



Partners for Good
شركاء للأفضل

This year, we choose to celebrate our distinguished people and dedicated community members we partnered through a glimpse into their stories where they shine to set an example of inspiration and commitment, reminding us of the transformative power that comes from passion, hard work, and collaborative efforts.



Throughout Partners for Good's (PfG) interventions across Jordan, the community members we worked with were the true champions of resilience and hope. Their active participation, enthusiasm, and determination for positive change have created a vibrant and thriving environment within our projects and activities. 2023 marked a year of significant growth and impact for PfG, driven by the power of partnerships.

from 2023

FACES



2023 marked a year of significant growth and impact for PfG, driven by the power of partnerships. As a Jordanian non-profit organization (NGO) with a rich history spanning more than two decades, PfG's vision is simple yet profound: we aspire to create a world where people have the opportunity to live and prosper with dignity.

We are proud of our significant progress across Jordan, empowered by the invaluable contributions of young people, organizations, and the communities we partner with. Their contribution and insights enriched our interventions more than ever, resulting in positive impacts in the lives of thousands in areas like entrepreneurship, women's economic empowerment, and economic security and livelihoods.



A Melody of
Empowerment

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I remember the first time I heard the nāy being played, I instantly fell in love with its melody.”

Salem Al Nawaji

Southern Shouneh- Al Balqa’

Local Partnership for Tourism Development (SHAMS)

Salem Al Nawaji, a young talent from Southern Shouneh, stands as the eldest among his three brothers. Currently a 10th grader at Al Rawda Secondary School, Salem skillfully balances his academic commitments with a profound affinity for music. Upon first meeting him, his composed and thoughtful demeanor is immediately noticeable.

How the Nāy Found Salem!

It was through a local association in his community in Southern Shouneh that Salem stumbled upon the opportunity to learn to play the nāy. Under the Local Partnership for Tourism Development (SHAMS) project, Partners for Good (PfG) devised a community engagement program for youth from Southern Shouneh that included training youth on making and playing nāy.

SHAMS, delivered with the support of the Embassy of the Kingdom of the Netherlands in Jordan, aims at showcasing the area's culture, heritage, and talents

as well as highlighting its touristic value and fostering economic opportunities for the local community in Southern Shouneh and Ma'an.

With a newborn passion, Salem was eager to delve into the world of the nāy, learning more about the instrument and notable flutists in the region. He reflected, *"That's when I knew I wanted to hold a nāy too."*



Every Nāy Has a Story to Tell

The nāy is the traditional Arabic name for the flute – an ancient instrument that boasts a history spanning thousands of years and plays a pivotal role in Middle Eastern cultural and musical heritage, including in Jordan. It features prominently in ancient narratives, poetry, and has been a staple among farmers, shepherds, and folk musicians.

Salem's training went beyond mere craftsmanship of the nāy from locally sourced reeds; it encompassed comprehensive lessons in nāy playing. This included mastering embouchure, refining breathing techniques, perfecting hand placement, and maintaining the correct posture.

today, Salem showcases his skills within the setting of the SHAMS component, Dar Al Shouneh, "the Jordan Village Experience", infusing the atmosphere with authentic Jordanian folk music.

"I find joy in playing at Dar Al Shouneh; it's uplifting when people resonate with the music I perform," Salem expressed.

Salem dreams of bringing the richness of Jordanian musical heritage to the global stage, captivating international audiences. Reflecting on his instrument of choice, he noted, *"I chose the nāy because it's a cherished musical instrument. I dream of becoming a renowned musician in the future."*

We are proud to share Salem's journey. PfG is honored to have contributed to supporting Salem and the talented youth of the SHAMS project. We eagerly anticipate witnessing their growth and the positive impact they will continue to make in their communities and beyond.



Voices Ignited:

Acknowledging the Youth



Joining PfG Standing Youth Committees was an opportunity to collaboratively make a positive impact alongside new colleagues and connections who share similar values," Sally reflected.

