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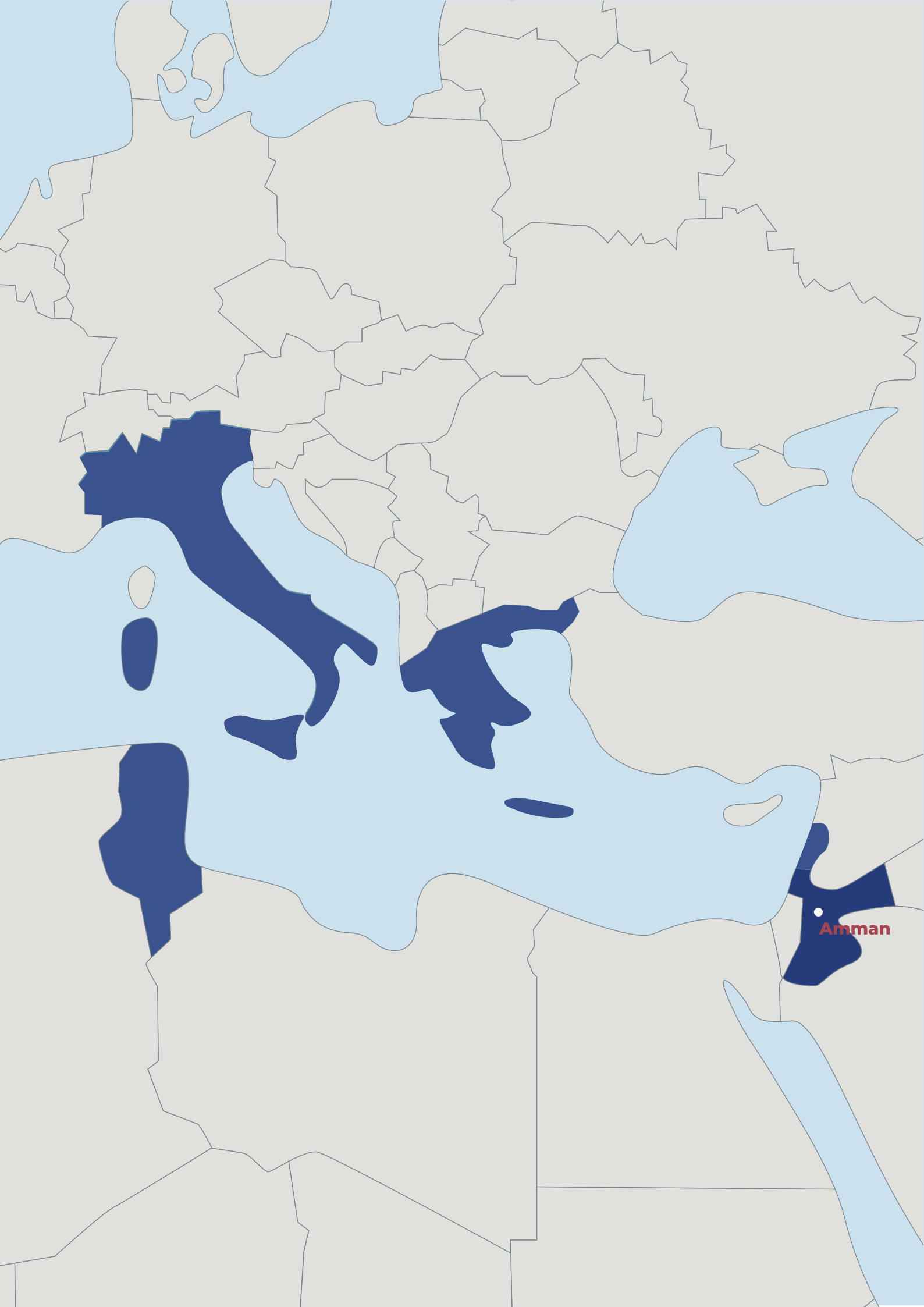
**Mediterranean Youth, NEETs and women advancing Skills,
Employment and Awareness in the blue and green economy**

Country Territorial Analysis

JORDAN

**Assessment of the Labor Market & Skills Analysis for the Youth,
NEETs and Women, Economic Actors and TVET**





Amman

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Introduction

The purpose of this analysis is to report the situation of young people, women and NEETs, as well as the agri-food sector and the waste management sector in Jordan. At the same time, the situation in the field of vocational education and training will be examined as well as the offer of training courses for the other two sectors. Through the analysis of the current situation and policies in the agri-food sector, waste management and vocational training, the research will try to outline the market trends in the first two areas mentioned above as well as their need for staff and skills. The findings of the research concern young people, women and NEETs of Jordan with the main purpose of finding jobs in the fields of agri-food and waste management for the stakeholders of the project by promoting entrepreneurship and innovation in the sectors.

