



Partners for Good
شركاء للأفضل

Partners for Good's (PfG) 2022 Brief acknowledges all those who supported the efforts put to bring meaningful impact and inspire positive change throughout PfG's operations. We are particularly grateful to our partners, supporters, stakeholders, volunteers, trainees, and the communities we serve, who have generously dedicated time and energy to help achieve PfG vision of a world where people have the opportunity to live and prosper with dignity.

VOICE AND PRESENCE OF YOUTH IN 2022 WERE STRONGER

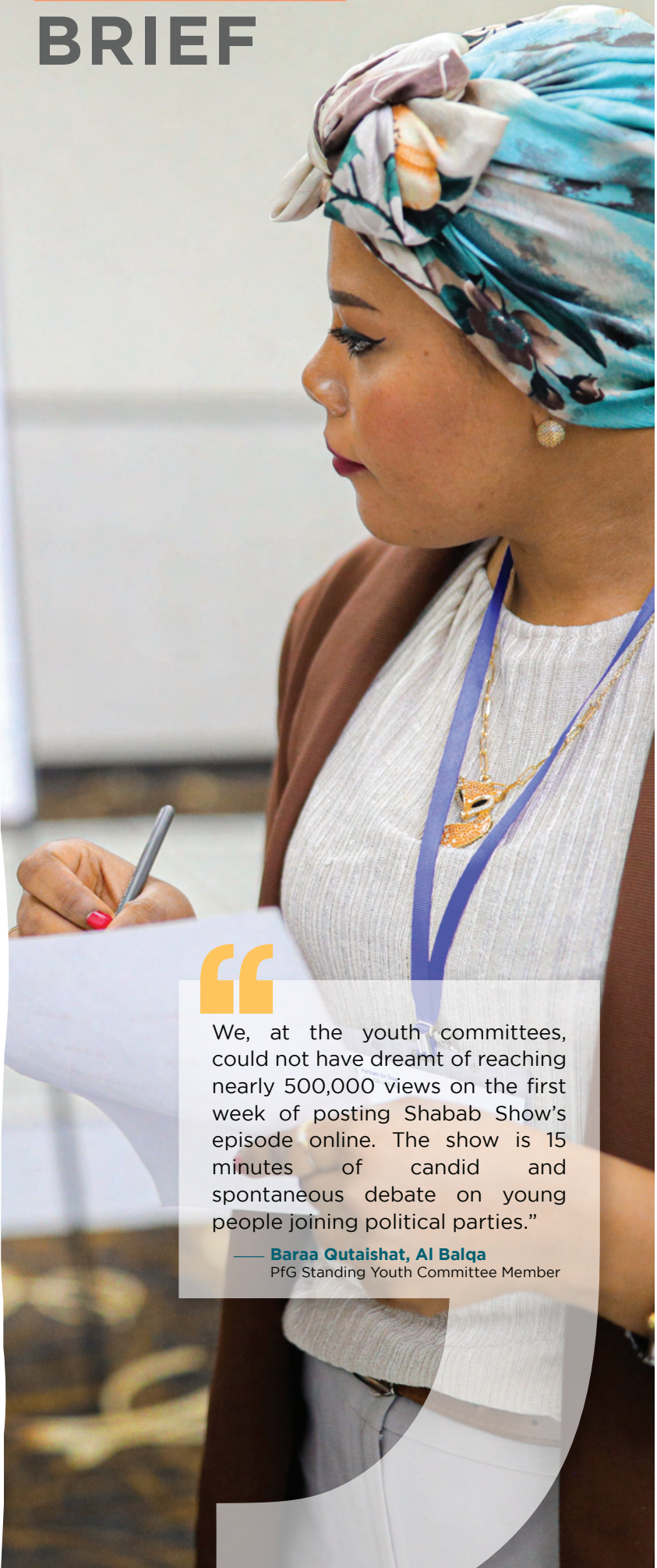
PfG Standing Youth Committees are youth-led, national level, voluntary and inclusive. A group of 85 motivated young men and women with exceptional skills, from Jordan's twelve governorates support our youth related interventions and have undertaken the task of advancing political and economic participation of youth in Jordan.

WHEN GIVEN THE **CHOICE**,
YOUTH WANT TO GO **BIG**.