Sally Al Na'eem
Dayr 'Allah - Al Balqa'
PfG Standing Youth Committees

Sally Al Na'eem, a 29-year-old environmental advocate from Dayr 'Allah in Al Balqa', holds a bachelor's degree in Management Information Systems. She currently spearheads the "Green Space" project as its general manager, with a mission to encourage farmers to transition from traditional to hydroponic farming methods. Sally leads with innovation, leadership, and openness, dedicating herself to climate and agricultural awareness, especially among the youth. Her involvement with Partners for Good (PfG) Standing Youth Committees is a key avenue for her advocacy.

Why PfG Youth Committees?

PfG's Standing Youth Committees are a vital force for positive change, driven by 120 motivated and impassioned young individuals representing each of Jordan's 12 governorates. These nationwide, youth-led, inclusive committees incorporate the voices of women, men, youth with disabilities, and Syrian refugees.

Upon joining the youth committees in 2023, Sally was keen on meeting new people, forging connections, and enhancing her personal and social skills. Her primary aim was to participate in events and projects aimed at improving the social and economic conditions of her community, while also raising awareness about climate change. Working with committee members, Sally helped propose sustainable solutions to challenges facing youth across the 12 governorates.



Leveling up Skills

"Voluntary work is a chance to improve our leadership skills and foster social integration, drawing us closer to our community." Sally shared.

Sally has honed various skills and professionally enriched her CV by integrating expertise from PfG youth committee activities, including volunteering, and teamwork.

Making it to the COP28

"Along with three other outstanding youth committee members, I was honored to share my insights and engage in discussions about global climate change challenges with young leaders and decision-makers from around the world," Sally remarked.

A professional and social highlight for Sally was the chance provided by Partners for Good to participate in the 2023 United Nations Climate Change Conference (COP28) in the United Arab Emirates.

Through the youth committees, Sally aims to share her knowledge with young people in her community. She is determined to advance the agricultural sector in her hometown and emphasize the significance of agriculture and climate updates.

"I am currently focusing on agricultural issues in my area, striving for immediate and effective solutions," Sally stated.

PfG remains dedicated to a "youth-owned, youth-led, and youth-managed" approach. We are proud to support Sally and other Youth Committees members.



Empowering through Art

“

The mosaic training in Madaba created a positive change in my life. The hands-on experience with vibrant tiles, colorful stones, and patterns was so enjoyable.”

Zahra Al Assaf
Madaba
Youth-JO: Level Up!

In 2016, Zahra Al Assaf, a 34-year-old resilient woman, was preparing to leave her hometown of Deir ez-Zor in Syria, in search of medical care in Jordan. Due to her challenging health condition and the limited healthcare services in Syria, Zahra found herself in a difficult situation, leaving behind her childhood home, friends, and memories to settle with her brothers in Madaba.

During her time in Syria, Zahra honed her sewing skills at home and made a deliberate choice to specialize in crafting handmade products. Creating various pieces, she embarked on a journey of selling them to ensure a sustainable income.

Dusting off an Old Skill

"I was unable to pursue my studies at school, but I never stopped learning," said Zahra.

During her time in Jordan, Zahra aimed to be financially independent. In 2023, she learned from

friends about a mosaic art training and employment program offered for Syrians in Madaba and immediately seized the opportunity to embark on a new artistic journey.

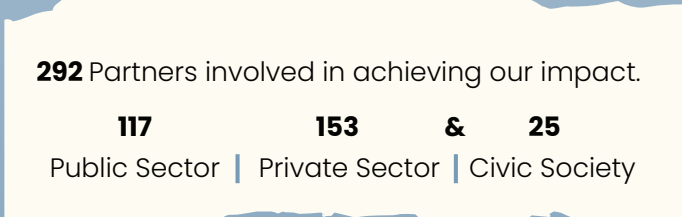
"The mosaic training in Madaba created a positive change in my life. The hands-on experience with vibrant tiles, colorful stones, and patterns was so enjoyable," added Zahra.

Zahra enrolled in the six-week mosaic training program offered by Partners for Good (PfG) with support from the Embassy of the Kingdom of the Netherlands in Jordan under the Youth-JO: Level Up! project. Training alongside 25 other Syrian trainees, she was eager to learn mosaic techniques and design principles and begin creating mosaic artworks. In addition to technical skills, Zahra and her colleagues were introduced to various essential topics related to career development and interpersonal skills.