This research is conducted in the framework of the EU-funded project **MYSEA**. The project's aim is to increase the employability of young people, women and NEETs in the industries of the mentioned sectors through the development of training oriented to both of them and by strengthening the local governance and sector-skills alliances between economic actors and TVET institutions to align the education curricula with sectors needs. In order to have a better analysis of the training requirements, the research is supplemented by the results / answers from the questionnaires that have been sent to the interested parties, to the economic actors, and to the interviews that were done by representatives of TVET institutions.

“The 2014-2020 ENI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation (CBC) initiative funded by the European Neighbourhood Instrument (ENI). The Programme objective is to foster fair, equitable and sustainable economic, social and territorial development, which may advance cross-border integration and valorise participating countries' territories and values. The following 13 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, and Tunisia. The Managing Authority (MA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. For more information, please visit: www.enicbcmmed.eu”.



1 Executive Summary

This report is drafted and funded by European Union CBC-MED action for the Assessment of the Labor Market & Skills Analysis for the Youth, NEETs and Women, Economic Actors, and TVET Communities in Jordan, with the focus on Irbid Governorate, as one of the MYSEA project tasks. The purpose of the reports is to inform decision makers and education and training providers about issues of supply and demand in priority sectors, particularly in the blue and green economy. Research and data collection activities were implemented during the period June - September 2021 and the reports were completed in September 2021. Three surveys were conducted including the following target groups:

- **Economic Actors**
- **TVET**
- **Primary Beneficiaries: Young, Women and NEETs**



Figure 1: Governorate of Irbid -Jordan



Chapter 1 The Blue and Green Economy Sector in Jordan

Overview

As a country, Jordan takes its name from the Jordan River that is located in the middle east, northern west Asia. As the crossroads of the Middle East, Jordan served as a nexus joins Asia, Africa, and Europe. Jordan has three topographies with diverse landscapes as shown in Figure 2: Jordan Valley, Highlands, and the Eastern Desert.

Jordan is one of the most water scarce countries in the world due to low natural supply and persistent droughts, over-consumption, over-pumping, and losses during distribution. Recent noticed progressive economic modifications are linked mainly to the moderate social and cultural climate. Referring to the World Bank; Jordan was classified in 2018 as a lower middle-income country compared to upper middle-income country in 2016. This year's downward revision of Gross National Income/capita is driven by several factors such as an upward revision of Jordan's population in new population data published by the UNDP and low inflation.



Figure 2: Map of the Hashemite Kingdom of Jordan. Source: FAO Aquastat, 2008.

Waste Management in Jordan

Jordan is an emerging and stable economy in the Middle East. The growing industrialization and high population growth rate have led to rapid increase in solid waste generation in the country which has, in turn, put increasing pressure in waste management infrastructure. Over two million tons of municipal waste is generated in Jordan each year with most of it diverted to unsanitary landfills and dumpsites which is posing a serious challenge to municipalities in Amman and Aqaba. Improper solid waste disposal is leading to public health risks, adverse environmental impacts as well as socio-economic problems. The predominant fraction in solid waste is organic matter which makes up as much as 60 percent of the solid waste stream. Being a relatively modest Middle Eastern country, the per capita waste generation in Jordan is 0.9 kg per day. Amman accounts for almost half of the total solid waste generated in Jordan.



Chapter 2 Introduction to the Sector Skills Analysis Project

Overview

This report on the Blue and Green Economy Sector in Jordan sector is one of the important economic sector and informal sector in Jordan. The Sector Skills Analysis (SSA), a project that was funded by UNESCO, as a component of the Technical and vocational education and training (TVET) Reform Program, will be used as a guideline for the MYSEA Project to analyze the TVET system in Jordan. The twin aims of the SSA project are:

- To inform education policy and priorities at secondary and tertiary levels, especially curriculum development for TVET and the development of training and opportunities for unskilled and/or unemployed people (with emphasis on women and youth) to enter the labor market and participate in formal and informal economic activity and
- To build the capacity of stakeholders to survey businesses and analyses employer demand in order to determine the best use of funding and target relevant TVET provision to better meet the demand of the labor market.

Global expectations of TVET

TVET is widely understood to be key to achieving a range of sustainable development goals including alleviation of poverty by empowering people to work and create jobs for others; increasing productivity and economic growth; promoting social equity, stability and peace; and increasing awareness of environmental issues and promoting green practices. TVET is regarded as pivotal to the achievement of inclusive, equitable and sustainable economic growth of industry and business, youth employability and enhanced social well-being.

