, potash, phosphates, vegetables, pharmaceuticals
- 84% of the country lives in urban areas
- 20% of population is between ages 15-24

## Background

Bordering Israel, Iraq, Syria and Saudi Arabia, Jordan is of great geo-political significance in the Middle East region.

Though relatively stable politically, the country's economy is considered fragile and under stress, due in part to the increasing number of refugees in the region, unemployment and weak labor market governance.

Food security is a significant challenge due to limited availability of water resources, landlocked territories,

growing populations with varying food demands, and climate change. To successfully achieve stable and equitable economic growth, it's crucial to encourage sound market-driven strategies that stimulate small businesses.

Small businesses are important contributors to economic growth, employment and job creation, especially for women and youth.



## MEDA's Assessment

MEDA's new project in Jordan will increase livelihood opportunities in the Jordan Valley's food processing, tourism and clean technology sectors.

Jordan Valley Links will support women and youth to improve their financial management and entrepreneurial skills, and gain confidence to participate and lead

in decision-making in their home, community and businesses.

Lead entrepreneurs and female/youth sales agents will provide services and networking opportunities to communities. Partners, including local organizations, will help mobilize communities, women and youth, while access to finance will be provided

through connections with banks and microfinance institutions.

Women and youth will gain access to information and resources that they need to develop their businesses. Although the project targets women and youth, the inclusion of families and men in the project's communities will be critical to its success.

## Outcome | 5-Year Project Budget

Directly support 25,000 women and youth entrepreneurs in increasing their incomes and their contribution to Jordan's economic growth by:

- Increased access finance
- Strengthened business services
- Building community support