A Mosaic Talent in Madaba, Home of the Famous Byzantine-Era Mosaic Map

"I was able to make a whole out of small pieces of tile and stone and arrange them in a specific pattern. It was therapeutic and gave me a sense of belonging. I aspire to be one of the most famous female mosaic artists, leaving a touch of art wherever my mosaic pieces find a place," said Zahra.

Zahra is now ready to excel, unleashing her potential in the world of mosaics. Through Youth-JO: Level Up! she has become a supplier for one of the most popular mosaic shops in Madaba, offering her the opportunity to market and display her exquisite mosaic pieces. This not only supports her financially but also allows her to build a network of customers who appreciate mosaics.



With great pride, we share Zahra's story. PfG is honored to have contributed to supporting Zahra and the talented young individuals of the Youth-JO: Level Up! project. We salute Zahra for her tremendous effort and her positive spirit. We look forward to witnessing the continued impact on her life and the community around her.

Preserving Roots: Legacy of Traditional Hospitality



The capacity-building initiatives and the renovations carried out by SHAMS at the café, along with the establishment of Dar Al Shouneh restaurant and experience, have created new opportunities for the entire community,"

Na'eemeh Abu Yahya
Southern Shouneh - Al Balqa'
Local Partnership for Tourism Development (SHAMS)

Na'eemeh is a 43-year-old woman hailing from Southern Shouneh. She is a devoted mother to two daughters and three sons, as well as an integral team member of the Greening the Desert project, an initiative focuses on teaching permaculture design and providing practical training in permaculture techniques.

Forging Partnerships and Building Bridges

In 2020, Partners for Good (PfG) embarked on a mission to establish partnerships with local stakeholders in Southern Shouneh and Ma'an. The goal was to facilitate connections between the local community and private sector entities within the tourism industry. The overarching objective was to bolster the capacity of the local community and assist in the development of sought-after Jordanian products and services.

This collaboration led to the inception of Dar Al Shouneh, known as "the Jordanian Village Experience," as part of the Local Partnership for

Dar Al Shouneh also serves a diverse array of locally sourced, healthy cuisine crafted from organically grown produce, ensuring freshness and authenticity. It has become a sought-after destination not only for team-building activities but also for families seeking quality time together, especially during the winter season.

"The hands-on training in food and beverage preparation was both enjoyable and beneficial. It refined my skills and elevated my proficiency at the café," shared Na'eemeh.

Proficiency at its Best

Na'eemeh demonstrated exceptional dedication during the hospitality training program. She not only honed her skills in facility management and guest relations but also excelled in handling customer interactions. Leading tours for visitors, she infused each experience with enriching permaculture insights and traditional history, offering a truly captivating experience.

Tourism Development (SHAMS) project, supported by the Embassy of the Kingdom of the Netherlands in Jordan.

As a key participant in this partnership, Na'eemeh engaged in various training programs offered through the SHAMS project, including hospitality and food preparation. She actively participated in interactive cooking and beverage-making sessions conducted at the Dar Al Shouneh restaurant. This establishment, developed as part of the SHAMS project, aims to enhance the cultural and touristic experience by offering activities such as nāy instrument making and traditional games.



"The training equipped me with the necessary knowledge to take on the responsibility of managing the facility," remarked Na'eemeh.

Currently, Na'eemeh runs the Greening the Desert project facility and manages the Dar Al Shouneh restaurant, which employs women from the neighborhood. Through their dedication and thirst for knowledge, Na'eemeh and many other women from the area, has successfully secured a sustainable income.

"It was more than just a project; SHAMS has enriched my experience and elevated my capabilities through learning," emphasized Na'eemeh.

With immense pride, we share Na'eemeh's remarkable journey. PfG is honored to have played a role in supporting Na'eemeh and the talented trainees of the SHAMS project. We eagerly anticipate witnessing their continued growth and the positive impact they bring to their lives and communities.



Empowering through **Podcasting**



The PfG Youth Committees provided the perfect platform to unleash my potential, pushing me to surpass expectations, particularly in podcasting."

Mohammad Jarad
Az-Zarqa
PfG Standing Youth Committees

Mohammad Jarad, a 23-year-old emerging social advocate from Az-Zarqa, stands as a beacon of inspiration amidst his family of three brothers and a sister. Guiding his journey with unwavering strength is his mother, a figure he deeply admires and leans on for support.