Methodology Overview

In principle, the selection criteria for the economic sectors, as has been mentioned earlier Two streams of information inform the final Sector Skills Analysis (SSA):

- Analysis of skills supply
- Results of the Enterprise Survey (not conducted for the informal sector).

The sources of primary data for the analysis include:

- 1) The Enterprise Survey,
- 2) Interviews with business actor and leading private sector organizations,
- 3) Young, women and NEETs
- 4) TVET

The purpose of the SSA is to inform education policy and priorities, especially curriculum development for TVET and the development of training and opportunities for unskilled and/or unemployed people; and to build the capacity of stakeholders to analyze and respond to labor market demand. Figure 3 shows the multiple potential uses of the information.

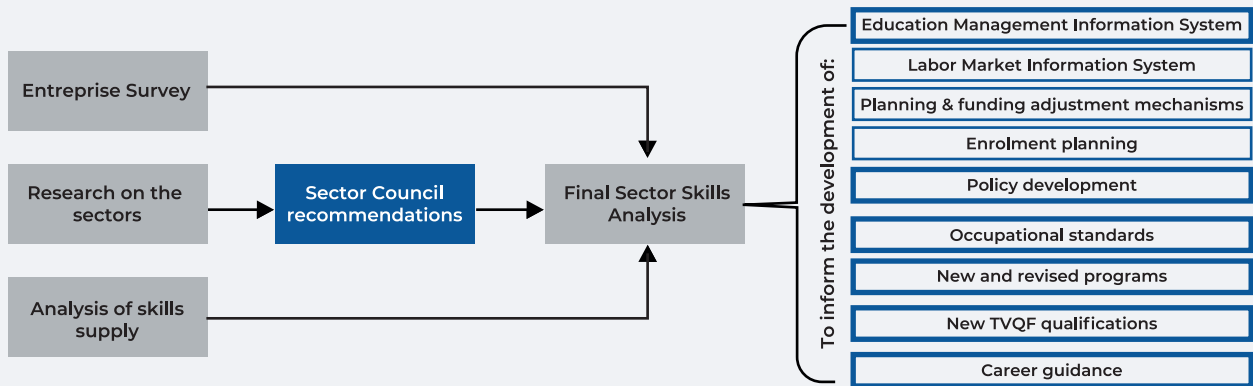


Figure 3. Overview of the Sector Skills Analysis (SSA) Project



Chapter 3 Context for Skills Development and Analysis

Overview of the economic sectors in Jordan

Within the Middle East region, Jordan is a small-sized economy, with a GDP of 44.5 billion USD in 2019, which is less than a 1/30 of the GDP of Turkey or Saudi Arabia and around 1/20 of Iran's or Egypt's, but much larger than the GDP of Somalia and Yemen. The Jordan population of around 11 million represents less than 1/8 of the population of Egypt, Iran or Turkey, similar to that of Lebanon but much larger than Oman or Qatar. Standards of living are lower than the MENA average, with an income per capita of 4,270 USD in 2017, much lower than that of Gulf States, behind that of Turkey or Iran, but higher than Yemen, Somalia, or Egypt.

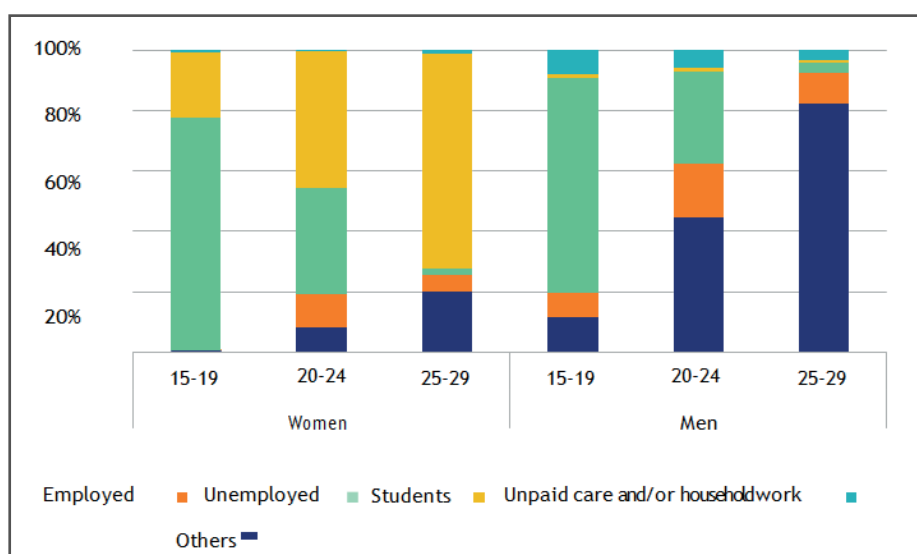
Characteristic	Agriculture	Services
2020	5.2%	61.59%
2019	4.91%	60.94%
2018	4.84%	60.71%
2017	4.76%	60.61%

Table 1: Distribution of gross domestic product (GDP) across economic sectors from 2017 to 2020

Employment profile

Employment profile Jordan has a population of approximately 11 million people, of whom two-thirds are Jordanian nationals.

