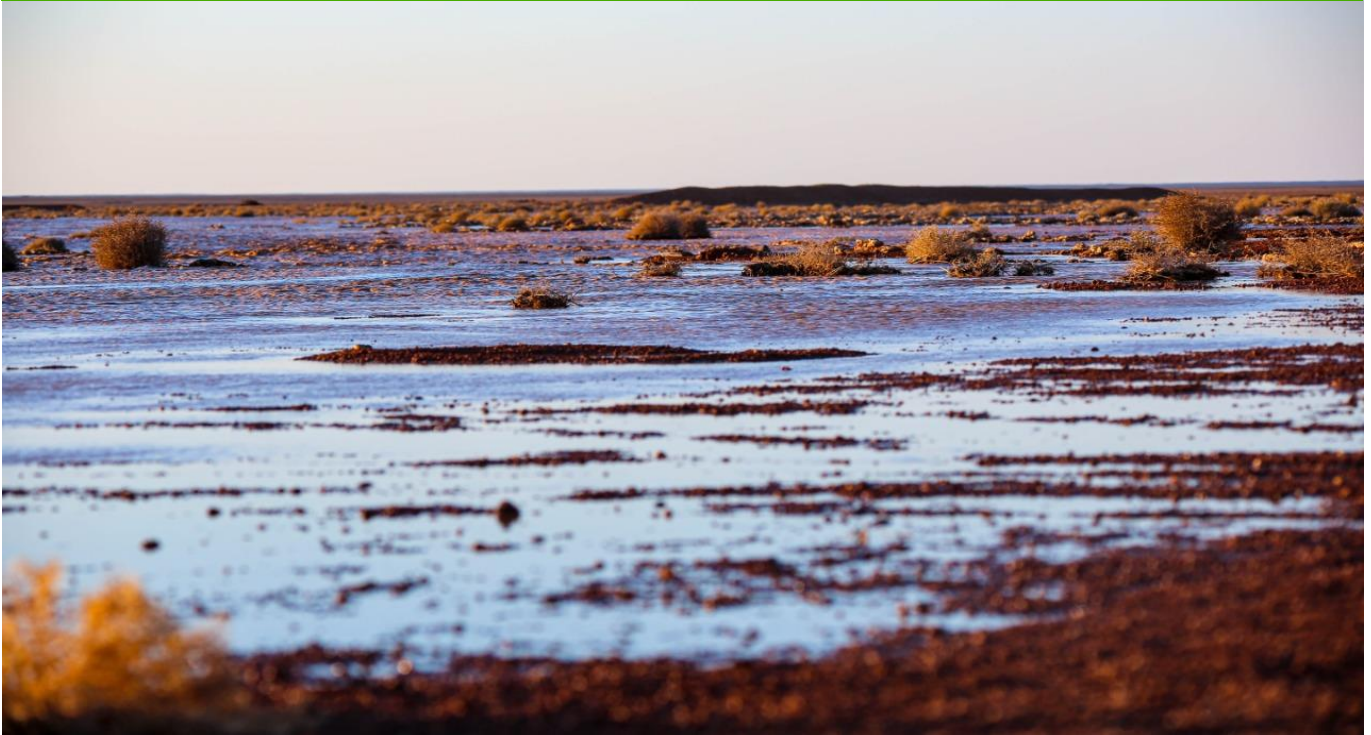


ANNUAL REPORT

2021



Civic Engagement · Socioeconomic Development · Green Development · Water Management · Capacity Building · Energy Efficiency · Gender Mainstreaming · Awareness · Sanitation & Hygiene · Women Empowerment · Poverty Alleviation · Renewable Energy · Infrastructure Development · Agricultural Development · Energy Accessibility



Horizons

For Green Development

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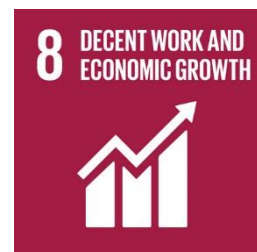
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Horizons for Green Development (HFGD) is a **Jordanian non-profit organization** established in 2014 committed to empowering communities through **sustainable development**. As climate change heavily impacts our natural resources our mission is to contribute to alleviating water shortages, increased use of renewable energy and energy efficiency and improved food securities.