Following the Tawjihi exam, Mohammad encountered several hurdles in pursuing higher education. Reflecting on his journey, he shared, *"While unable to immediately embark on a bachelor's degree, it remains a foremost aspiration."* Amidst this challenge, Mohammad found himself with ample free time. During this period, he engaged in various activities, trainings, and workshops. It was during this exploration that Mohammad stumbled upon a newfound passion: podcasting. *"I was fortunate to discover this new passion while participating in a media group where I proposed the idea of a podcast project."* Shared Mohammad.

"Rehleh," Arabic for journey, is a youth initiative launched as part of PfG's youth committees' activities, funded by PfG. Alongside Mohammad, the dynamic Rehleh team comprises Raghad Abi Eisheh, Fatima Al Amoush, Mohammad Safi, Batool Nakhleh, and Suha Abu Alhaj. Rehleh manifests as a compelling podcast tailored for students and young individuals, with a profound mission to foster awareness regarding volunteering, social involvement, and career strategizing.

"I became a member of the committees and joined the Podcast initiative initiated by my colleagues aimed at engaging students in schools." Shared Mohammad

Through this endeavor, Mohammad not only honed his skills but also generously shared his expertise with fellow committee members. Reflecting on his journey, Mohammad remarked, *"I seized the opportunity to forge new connections and deepen existing bonds with fellow members."*

A Member of the PfG Standing Youth Committees

"Volunteering became my lifeline during those moments of free time. It has shaped my identity, fostering a deeper understanding of both myself and the community that surrounds me." Said Mohammad


Embracing the opportunity, with five colleagues from Az-Zarqa, Mohammad joined Partners for Good (PfG) Standing Youth Committees.

Mohammad's mission with the youth committees has been filled with enlightening experiences and meaningful interactions. He actively participated in the design phase of various youth initiatives and excelled in the Podcast initiative. Collaborating with his colleagues, Mohammad played a crucial role in crafting scripts and overseeing the entire process, resulting in the recording of four episodes of "Rehleh."

"Rehleh," a youth-led initiative, embodies the essence of why PfG launched its youth committees across Jordan. It provides youth with a space for interaction and enables them to actively contribute to the positive development of their communities.

Mohammad Jarad aspires to launch his very own podcast show, delving into topics close to his heart, such as humanitarian causes, self-development, and social sciences. With a passion for these subjects, Mohammad envisions crafting insightful discussions that resonate with audiences on a deeply personal level.

Partners for Good is committed to a "youth-owned, youth-led, youth-managed" approach. PfG is honored to have played a part in supporting Mohammad and the Youth Committees members. We look forward to witnessing the continued impact they make in uplifting themselves and their communities.



Herbal Ventures: Growing Dreams of Success



As a child, I used to accompany my grandmother to pick wild herbs for her special traditional remedies for the family. Those walks ignited a spark within me, to follow my passion for herbal remedies and pursue a degree in Pharmacy at university."

Shawq Al Jazi

Udhruh - Ma'an

Local Partnership for Tourism Development (SHAMS)

From Udhruh, Ma'an, unfolds the story shaping the success of Shawq Al Jazi, a 24-year-old member of Al Jawharah Association, and "Brii" herbal products. The journey began in Shawq's childhood, as she accompanied her grandmother on herb-picking walks, listening eagerly to her stories along the way.

A Story of a Product

The initial stages were humble, with herbs packaged in simple plastic bags and labeled with paper stickers. Little did anyone know that this was just the beginning for "Brii" Herbal Products.

The turning point for Brii came through the collaboration between Al Jawharah Association and Partners for Good (PfG). Under the Local Partnership for Tourism Development Project (SHAMS), supported by the Embassy of the Kingdom of the Netherlands in Jordan.

SHAMS, mandated to enhance specific skills and capacities of women and youth, and to assist local communities in developing Jordanian in-demand

products and services, offered Shawq and Al Jawharah Association women an opportunity for economic sustainability.

Through SHAMS, Shawq and the "Brii" products' team received specialized equipment and capacity building programs in growing, drying, packaging, and marketing herbal products. The once simple packaging evolved into a refined display, available for sale online on social media platforms. This collaboration opened doors to employment opportunities for women of Ma'an and helped generate income for ten women at Al Jawharah Association.