A proportion of the non-Jordanians are immigrant workers engaged mainly in factory, agricultural and domestic work, but a majority is the result of successive waves of refugees from conflict in neighboring countries, the most recent being from Syria – Syrians constitute more than a third of the non-Jordanian population. Coping with the scale of refugee population's places considerable pressure on Jordan's natural, human and economic resources. Of its 88,780 km2 land area, only 11.4 per cent is agricultural land, with 8.4 per cent being permanent pasture land. The population is heavily concentrated in the west, and nine out of ten persons reside in urban areas.





Chapter 4 MYSEA Surveys

Three different surveys targeting three target groups; primary beneficiaries, TVET, and economic actors, were developed. The objectives of these surveys are a) to identify key factors for the promotion of innovation, competitiveness, inclusion, and employment in the primary sector and in the waste management industry b) to support actions in favor of Youth, NEETs and Women that are underrepresented in the labor market.

Research Methodology and Sampling

Survey	Target number	Number of Participants from Jordan
Primary Beneficiaries	250	605
Economic Actors	100	102
TVET	25	39

Table 2. Sample size target number and actual participants' numbers for Jordan

Results of the Surveys

Youth, Women and NEETs

This section provides the results of the data analysis of the primary beneficiary's sample, representing the supply side of the labor market. For this sample, an equal number of male and female youth aged 18-55 were surveyed and interviewed face-to-face in their homes. 41% of these were aged 18-24, 33% were aged between 25-34, 14.1% were aged between 35-44, 9.2% were aged between 45-54 and 1.8 more than 55. Figure 5 shows these percentages for 794 responses.

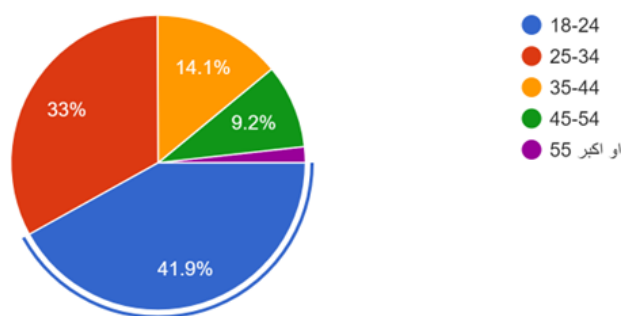


Figure 5: Age percentages for youth and women and NEETs sample

Skill Type	Percentage of the total	Jordan Case
ICT	28.6	18.6
Foreign Languages	20.3	13.2
Cultural Awareness	44.8	29.1
Health care	29	18.9
Innovation	19.9	12.9
Marketing	28.6	18.6
Social and Civil Competences	35.4	23
Entrepreneurship	52.9	34.4
Waste Management	17.3	11.2
Otherwise	8.9	5.8

Table 3: Skills and Competences for youth and young, Women and NEETs sample

Vocational Interest	Percentage
Agri food	18.3
Free job	15
Social Services	10.5
Health Care	10.1
ICT	9.8
Waste Management	5.2
Tourism	5.2
Technology	4.8
Renewable Energy	4.3
Design	3.8
Sport	3.3
Science	2
Others	0.1

Table 4: Distribution of vocational Training Interests for youth , women and NEETs sample

Not in Education, Employment, or Training (NEETs)

Field of Work	Percentage of the total
Accepting any job in agri food	82.4
Waste Management	77.6
Any type of job compatible with qualifications	92.5
Stable job	94.9
Any job with contract and salary	97.2
To be a pioneer in agri food	86.4
To be a pioneer in Waste Management	81.2
To be a pioneer	90.3
To be a worker	74.5
To be a founder of agriculture project	77.5
To be a founder of a waste management project	71.9

Table 5. NEETs fields of work

Economic Actors Survey

This section provides the results of the data analysis of the Economic Actors sample. The numbers of participants from Jordan were 102. In this sample, a number of male and female business actors aged 18-55 were surveyed and interviewed face-to-face in their homes. 2.9% of them were aged 18-24, 20.6% were aged between 25-34, 27.1% were aged between 35-44, and 33.5% were aged between 45-54 and 15.9% more than 55. Figure 6 shows these percentages.