Created and presented by 16 youth committee members, the first episode of the Shabab Show was featured online in 2022. The youth-led initiative, Shabab Show, focused on political engagement of the youth and their role in political parties, encouraging a healthy debate. PfG provided capacity building activities and partnered with ShezoMedia to avail media production technical support.

2022 BRIEF



We, at the youth committees, could not have dreamt of reaching nearly 500,000 views on the first week of posting Shabab Show's episode online. The show is 15 minutes of candid and spontaneous debate on young people joining political parties."

— **Baraa Qutaishat, Al Balqa**

PfG Standing Youth Committee Member

A VOLUNTARY, INCLUSIVE NATIONAL YOUTH-LED COMMITTEE

The youth mapped out and designed their own social initiatives based on a youth-led approach, initiatives are then endorsed by PfG. Youth were trained on how to assess and propose initiatives, select jurists, set evaluation criteria, and identify ideas that PfG will help turn into reality.

85 Exceptional, Motivated, and Outspoken Youth

“Felt heard, and acknowledged, this experience was eye-opening and gave us the opportunity to discuss our future and believe that we can make it better.”

— **Refat Freihat, Ajloun**
PfG Standing Youth Committee Member



500K
Shabab Show Views



47
Females



12
Governorates

PFG - MESH MOSTAHEEL LAUNCHES I2Z PLATFORM

Launched in 2018 as an interactive and competitive TV show, where entrepreneurs vied and compete for a seed funds in an audience voting mechanism over two seasons, currently, Mesh Mostaheel is among the first Arab online platforms fostering entrepreneurship, celebrating success stories, and offering youth a variety of services and resources.



i2Z

As PfG entrepreneurs evolve, PfG developed and introduced the i2Z platform, aimed at empowering young people throughout their journey of innovation, from ideation to launch.

PITCHING FOR INVESTMENT

A PARTNERSHIP WITH UK-BASED AL SANA GROUP (ASG)

Together with a group of Mesh Mostaheel entrepreneurs, PfG sought to support the upscaling of the entrepreneurs' projects and operations. This was made possible through collaboration with UK-based Al Sana Group (ASG), a group of active investors who are keen on investing in innovative businesses worldwide, with a particular focus on the Middle East. During pitching sessions, the entrepreneurs delivered their ideas and negotiated terms in what proved to be an edifying experience for all.



“I was a Mesh Mostaheel contestant in Season two back in 2020. Grateful for PfG for keeping an eye on my project and supporting it. Pitching for Investors was challenging, exhilarating, and indeed promising.”

— **Ahmad Al Saif**
Founder & CEO Of Alefredo Books



Jordanian labour market suffers from one of the lowest female participation rates in the region. PfG programs aspire to contribute to increasing female labour force participation in the kingdom.

Committed to the Economic Empowerment of Jordanian Women and Youth.



3 Companies Certified as "Best Places to Work- Jordan" Analysis Involved over 1,700 Employees Social Media Campaign Reached 500K

PfG launched the Best Places to Work program in Jordan in 2022 to raise awareness of the need for promoting and acknowledging excellence at workplaces and corporate culture.

PfG is Jordan's sole agent of the international organization, Best Places to Work, which has more than 30 years of experience in implementing similar programs in many countries.

We worked on awareness raising on this issue for more than two years, taking part in national campaigns, media activities and other events. "More Than a Place" is a campaign PfG launched in 2022 to raise awareness of the need for cultivating inclusive, women-friendly, and excellence-driven workplaces.



BEST PLACES TO WORK

Best Places to Work assesses and certifies workplaces nationally and internationally, promoting positive competition among enterprises and encouraging them to provide safe and empowering workplaces for women and youth. The program conducts in-depth workplace analyses and measures improvements. Since the launch of its program, PfG has worked with more than twenty five companies.

IRIS Technology and Pi Pharma Intelligence are recognized as best places to work in Jordan. They outperformed the engagement index with their unique company culture, robust professional development, and commitment to employee recognition and appreciation.

“The accreditation reinforced my belief that we are focusing on the right priority; our people. The certificate serves as a testament to our exceptional quality of work and everyone’s commitment to building and sustaining an innovative and inclusive workplace at IRIS Technology.”