Proudly "Brii"

Today, "Brii" stands proudly as a local product picked and prepared by the local women of Ma'an, celebrating and preserving the traditions associated with herbs in Jordan. The success of Shawq and the "Brii" team serves as an inspiration to all, a testament to the power of passion, tradition, and strategic partnerships. It is a tribute to the cultural heritage embedded in every leaf and root.

Committed to Enhancing Economic Security and Livelihoods.

478,115 Individuals were impacted through Partners for Good's interventions.

"Through this collaboration, we received technical assistance, capacity development, and equipment that enabled us to grow and package herbs, as well as to dry herbs even during the winter season..." said Shawq. She adds, *"Our ability to dry herbs during the harsh winter months ensures a year-round supply of high-quality herbs."*

It is with great pride that we share Shawq's remarkable story and the success of "Brii" herbal products. Her journey exemplifies dedication and perseverance. We are honored to have contributed to supporting Shawq and her colleagues through "Brii," and we look forward to witnessing the continued impact of "Brii" herbal products in the years to come.

Follow "Brii"



A Woman's Entrepreneurial Journey in Tourism



“

Together with my guests, we embark on a culinary journey through various traditional dishes. Their smiles as we flip the iconic Maqlouba or serve up stuffed grape leaves fills me with joy.”

Rima Hamzat
Ajloun
Youth-JO: Level Up!

Book your experience
at Beit Um Hamza



Rima Hamzat, a hospitable woman from Ajloun, in northern Jordan, is a mother of three sons and a daughter. Rima is known as a food enthusiast with an entrepreneurial spirit. Her love for cooking bloomed at a young age and was further enhanced when she started helping her mother-in-law in preparing meals for the family.

"I remember spending weekends cooking traditional Jordanian dishes for our family," she recalls fondly.

Jordanian Cuisine with Authentic Flavor

The journey started with the establishment of her home-based venture "Beit Um Hamza", which is considered a local gem in South Ajloun. Rima's project offered distinctive dining experiences with a splash of countryside vibes. At "Beit Um Hamza", guests could enjoy homemade traditional and rural dishes, allowing both locals and international visitors the chance to indulge in Jordanian cuisine

"It was incredibly valuable to discover and be connected with the local treasures that complement the tourist experience as we pool our resources to showcase our city." Said Rima

Rima's place is very warm, welcoming and filled with food lovingly crafted by herself and other six coworkers from Ajloun. A hot rocks oven and traditional pottery are examples of what makes the experience at her place a truly distinctive one, accentuated with notes of nostalgic charm. Another thing that makes Rima special is her enthusiasm to warmly engage with her tourist guests, regardless of any language or cultural barriers. She eagerly indulges in conversations out the art of traditional cooking and proudly shares her heritage. *"I love being the hostess"* she shares.

Envisioning with Youth-Jo: Level Up!

Following her compelling presentation before a committee from Youth-Jo: Level Up, a project implemented by Partners for Good (PfG) support by the Embassy of the Kingdom of the Netherlands in Jordan, Rima's visionary project plan received resounding approval.

while demonstrating live cooking experiences. A visit to Rima's venture was not limited to enjoying her authentic culinary expertise, but it also included guided hikes in Rima's farm through the verdant trails of Ajloun, exploring its natural wonders and historical sites.

"My house holds a strategic location," she explains. "Visitors often drop in after a long walk from the Ajloun Forest Reserve to Orjan village, eager for a fresh, traditional and delicious meal."

Rima enrolled in the Youth-Jo: Level Up project's entrepreneurship training which focused on community-based tourism. Seeking avenues to enhance the marketing of her venture. She acquired essential skills such as financial literacy, marketing strategies and project pitching techniques to attract potential investors. Additionally, during project's matchmaking functions, she was introduced to tour operators, local tourism experiences and projects in the surrounding area, enriching her understanding of how to sustain her tourism-focused endeavor.

Now, armed with a project seed fund, she is eagerly looking to expand her business. Her ambitious plans include renovating a space within her home to receive guests during the winter season.