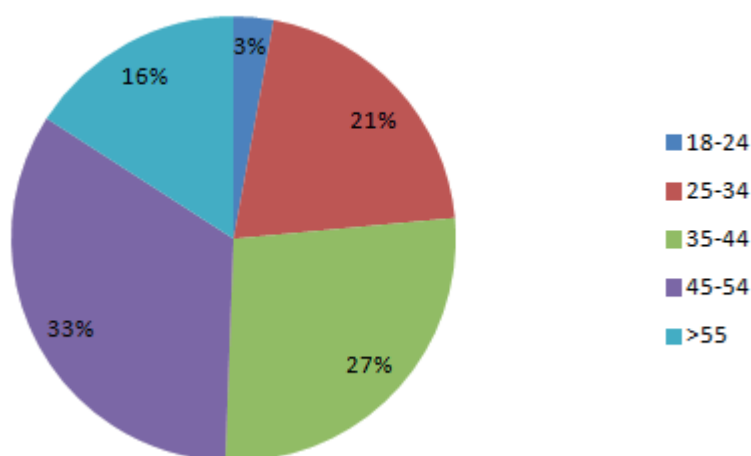


Figure 6: Age distribution for Business Actors sample

Position	Percentage
Manager	28.8
Executive Manager	7.1
Purchase Officer	1.2
Sales Officer	4.7
Marketing Officer	5.3
Quality Officer	4.7
Otherwise (Owner, founder/ co-founder, Director,..)	24.7

Table 6: Percentages of Positions for Business Actors in the job market

Qualification	Percentage
Traditional	43.5
Organic	10.6
Biodynamic	10
Dense	3.5
Hydroponics and Aquaponics	1.8
Vast	1.8
Subsistence farming	0.6
Bedouin farming	0.6
Others	9.9

Table 7: Classification of Business activities based on the type of production

Skills and competencies a Business Actor looking for

The most skills and competences that a Business Actor looking for is listed in Figure 7, where marketing (46.8%), Agri skills (42.7%), handwork (34.5%), IT skills (25.1), innovation (21.6%) and Environment Awareness (20%).