— **Ruba Daoud**
Business Development Manager
IRIS Technology

“Recognizing our company as a best place to work is a true honor, reflecting the positive culture we have built. Our team members are our greatest assets, and we are committed to providing them with the resources and support. We are grateful for their hard work and dedication.”



— **Saif Alabbadi**
Chief Human Resource Officer
Pi Pharma



A Journey That Takes Youth Places!

Youth JO: Level Up! set out to empower 1,500 youth with entrepreneurial and employability skills in the agricultural and tourism sectors in Jordan.

Partnerships, public-private engagement, and the great efforts exerted by the committed and motivated youth, project achieved impactful results. Technical and vocational training, field trips, coaching, mentoring, internships, job matchmaking and learning by doing in agriculture and tourism grant youth key soft and technical skills supporting their employability.

Youth-Jo: Level Up! Project Themes



The project, funded by the Embassy of the Kingdom of Netherlands in Jordan, is strategically aligned with priorities of youth employment policies and the Nexus Skills-Jobs for Youth Fund. It is developed and implemented by a PfG-led consortium that includes Luminus for Social Development (LMNS), and Advance Consulting (AC) through FAL Consulting and Management Services, and the European Centre for Eco and Agro Tourism (ECEAT).



Ajloun Jarash Balqa Madaba Amman Petra Wadi Rum Aqaba

“My views on plant protection and integrated pest management have changed. Honestly, what I have learned exceeded my expectations.”

— **Eng. Sondos Bani Fauaz**
Agriculture Technical Training

The Foundational Skilling Program, both online and offline, aims to develop the capacity of young people, providing them with soft and technical skills needed for the labor market. Thus, every trainee must go through this program before proceeding to technical trainings.





“Throughout the training, I gained technical skills that enable me to confidently compete with experienced employees. I work as a project coordinator at Dar Abu Abdallah.” — **Eng. Ahmad Al-Hasanat**
Agriculture Technical Training

BUILDING A COMMUNITY OF MENTORS, YOUTH, AND EMPLOYERS

Entrepreneurship is central to PfG efforts. Project is to train 300 youth on starting their own businesses in mass and alternative tourism sectors, as well as in agriculture. Standouts would be offered the opportunity to compete for seed funds, thanks to PfG expertise and the Mesh Mostaheel Platform.

Youth-JO: Level Up! Agriculture program focusses on market demand and covered a wide range of topics like, irrigation and fertigation, hydroponics, pre and post-harvest, crop protection, and integrated pest management.

As for the tourism program, at Luminus Technical University College (LTUC), young trainees learned about tourism management, barista skills, casual dining, and Arab cuisine. The project continues to follow up on trainee career development, providing them with employment support at job fairs and job matching events.



280

Completed Foundational Skilling Program



114

Joined Entrepreneurship Boot Camps



100

Tourisms Vocational Trainees



51

Completed Technical Agriculture Training

“My self-confidence and my technical skills have considerably improved in the last three months. I am very excited to complete the course and join the workforce. That would help me make my dream come true.”

— **Jamal Bawab**
Tourism Vocational Training



“My training with Youth JO: Level Up! was a leap in my practical experience, especially technical skills, project financial management, and, most importantly, the know-how business pitching.

— **Hamza Alfauri**
Entrepreneurship Training





CELEBRATING CULTURE, HERITAGE, AND LOCAL TALENT

Local Partnership for Tourism Development (SHAMS)

SHAMS launched several products and tourism services in Southern Shouneh and Ma'an in 2022. By enhancing skills and capabilities of women and youth, SHAMS worked to create economic opportunities for the local community and to build linkages between individuals and the private sector. Project developed seven different components each of them centered around enhancing skills and capacities of women and youth, to economically enable communities.



500 Community Members Engaged



306 Women and Youth Trained



7 Communities Engaged



17 Partners CBOs



13 Training Topics



29 On-the-Job Training Opportunities

Ma'an Heritage Trail, celebrates Ma'an cultural attributes and splendour of Al Basateen Al Shamyeh

Ma'an Heritage Trail seeks to offer tourists the opportunity to enjoy the natural beauty and rich history of Ma'an as well as the traditions and customs of the local community. Together with the Al Alia Camp, Ma'an old souq, and Al Basateen Al Shamyeh, the Ma'an trail promotes the city as a tourist attraction, and supports job creation and economic empowerment of women and youth.