Connecting with VIAVII

Rima has successfully navigated the onboarding process for the VIAVII platform with support from Youth-Jo: Level Up. Now equipped with all essential steps completed, she's officially a user of the platform. A dedicated website tailored for 'Beit Um Hamza' has been created, highlighting her work, experiences, while incorporating strategies and tools for effective pricing and marketing of her services. This platform presents comprehensive information about the services she offers.

"I aim to continue offering employment opportunities to the youth, particularly those who faced challenges in pursuing their studies," she shares.

With great pride we share Rima's story. PfG is honored to have played a part in supporting Rima and Youth-Jo: Level Up talented trainees.



Empowering Youth for Successful Employment

“

I appreciate agriculture; it's the foundation of everything. Coming from a place where trees and soil are gold to us.”

Laith Al Kilani
As-Salt - Al Balqa'
Youth-JO: Level Up!

Laith Al Kilani is a 25-year-old agriculture enthusiast with a bachelor's degree in Agricultural Engineering from Al Balqa' Applied University. From his early years, Laith forged a profound connection with plants and the nature.

His hometown, celebrated for its picturesque mountainside and the high quality of its agricultural products like grapes, olives, and various fruits, ignited his enthusiasm for agriculture.



His home roots connection fueled his ambition to engage more deeply in the agricultural sector. Like many recent graduates, Laith was eager to secure his first job in a field he is deeply passionate about.

Practical Approaches to Agriculture

Laith's adventure with the Youth-JO: Level Up! project commenced when he spotted an announcement for a technical agricultural training program on social media. Participating in a specialized technical training and employment program designed to boost his employability and develop his skills seemed like a golden opportunity to open doors to economic empowerment.

"The field visits were phenomenal, providing hands-on experience with the everyday tasks of farming, along with insights into the harvesting and post-harvesting processes — precisely what I was looking for," Laith commented.

Committed to fostering employment:

PfG Secured **687** Employment and internship opportunities through strategic and donor-funded projects **%61** of which were provided for women.

In the Youth-JO: Level Up! agriculture training program, offered by Partners for Good (PfG) with support from the Embassy of the Kingdom of the Netherlands in Jordan, Laith, along with hundreds of youth, acquired knowledge in a variety of technical and soft skills carefully designed to meet labor market needs.

These included practical irrigation and fertigation, crop protection and integrated pest management, hydroponics, and best practices for harvest and post-harvest processes. Additionally, the program covered crucial topics like CV writing, job interview techniques, and an introduction to entrepreneurship.

Shaping the Future of Agriculture

"I am thankful that the training equipped me with the skills necessary and secured me a valuable three-month internship at TechnoSeeds company," Laith stated.

Following the internship offered as part of the Youth-JO: Level Up! project, Laith landed his first full-time position as field engineer at a specialized agricultural firm. His dedication and commitment during his internship significantly contributed to his ability to lead a productive and fulfilling professional life. Laith aspires to own a farm one day, using his expertise to maximize the chances of achieving profitability.

We are proud to share Laith's story. PfG is honored to have contributed to supporting Laith and the talented young individuals of the Youth-JO: Level Up! project. We eagerly anticipate continuing to observe their growth and witnessing the positive impacts on their lives and communities.

A woman wearing a white hijab and a red long-sleeved dress stands in the foreground, looking towards the camera. Behind her is a panoramic view of a densely populated city built on a hillside, with numerous buildings and a prominent white dome in the distance under a clear sky.

Hometown Tales: Guiding with Passion

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The hands-on training program was a turning point. It revealed the opportunity to become a local tour guide. My primary goal is to ensure a fun and immersive experience that enables visitors to discover the charm of my beloved city."

Shaima' Abu Taleb

As-Salt - Al Balqa'

Youth-JO: Level Up!

In her hometown of As-Salt, Shaima' Abu Taleb roams the narrow streets, enchanted by every nook nestled among yellow stone buildings and weathered wooden doors. She has formed a profound connection with the rich heritage and soul of the city, as well as its enduring legacy.



Joining forces with Youth-JO: Level Up!

Shaima' engaged in a month-long intensive training program, where she learned fascinating facts about the city's antiquities, history, and

architectural style. This knowledge ignited her excitement to share the story of the city's rich cultural heritage and offer customized experiences to tourists in the place she calls "home." She honed her skills through an in-depth exploration of communication techniques and a Foundational Skilling Program, equipping her for a career in guiding.