Close interaction with vulnerable societies helps us understand needs and gaps to better serve citizens. Civic engagement, initiating dialogue, strengthening capacities, income generating interventions, awareness and introduction of innovative solutions are jointly mobilized to act as change agents and improve thousands of lives. Advocacy and lobbying for improved national legislation and policies are also inextricably incorporated throughout our programs through the close interaction with decision makers at central and local levels.



Horizons priorities revolve around:

- We invest in people with a passion to improve the world.
- End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Social cohesion and promoting inclusion where women, men, girls and boys can achieve their full potential.
- Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- Contribute to realizing the Sustainable Development Goals (SDGs) with a focus on SDG 1, 2, 5, 6, 7, 8, 11, and SDG 13

Our Geographical Scope



Our Team Member



14 Specialized staff members:

9 males

5 females

Partners & Donors

International Partners



National Partners



Donors



Memberships

Board Members of



Projects & Achievements

Project

Name:	“Hawk Eye” – Raising Awareness and Changing Mentalities through the Development of a monitoring system regarding environmental problems
Location:	Jarash Governorate
Funded By:	Hanns Seidel-shifting (HSS)
Period:	2021



This project was developed after implementing Hawk Eye I (2020, in the Governorate of Jerash), that aimed to establish a monitoring system that involved a group of selected locals “Hawks” that would keep an eye on unreported environmental problems caused by different human practices, in a participatory approach with the Rangers. In addition, the Hawks would intervene and report these practices when possible. While implementing such projects can be critical to mitigate DLDD through increasing awareness of communities regarding their social responsibilities as well as environmental issues, it is important to amend previous activities of Hawk Eye I as a second phase project (Hawk Eye II). By taking into consideration, the lessons learned from Hawk Eye I and similar community initiatives within the targeted locations under Hawk eye II. The next phase takes into consideration the lessons learned, extracted from the previously implemented project aiming towards more sustainable impacts.

Reporting Mechanism

Methodology

The methodology of implementing this task can be described as below:

1. Desk review of the available reporting channels
2. Key informant interviews (KIIs)
3. Focus Group Discussion (FGD)

Desk review

A desk research was conducted to investigate the responsible agencies on protecting the Environment, as well as the available reporting mechanism. It involved the following steps:

1. Visiting the websites of the main related governmental agencies as follows:
 1. Ministry of Environment (MoEnv)
 2. Ministry of Agriculture (MoA)
 3. Ministry of Water and Irrigation (MoWI)

4. Ministry of Municipal Affairs (MoMA)
5. Ministry of Tourism and Antiquities (MoTA)
6. Ministry of Energy and Mineral Resources (MEMR)
7. Jordanian E-Government (JEG)
8. Civil Defense (CD)
9. Public Security Directorate (PSD) (The Royal Department for Environment Protection)
2. Review reports and press release regarding the reported Environmental Violations and the reporting mechanisms.

Key Informant Interviews

As a step towards **Strengthen the Reporting Mechanism for Local Environmental Violence** and establishing / implementing an effective engagement mechanism for the **“Increasing the Sense of the Local People Regarding their Social Responsibility of the Environment and Forest’s Monitoring and Conservation “The Hawk Eye II” Project** with all relevant stakeholders from public and civil societies, the project builds and integrates on the current stakeholder mapping which identifies all relevant parties to the environment conservation sector, defining their tasks in reporting mechanisms for local environmental violence and identifying intersections and mutual cooperation efforts.

Meetings and interviews were carried out with institutional key-stakeholders within the targeted four governorates under Hawk Eye II, to understand their current experience, roles, challenges, expectations, and suggestions to the reporting mechanisms for local environmental violence.

List of met and interviewed institutional stakeholders:

1. Ministry of Environment - Director of Environmental Complaints and Monitoring Section
2. Ministry of Environment - Director of Investment and Environmental Protection
3. Director of the Zarqa Environment Directorate
4. Director of Karak Environment Directorate
5. Director of the Directorate of Environment of Salt
6. Director of Ajloun Environment Directorate
7. Director of Information and Awareness Directorate in Ajloun Environment Directorate
8. Director of Karak Agriculture Directorate
9. Director of Ajloun Agriculture Directorate
10. Greater Ajloun Municipality - Director of the Complaints Directorate
11. Greater Karak Municipality - Head of Complaints Department
12. Director of Forestry and Forestry Directorate - Ministry of Agriculture
13. Rangers-Royal Department for Environmental Protection - Zarqa
14. President of the Mummy Falls Association - Karak
15. President of the Rusaifieh Environmental Window Association - Zarqa
16. President of the Olive Oil Association – Salt
17. President of the “Um Al Loulou Women Association” – Ajloun.