We have partnered with PfG to develop community participation in tourism development, offering tourists the chance to enjoy our food and learn about our traditions and heritage."

Dr. Mohammad Al Nasa'a

President of Be'er Al Shamyeh Agricultural Cooperative

Ma'an Governorate



Al Alia Track



Ma'an Heritage Trail



Brrri



Bait Al Alia Camp

Brrri Naturally Grown Herbs Turned Economic Enablers.

At Ma'an - Al Ashari, local women grow herbs in Ma'an to produce Brrri natural and traditional herbal products.

"At Brrri, we use techniques dating back hundreds of years to make top herbal products from naturally grown herbs and herbs that we plant. We partnered with PfG and became an integral part of the SHAMS project selling our products online and at our Ashari location.

Jameleh Al Jazi

Manager of Al Jawharah Association



Shouneh Products, from the Jordan Valley to Your Homes

Rich in flavour, made with fruits and vegetables grown at South Shouneh, Shouneh products empower women and the local community economically by producing long shelf products that embody South Shouneh’s culture and traditional flavours. After finalizing all training activities, products are now available online and in selected stores.



“We started selling and marketing our products, signing agreements with online platforms and shops in 2022. We produced more than 1,529 jars of jam, pizza sauce, and sundried tomatoes.”

— **Muyassar Abdulhadi**
Shouneh Long Shelf Product

Dar Al Shouneh The Jordan Village Experience

In the same area, Dar Al Shouneh sits beautifully. Dar Al Shouneh was created in partnership with Greening the Desert Project - the Jordanian Association for Environment Quality. It was developed to enrich the region’s tourism product and build sustainable linkages between local communities and private sector actors, contributing to the value chain of the tourism industry in the area.



“In 2022, we welcomed 250 guests at Dar Al Shouneh. It was great seeing our traditions, customs and agriculture practices evolve into tourism attractions and enjoyable experiences.”

— **Na’emeh Abu Yahy**
Dar Al Shouneh

SHAMS Dead Sea Components:



Al Ramah Compost



Dar Al Shouneh



Shouneh Products



Al Ramah Compost, An Economic Enabler for Farmers and Community

“Through SHAMS, Al Rama Compost has created partnerships with the farmers and the private sector. We are proud of that. By promoting the project as economic enabler of farmers, we reached out to 30 women and youth, offering them training on compost management and environment-friendly farming practices.”

— **Eng. Majdi Edwan**
Owner of Al Edwan Agriculture Company



Local Partnership for Tourism Development Project (SHAMS) is Implemented by Partners for Good (PfG) and Funded by the Embassy of the Kingdom of the Netherlands in Jordan.



OUR **IMPACT** IS GROWING SO IS OUR **TEAM**

Partners for Good is a Jordanian nonprofit organization, with a team of 20 innovative, result-driven individuals committed to the PfG's vision. We are strategic, forward looking and responsive combining local knowledge and international best practice.

Our national and international operations are carried out by forging sustainable partnerships, fostering innovation, and adopting participatory and inclusive approaches in the design and execution of our projects.

Keen on evolving with and alongside the communities we serve and partner with, PfG is committed to authenticity and that of our people. Throughout, we remain respectful of our local communities' heritage and values. We are determined to continue to achieve positive, lasting, and tangible impact.

Both our donor-funded, and self-funded projects feed into our vision. The theory of change that guides our operations focusses on four central themes: Women's empowerment; employment support and entrepreneurship; poverty alleviation; and climate change mitigation.

20 IN 22 NUMBERS



85
Youth
Committees Members



+114,000
Social Media
Followers



12
Governorates



600
Trainees
(382 Females)



2
Countries



PfG PfG International continued to work with refugees in 2022 through supporting them and cultivating dialogue between refugees, government and NGOs engaging women and youth from international different locations. The future direction for the organization is derived from key partnerships and connections established with NGOs and private sector foundations including War Child Netherlands, Butterfly Works Netherlands, and the Emerging Leaders Foundation Kenya. Established in 2020, PfG International aspires towards a world in which people have equal opportunities to realize better future.