Committed to Empowering Entrepreneurs and Fostering Employment.

PfG has enhanced the capacity and readiness for jobs and economic productivity for over **95,623** Youth

Driven by her passion for pursuing a career in a field she loves, Shaima' enrolled in the Local Tourist Guides Training Program offered by Partners for Good (PfG) within the Youth-JO: Level Up! project. This program was conducted in collaboration with the As-Salt Development Corporation, with support from the Embassy of the Kingdom of the Netherlands in Jordan.

Making journeys worthwhile

Expanding on Shaima's role as a tour guide with the Salt Development Corporation (SDC), Shaima' frequently conducts tours in As-Salt, an opportunity that has provided her with financial empowerment. Her dedication to showcasing the cultural richness of As-Salt shines through in every tour she conducts. She leads tourists through the heart of the city and serves as an ambassador for its rich history and heritage.


"I aim to make a tourist's day special and unforgettable; their smiles at the end of the trip are what truly matter," said Shaima'.

Looking ahead, Shaima' dreams of *"creating a film for children that captures the beauty of As-Salt and narrates the stories of its people through the years."*

With her deep-rooted passion for As-Salt's architectural marvels, museums, and hidden treasures, Shaima' brings these historical sites to life with her insightful commentary and engaging storytelling.

Moreover, Shaima' goes beyond the conventional tourist routes by incorporating visits to the old Souq, where she provides captivating insights into traditional dishes and the area's culinary heritage. By offering glimpses into the culinary traditions of As-Salt, fostering a deeper appreciation for the local and traditional cuisine.

We are proud to share Shaima's story. PfG is honored to have contributed to supporting her and the other talented young individuals of the Youth-JO: Level Up! project. We eagerly anticipate witnessing the ongoing positive impact on her life and the broader community.

A portrait of a young man with a shaved head, smiling slightly. He is wearing a black turtleneck sweater under a patterned shawl with red, white, and black geometric designs. The background is softly blurred, showing indoor plants and a window.

Amplifying Youth Voices



"Volunteering is crucial for youth. The committees allowed us to broaden our knowledge and enhance our skills, from individual growth and peer collaboration to ultimately conveying impactful messages about our communities."

Lo'ay Al Obaisat
Al Karak
PfG Standing Youth Committees

Lo'ay Al Obaisat, a self-motivated 24-year-old from Al Karak, has earned a bachelor's degree in Special Education. Following his graduation, he volunteered with Partners for Good (PfG) Standing Youth Committees, joining 119 exceptional, driven, and passionate young individuals from all 12 Jordanian governorates.

Empowering Youth: Voicing up for Change

Partners for Good's Standing Youth Committees champion and bolster greater political and economic engagement for the youth of Jordan by facilitating enhanced youth participation within communities, empowering youth to actively engage in the decision-making process, and fostering youth-driven innovation by supporting youth initiatives that address pressing community needs.

"Joining PfG Standing Youth Committees with 10 colleagues from Al Karak was an enriching experience with much to learn," said Lo'ay.

In 2023, Lo'ay actively participated in a variety of events, workshops, and sessions, including the Tawasol Forum organized by the Crown Prince Foundation, PfG youth social initiative evaluations, and the filming of "Shabab Show" – a youth-led initiative initiated by **16 members** of the Youth Committees focused on youth political engagement and participation in Jordan.

The show was published on social media and reached to **500K viewers**.

One of Lo'ay's most noteworthy experiences was participating in PfG initiative evaluations. These initiatives, designed in response to pressing challenges identified by youth, addressed urgent problems and seized promising opportunities within each governorate. Embracing PfG's commitment to a "youth-led" approach, these initiatives were endorsed and supported through evaluation training.



For Lo'ay, the committees represented a developmental space where youth could share and exchange ideas and aspirations, utilizing decision-making tools and effective dialogue to empower communities and create a lasting impact.

These committees are youth-led, voluntary, and inclusive, ensuring representation from young women and men, youth with disabilities, and Syrian refugees.

"PfG helped us identify the challenges faced by youth, find innovative solutions, and improve youth participation in the development sector. On both personal and professional levels, PfG Standing Youth Committees have supported me in refining my skills and expertise," said Lo'ay.