Focus Group Discussions

A list of responsible agencies representing the main stakeholders of the project, were invited to participate FGD in the 8th of November, to discuss the Strength, Weaknesses, Opportunities and Threats (SWOT) of the available channels according to their experience.

An invitation was sent to the main stakeholders, can be found in Appendix B, where also attendance sheet and materials "PowerPoint Presentation" can be found. **Error! Reference source not found.** represents the summary information of participated stakeholders participated in Activity 1.2 FGD, and photos can be found in **Error! Reference source not found..**



Outcomes

The main responsible agencies, representing the main stakeholders of the project, regarding reporting environmental violations can be summarized as below:

1. Ministry of Environment (MoEnv)
2. Ministry of Agriculture (MoA)
3. Ministry of Water and Irrigation (MoWI)
4. Ministry of Municipal Affairs (MoMA)
5. Ministry of Tourism and Antiquities (MoTA)
6. Ministry of Energy and Mineral Resources (MoEnvMR)
7. Civil Defense Department (CDD)
8. Public Security Department (PSD) Royal Rangers

The developed standards by the MoEnv were used to define activities that should obligate banalities regarding the impact of each activity on the Environment, as well as defining responsible agencies in dealing with each case depending on the type of activity. Other stakeholders are coordinating with the MoEnv on handling the reported issues, as per the specializing of each agency. For instance, all persons, and agencies have the right to report an environmental issue using the available reporting channels. The coordination between the MoEnv includes a classification of each activity, and the accountable agency to mitigate and handle. For example, if the reported issue was about fires in forests, both MoA and CDD are the main responsible agencies. Below are the main stakeholders dealing with such reported issues, and the specialization of each

Reporting Channels: Desk Review

This section provides a brief about the agency, their responsibilities and the available reporting channels found. The main responsible agencies represent the main stakeholders of the project as below:

The reporting channels that are listed in the table are below:

1. In-Person
2. Website
3. E-Government (Smart Phone Apps)
4. Complaint Form
5. Hotline
6. Landline
7. Fax
8. E-Mail
9. Social Media (Facebook, Twitter, YouTube and Instagram)

In general, all can call¹ 5008080 to raise a complaint regarding all any service provided by the Ministries, including those related to the Environment. This includes also dealing, handling and following up with reported environmental violations through any governmental agency.

SWOT Analysis

A brainstorming session and exchange of experiences was held with all relevant stakeholders, on the SWOT analysis of the four priority mechanisms used for reporting environmental issues by the public; the electronic platform, social media, hotline, and the community initiative "Environmental Sustainability Council" implemented by Karak institutions.

The analyzes below illustrate participants' thoughts, experiences, and opinions on the most important strengths, weaknesses, opportunities, and threats of the reporting mechanisms:

Social Media:

Strengths

- Able to easily and quickly reach the responsible authorities and decision makers,
- Able to influence public opinion and create strong community support,
- Easy and approachable by every citizen,
- Includes supportive and effective tools (images, audio, video, machine),
- Could be used as a valid documentation tool,
- Effective and impressive

Weaknesses

- If it is exploited in a provocative manner with personal or irresponsible motives,
- May transmit or cause negative effects (transmit false and dubbed problems),
- It can be used for political or economic speculation,
- submits informal complaints,
- It is not sufficient as official evidence before the judge and official references,
- It can be turned over and used against the diffuser.

Opportunities

- It can be used for the purpose of promoting and raising public awareness about environment conservation aspects,
- Protected by the Cybercrime Prevention Law
- Donors insist on the environmental and social assessments

Threats

- Affect the reputation of the enterprise / sector / state / economy,
- It may provide a lot of space for unconsidered sharing,
- Lack of public awareness of environmental issues.

Electronic Platform:

Strengths

- Comprehensive for all institutions,
- Official tool,
- Contact the concerned authorities directly,
- Easy to use by the citizen,
- A response to a complaint is guaranteed as part of the process,
- It gives a real measurement indicator,
- An effective follow-up and supervision method for the decision maker,
- Enjoy the secrecy.