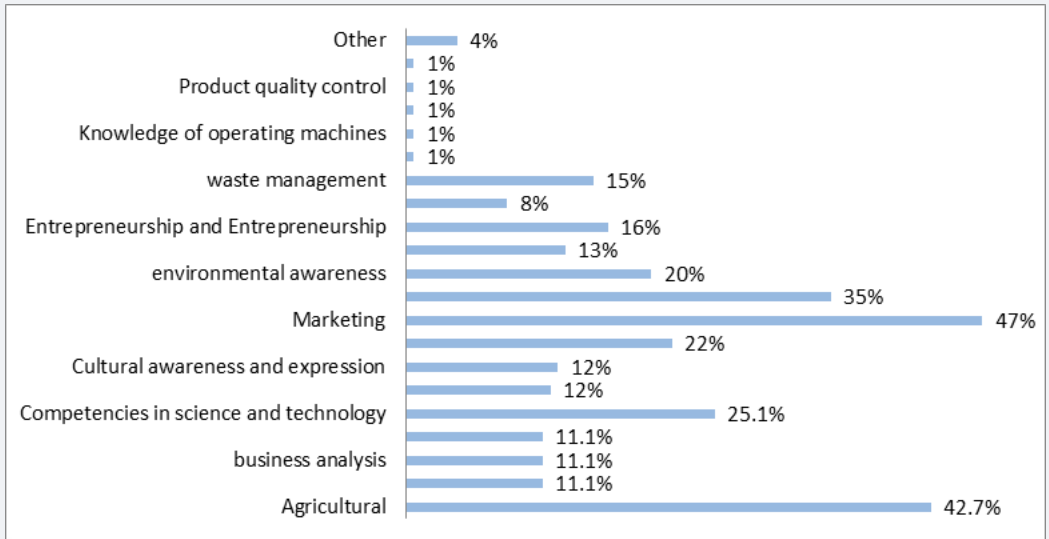


Figure 7: Basic Skills and competences a Business Actor looking for

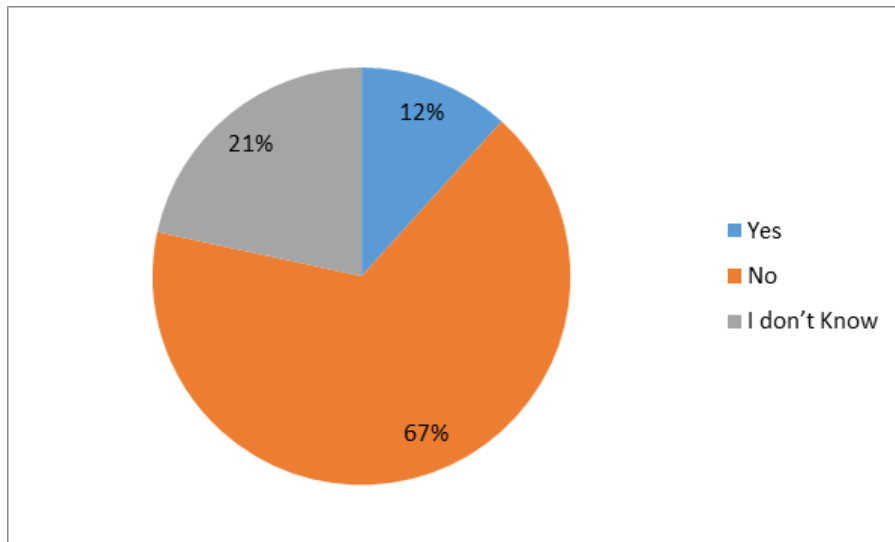


Figure 8: Is the country apply some kind of policies in Waste Management from Business Actors point of view

From Figure 9, the majority of the Economics Actors (83.6%) presented high commitment towards Waste Management in their companies. They took some procedures to reduce the Waste as illustrated in Figure 10, as follows:

- Waste reduction by %52
- Resuse by %36.3
- Repackaging %15.8
- Reinvesting %9.4
- Recycling 30.4

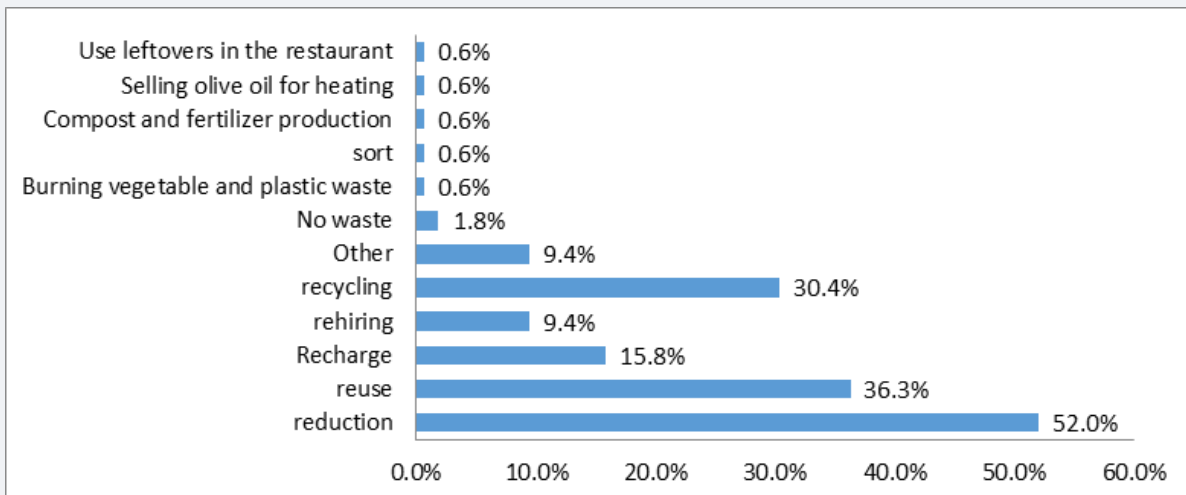
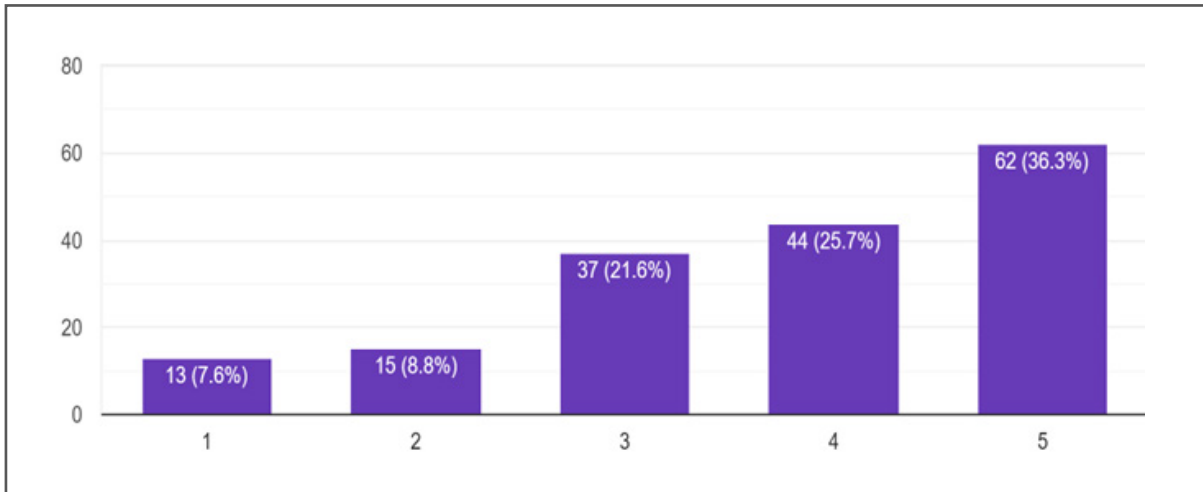