Mastering Expertise

Today, Lo'ay serves as case manager within an NGO, involved in tasks closely tied to monitoring clients' progress and adjusting plans based on assessments. Regular evaluations are a key aspect of his responsibilities, ensuring that the needs of clients are effectively addressed.

PfG remains committed to a "youth-owned, led, and managed" approach, and is honored to have supported Lo'ay and other members of the Youth Committees. We eagerly anticipate witnessing the continued impact they make in uplifting themselves and their communities.



Empowering Workplace Excellence



Our partnership with Partners for Good through the Best Places To Work certification proved invaluable, aligning with our primary objective of not only obtaining certification but also uncovering methodologies that enrich our employees' experiences.

Mohammad Shkakhwa
Amman
eStarta

In Jordan, women's economic participation stands among the lowest globally, at %14.7, with workplace culture identified as one of the primary barriers to their engagement. Aligned with our commitment to promoting and enhancing economic empowerment for women and youth, Partners for Good has collaborated with the Best Places to Work certification program, bringing it to Jordan.

The Best Places to Work (BPTW) is a globally recognized certification program that celebrates exemplary workplaces in over 60 countries. In Jordan, Partners for Good has exclusive access to utilize BPTW's specialized assessment tools. This certification process empowers organizations to redefine their workplace culture by identifying strengths, addressing weaknesses, and providing guidance to inspire change and engage employees. BPTW is a self-funded initiative spearheaded by Partners for Good (PfG).

"We are thrilled with our experience of receiving the Best Places To Work certification. The results were truly enlightening, reflecting both the dedicated support efforts of Partners for Good and the satisfaction of our employees and hotel management throughout the process." - Anas Al Zaghari, Chief Human Resources Officer, Landmark Hotel

Partnering for Progress

Through our collaboration with the Best Places to Work certification program, our aim is to enhance workplace environments in Jordan, with a specific focus on benefiting women and youth. We strive to recognize and promote outstanding workplaces on the international stage while offering guidance to those with potential. Additionally, we seek to raise awareness about the importance of creating supportive work environments, particularly in attracting and retaining female and youth employees.

"Our employees are the cornerstone of our bank's success and growth. Through the journey of global certification, Jordan Kuwait Bank has gained invaluable insights into our strengths and areas for improvement. This ongoing process enables us to enhance our ability to meet the needs and expectations of our dedicated workforce, fostering an inclusive, diverse workplace with equal opportunities." - Emad Maghari, Human Resources Director, Jordan Kuwait Bank

Jordan's Top-Rated Companies in 2023

According to the prestigious annual "Best Places to Work" certification program, the top eight best workplaces in Jordan for 2023 are McDonald's, Novo Nordisk, AstraZeneca, Pi Pharma Intelligence, Bank al Etihad, Landmark Hotel, Estarta, and Jordan Kuwait Bank. These companies are recognized for their commitment to fostering exceptional workplace environments.

22 Companies certified accross Jordan
employing **3,076** women

"PfG served as advisors, offering consultations to collaboratively enhance our work environment." - Mohammad Shikakhwa, Senior Director of HR & Admin, Estarta

We celebrate the talents, creativity, dedication, and resilience of workplaces, not merely acknowledging them. Partners for Good is deeply committed to cultivating a workplace environment that values and empowers employees. Through the Best Places to Work initiative, we are dedicated to boosting the productivity of women in the workforce by fostering a safe and inclusive workplace that genuinely appreciates their significant contributions.

Our ultimate goal is to empower women, recognizing their skills and abilities, with the firm belief that this empowerment will radiate positive impacts throughout Jordanian society. Together, we aim to create a workplace culture that maximizes the potential of every individual, promoting equality and progress.



Partners for Good
شركاء للأفضل

CONTACT US

Partners for Good

7th Circle, Al-Hashim Complex, 3rd floor,
Masoud Bin Nasser St.,
P.O. Box: 850080, Postal Code: 11185,
Amman, Jordan

Telephone: +962 6 5824641

Fax: +962 6 5824651

E-mail: info@pfg-jo.org

Website: www.pfg-jo.org



www.pfg-jo.org



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