Weaknesses

- It may include mixed problems and complaints within the same institution or even within the environmental sector,
- unknown tool to all,
- Access to it may not be available to all segments of society,
- Because of the lack of trust between people and environmental institutions or official sectors, people may be less willing to use them.

Opportunities

- The state's interest in shifting to digital government,
- A free platform that is supported by the government.

Threats

- Poor internet/infrastructure,
- Technical weakness / Weakness of process.

Hotline:

Strengths

- Provides coordination opportunities directly in the same meeting
- Social pressure tool,
- It promotes and encourage public partnership, even at the level budget sharing activities,
- Popular censorship - almost the most powerful tool,
- Allow easy planning,
- Quick in handling and responding to issues.
- Help put the environment file on the map.

Weaknesses

- Lacks formal Umbrella,
- The plan is not responsible by one body,
- No fixed / official financial allocations,
- Not licensed / still initiative,
- non-binding.

Opportunities

- The Ministry of Environment is supportive of community environmental initiatives and takes its hand,
- The presence of a large industrial sector (potash and phosphate companies...etc.) can support such initiatives.

Threats

- The fear from the fact that, if it enters under certain umbrella (it is licensed), it may limits its popular expected community-based dedication,
- Lack of public awareness that may delay or affect its public dedication.

Environmental Sustainability Council

Strengths

- Free of charge on all mobile networks,
- Available 24 hours a day,
- Easy to memorize the hotline number 1171119,
- Quick Report,
- quick answer,
- Connected to mobile phones and WhatsApp for related individuals.

Weaknesses

- It is not easy to verify the accuracy of the complaint,
- Some complaints may be malicious, not serious or fake notes,
- Mixing the complaint with other issues or services (complaints are not classified),
- Low public turnout due to poor promotion,
- Not all complaints come through the hotline,
- Weak oversight and weak law enforcement.

Opportunities

- complains could indicate the management practices and work processes,
- Enjoying the attention of donors,
- Enjoy the attention of the government

Threats

- Linked to the availability of effective Internet lines,
- Weak public awareness,
- Being "anonymous" unable to track a caller,
- Weak oversight and weak law enforcement.

Recommendations

Through all the interventions and comments received from representatives of official and popular agencies during the advisory activities implemented by the project, the following recommendations are suggested for the next phase plan of the project regarding support and enhancement of environmental reporting mechanisms:

1. Planning and organizing public awareness campaigns for community representatives and youth groups on the importance of monitoring environmental violations and reporting them to the relevant authorities within the existing reporting mechanisms.
2. Investing in youth (men and women) and providing them with volunteering, leadership and communication skills to enable them to support the cadres of relevant institutions responsible for environmental monitoring and reporting mechanisms.
3. Providing training and capacity building programs for official cadres and local associations on communication skills and receiving environmental complaints.
4. Communicate with representatives of universities and the Ministry of Higher Education to discuss and clarify the importance of establishing a specialty concerned with environmental media and

environmental reports between university faculties and specializations.

5. Invest in the WhatsApp team formed with the stakeholders participating in the consultative workshops implemented by the project, and study the possibility of adopting it as a permanent advisory team for the project, where its main tasks are to plan and implement the recommendations of this consultation. And further building on his findings.
6. Study the experience of the “Environmental Sustainability Council” implemented by the JOHUD / Karak and analyze the implications of this mechanism and the possibility of generalizing it as an idea that ensures effective participation of the community and stakeholders in environmental monitoring and reporting.
7. Develop a training and awareness program for judges and court staff on environmental reporting and monitoring mechanisms, and the effects of environmental violations and the possibility of following them up. This is to ensure that the capacity of decision makers and judges is raised in relation to the laws of environmental violations.
8. Supporting the role of associations and civil society in reporting and monitoring environmental violations and youth participation.
9. Paying attention to the private sector, factory owners and companies, drawing attention to their developmental and essential role in preserving the environment, and providing the necessary tools to implement awareness programs towards environmental control mechanisms.

