

Empowering Entrepreneurial Spirit

Entrepreneurship for Sustainable Economic Development and Employment in Jordan

Barriers to sustained entrepreneurship in Jordan

According to the Global Entrepreneurship Monitor 2023, about one in six adults (15.7%) in Jordan is attempting to start a business or is running a business less than 3.5 years old. However, the rate of established entrepreneurs is only 7.2%.

This highlights the significant difficulties in sustaining businesses over the long term. Additionally, newly founded businesses often have limited growth potential.

The entrepreneurial ecosystem also faces numerous challenges. The framework conditions are often not conducive to entrepreneurs. Administrative hurdles and bureaucratic processes act as obstacles. Furthermore, there are insufficient support and cooperation offerings in the regions. As a result, entrepreneurs are unable to fully leverage local markets in the governorates and business potentials.



Entrepreneur Pitching His Startup

Project name	Entrepreneurship for Sustainable Economic Development and Employment (E4DE)
Partner Country	Jordan
Volume	14,87 Mio. EUR (11,87 Mio. EUR of BMZ; 3 Mio. EUR of EU)
Duration	July 2022 to March 2027
Implementing Partners	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Implemented by

The Joint Action “Entrepreneurship for Sustainable Economic Development and Employment (E4DE)” is co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union (EU). It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in partnership with the Ministry of Digital Economy and Entrepreneurship (MoDEE).

E4DE is working towards its objective:

“The growth and employment potential of entrepreneurship in Jordan is increased in selected regions.”

To realise its ambition, E4DE follows a holistic approach and operates on three levels – macro, meso and micro - and effectively engages with all relevant stakeholders. It collaborates with national and local ecosystem stakeholders across Jordan and works directly with entrepreneurs.



Judges at the Regional Entrepreneurship Ambassador Contest

1. National Level

To design effective support measures for start-ups, E4DE strengthens the personnel and planning capacities of public and private sector stakeholders through initiatives such as:



Participation in the Global Entrepreneurship Monitor



Provision of Angel-Investment Training for Women



Implementation of a National Awareness Raising Campaign on Entrepreneurship



Establishment of a public M&E Framework for policy progress tracking



Implementation of a Public-Private Engagement Strategy

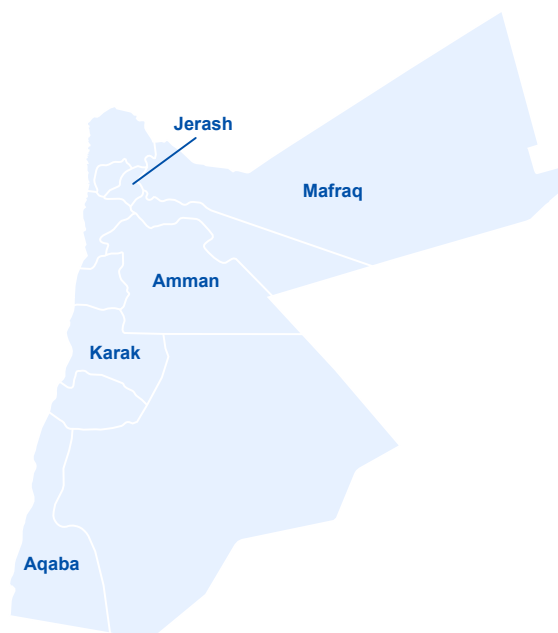
1. Forum for Inclusive Dialogue to engage stakeholders
2. Public-Private Dialogue to advance national priorities
3. Collaboration and trust building to strengthen cooperation

By enhancing knowledge about approaches and support measures for fostering entrepreneurship and improving cooperation capacities among public and private stakeholders, the conditions for entrepreneurship can be optimized.

2. Governorate level

Alongside the establishment of a national network to support women-led start-ups, E4DE is also developing regional entrepreneurship ecosystems in the northern (Mafraq and Jerash) and southern (Aqaba and Karak) governorates.

The networks bring together various entrepreneurship support organisations (ESOs), each offering different forms of support throughout the business start-up process.





Entrepreneurs showcasing their product

These offerings include, for example:

Business
Advice

Access to
Market

Access to
Training

Seed
Funding /
Venture
Capital

By establishing the entrepreneurial networks and improving the structure of support services in the governorates, entrepreneurs can enhance their entrepreneurial and technical capacities.

3. Entrepreneurs

While E4DE is already working on improving framework conditions for entrepreneurship, it also actively engages and supports entrepreneurs directly.

E4DE organises hackathons, acceleration programmes, and other initiatives with a particular emphasis on supporting women-led businesses.



Female Entrepreneur Testing Product Prototype

Business ideas are identified and aligned with market needs through sector-specific workshops. The focus is on addressing gaps in products, services, and value chains specific for each governorate. Additionally, startups are connected with established companies, either as mentors or potential buyers of their products and services.



Women Entrepreneurs Crafting Natural Soap

Key results



313

People are self-employed or
in a new job



150

Companies have confirmed
an increase in the growth
potential



4

Measures in the Jordan
Entrepreneurship Policy
have been implemented

Testimonials

"E4DE has been instrumental in our start-up's growth, providing invaluable expert guidance, networking opportunities, financial support, and a focus on sustainable development. Through the programme's mentorship and resources, we have refined our business strategy, hired top female talents, expanded our operations, achieved key milestones, and created a positive social and environmental impact."

Salma Amayri, Co-founder of Smart Green

"This experience has certainly fueled my motivation and confidence to continue on this path with greater determination. I gained valuable knowledge, made meaningful connections, and learned about projects across various governorates. The new entrepreneurship network I became part of will help me expand and grow."

Thelal Al Shamaileh, Entrepreneurship Ambassador Karak



"As a proud founding member of the Aqaba Entrepreneurship Network (AEN), I believe our collaboration has been invaluable in fostering an entrepreneurial ecosystem in Aqaba. It has not only provided us with vital capacity-building resources but also connected us with fellow professionals in our sector. I hope it will continue to open doors for new projects and funding opportunities, significantly advancing our organizational goals, especially in supporting youth and women."

Ghufran Salem, Volunteers Sr. Specialist at Injaz

"The E4DE project has been pivotal in establishing the Aqaba Entrepreneurial Network, connecting all institutions involved in entrepreneurship across Aqaba, and strengthening the relationship between ASEZA and the network members. The project also supported capacity-building and skill development for all network members and facilitated the transfer of best practices from Amman to Aqaba."

Rima Tabbaa, Head of Entrepreneurship Division at ASEZA

"One of the most significant benefits I gained was building a strong network of relationships with entrepreneurs, industry experts, and companies interested in technical education. (...) I encourage every ambitious young person to take advantage of opportunities like these and participate in such competitions—not only for the chance to win, but for the immense personal and professional growth they offer."

Abdulrahman Al Mohtasib, Entrepreneurship Ambassador Ma'an

"My experience (...) was incredible and rich in knowledge. It was a pleasure to share my journey (...). Being named the first Entrepreneurship Ambassador in Aqaba was a significant milestone and a great honor. This title carries an important responsibility – to promote the culture of entrepreneurship among ambitious Jordanian youth and inspire them to launch their own small and medium-sized businesses."

Ghaith Al Momani, Entrepreneurship Ambassador Aqaba

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