Figure 9: Degree of commitment towards Waste Management from Business Actors point of view

Technical and Vocational Education and Training (TVET)

In this section, we provide the results of the data analysis of Technical and Vocational Education and Training (TVET) sample. The number of participants from Jordan was 39. TVET offered some training courses and programs, the list of the training offered by surveyed TVETs are shown in Figure 11, which are:

- Practical apprenticeship (%26.1)
- Job-oriented education (%28.3)
- Online education (%21.7)
- Vocational training (%78.3)
- Qualifying lectures (%17.4)
- Technical training (%39.1)
- Continuous professional training (%37)

We noticed that the major efforts of TVETs went to the Vocational and Technical training.

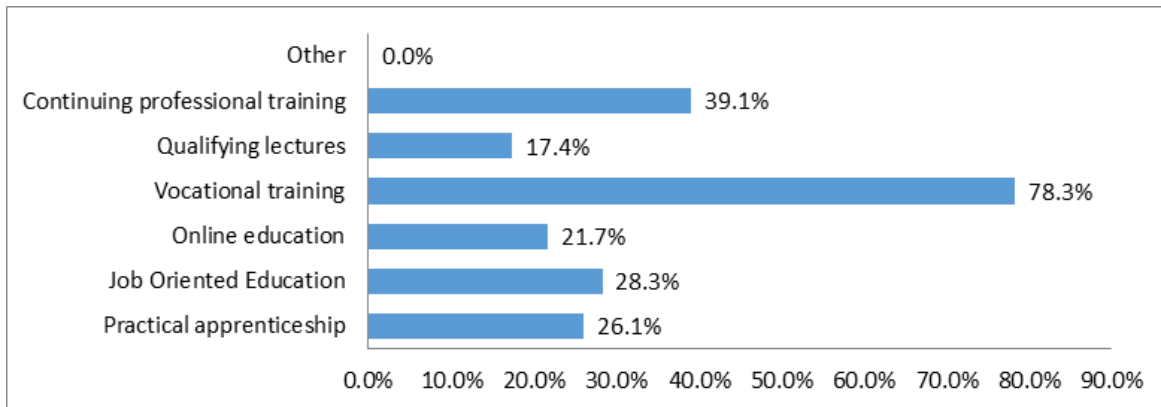


Figure 11: Training courses and Programs offered by TVET

Upon surveyed and Interviewed TVET representatives, Figure 12 summarizes the specialization of all representatives, about 1/3 are coming from Engineering background, 8.7% of the sample are specialized in economics. ICT, management and Agriculture Engineering share 4.3% each. Other specializations are around 2% or less.

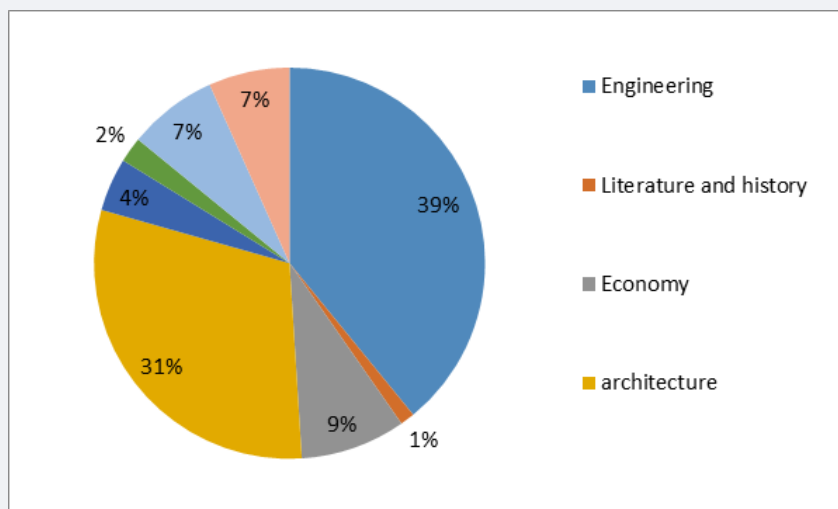


Figure 12. Specialization of TVET representatives



Chapter 5 Recommendations

Policy Recommendations for Improving TVET

This study shows the benefits of TVET training for preparing youth to enter the work force. It also identifies key areas for improvement in vocational training programming to better meet the needs of both employers and young people, and to increase participation in such programming. Based on these findings, the study recommends the following:

- Reform TVET curricula and textbooks in order to improve TVET output and raise the profile of TVET as a desirable destination for market-entry qualified, skilled, and committed recruits. At the same time, this will help to close the gaps between market demands and skilled labor output, as well as to incorporate emerging, non-traditional economic activities.
- In addition to developing technical skills, vocational programming should also place primary emphasis on fostering a strong work ethic and developing related skills, such as interpersonal and leadership skills, commitment, and performance values.
- Incorporate internships into a vocational training program at the organizational level. Importantly, this can help meet business and market demand for recruits that not only have the technical know-how and essential soft skills, values, and a positive work ethic, but also the practical experience gained from on-the-job opportunities. This seems to be a primary requirement of businesses and employers and a prerequisite to long-term employment.
- Review the legal framework that governs the employment and contractual commitments of both recruits and employers, with the aim of protecting the rights and duties of both parties and elevating the working conditions of the vocationally certified and other skilled young workers. Reforms could include offering job security, social security, health insurance and other legal provisions. This will make the vocational career path more attractive to young people, as well as more credible and highly regarded.
- Review the legal framework that governs the pay structure for internship, short placements as otherwise minimum wage requirements for Jordanian youth employment.
- Increase access to resources, especially financial resources, to help foster entrepreneurialism among youth, especially outside of vocational occupations and the “craft and related occupations” disciplines.
- Accompany TVET reform with incentives to help shift preferences from higher education to vocational training, to alter public opinion and perception with respect to the benefits of TVET training.
- Expand the capacity of TVET centers to function as comprehensive youth employment portals, offering a wide array of employment and career services to help youth find employment, and to better align the career aspirations of youth with labour market demands.

Policy Recommendations for Raising Awareness of TVET

Both vocational training and female participation in the labor force still suffer from a widespread social stigma, which may limit the impact of any TVET initiatives and continue to curtail economic growth. To affect a shift in attitudes and outlooks, the study recommends the following:

- Organize media awareness programs on the advantages of vocational training and value of vocational occupations.
- Develop awareness campaigns targeting negative perceptions regarding the participation of women in the labor force.
- Raise awareness in the educational system by editing textbooks to promote work values in general and advance positive images of women laborers, particularly in non-traditional occupations.
- Raise awareness among parents to encourage female engagement in both traditional and non-traditional vocational training programs and occupations.

Policy Recommendations for Career Guidance for Young People

There is also a need to improve and expand career counseling and planning services for young people in order to help reduce youth unemployment. The study recommends the following as first steps:

- Introduce career guidance and counseling in schools that provides an overview of labor market demands and the full range of possible labor occupations. Such counseling should be particularly geared towards academic non-achievers.
- Introduce a road show at the end of the scholastic year, at various municipal halls, to educate youth on topics such as potential academic, career, and vocational career choices; market needs versus labor redundancy; and match-making opportunities on a district or governorate level. Such road shows could be sponsored by the Ministry of Education and Ministry of Labor, but also major private sector representatives and TVET centers.

Additional Recommendations:

In addition, career guidance messages should do the following:

- Encourage female students to consider nontraditional vocational training offered by TVET.
- Encourage women to choose non-traditional work sectors, such as the tourism industry.
- Encourage innovative and entrepreneurial initiatives among youth.

Strategic Interventions with Support from the International Agencies

In addition to the above recommendations, specific issues will be better addressed through the support of International agencies that are already supporting initiatives related to vocational training. This support is by no means aimed to substitute for or determine the policies of the Government of Jordan, but rather to assist in addressing the immediacy of the problem, and inform future policy making with lessons learned and technical guidance. The study therefore recommends the following:

- Establish partnerships between UN agencies and Jordanian employers to develop internship programs and training opportunities for young people.
- Provide financial support and resources (with tax incentives for internship programming costs).
- Provide employment opportunities for Jordanians through cost-sharing for initial training periods.
- Provide employment opportunities for women through salary subsidy programs.
- Promote awareness of the benefits of internship programs.
- Encourage financial organizations to assist TVET graduates in procuring start-up capital for entrepreneurial initiatives.



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Contact Information:

CIES Onlus

Development Information
and Education Center

mysea.coordination@cies.it

cies@cies.it

www.enicbcmmed.eu/projects/mysea