Implement the Plan to strengthen the Reporting Mechanism

Outreach Materials

The Outreach materials were designed and planned to announce the Network aiming at raising the awareness of the local people regarding the environmental issues. The outreach materials are:

- Social Media content
- Notebooks
- Pens
- Signing boards

Outreach Plan

The plan and the tools for the social media are described below:

The accounts of the Network on the selected Social media platforms:

Facebook: Hawk Eye العين الصقر @EyeOnEnvironment

Instagram: Hawk.eyejo

Logo: the logo for the Network was designed in dual language; English and Arabic. The Arabic version to be used for Arabic documents, as well as the profile photo of the Social Media accounts. And the English version to be used for the project reports, and the English content of the Social Media Channels. The Slogan of the Network also added to the logo to highlight the main objective of the Network as below:



The concept of the design of the logo (logo Brief) was used also to create a video titles as “our story”. The full concept can be found on Appendix E. A grid of six squares was also designed, and added as the first post on the Network account on Instagram, as below:

As can be seen in the above picture, the design of the Instagram page of the Network considers having a picture photo in the middle of the three grid squares for each line of the page (see the blue arrow in the below picture).

Slogan: A Slogan was created for the Network in both Arabic and English as below:

Eye on the Environment

عينك على البيئة

Watermark: a water mark was designed as well, to present a background for all printing materials of the Network, including the reports developed for the project, as it can be seen in this report.

Hashtags: for social media, hashtags are great to follow all posts of the Network, even those shared or posts by Hawks, or by any other person who would like to post content shared by the Network. Below are the main used Hashtags, where new ones are recommended to be created as per the Environmental Calendar and the targeted locations.

[#البيئة في الأردن](#) [#الأردن](#) [#البيئة](#) [#عينك على البيئة](#) [#عين الصقر](#) [#صقور جرش](#)

Videos: for future plans, the following videos can be created:

- Who We Are
- How We Started
- Why We joined Hawk Eye
- Our Vision and Mission
- Our Dream
- Why We Care
- What We Should Care About

Content of Posts: can include:

- Highlighting local, national and global environmental issues, and touristic places.
- Engage media (TV, Radio, and Social Media key channels).
- Awareness posters (new designed for the network, or those designed by the stakeholders and already published online on their websites, in coordination with the owners of the materials before publishing).
- National and global environmental laws.
- Environmental definitions.
- Impact of human violations on the environment.
- National and global penalties for different types of environmental violations.

- Implemented and planned initiatives.

Training Needs: some Hawks who will be assigned as content writers or admins for the Network are recommended to be training on soft skills that includes:

- Content writing for social media.
- Presentations skills.
- Photographs.
- Photography skills.
- Voice acting.
- Research skills.

Recommendations

1. Its highly recommended to implement the outreach plan and continue managing and enhancing the content of the social media channels of the Network.
2. Hawks can be selected as admins not only upon their willingness, but also their skills that should be considered when assigning admins for both Facebook and Instagram.
3. Horizons is recommended to control all content, designs and content for the Network, till the end of the project. meanwhile, one entity should be selected and assigned to manage he social media accounts, in coordination with Hawks. The selected entity can be assessed for capability and training needs, prior assigning the admin role to it.
4. The selection of an entity to manage the Network can't be decided at this stage of the project, as the Network is still under establishment.
5. Current admins to be rearranged as per the evaluation of their contribution to the Network posts and content. Admins with no contribution is recommended to be replaced when the new Hawks are selected, and evaluated for their skills and capabilities.

Activity 2.1 Listing the Local Environmental Hotspots and the Exact Locations of Implementation

Conducted FGDs:

Four FGDs were conducted as one FGD per targeted governorate as below:

Table 1: Summary of the conducted four FGDs showing dates and number of participants.

No.	Governorate	Date	No. of participants (stakeholders)		
			Total	Females	Males
FGD1	Karak	6 Oct.	18	5	13
FGD2	Zarqa	11 Oct.	15	5	10
FGD3	Balqa'a	12 Oct.	6	1	5
FGD4	Ajloun	13 Oct.	8	7	1

The total number of participated stakeholders and key persons in the four FGDs is 47. **Error! Reference source not found.** shows pictures collected at the four FGDs.



(a) FDG No. 1 in Karak Governorate.



(b) FDG No. 2 in Zarqa Governorate.



(c) FDG No. 3 in Balqa'a Governorate.



(d) FDG No. 4 in Ajloun Governorate

Environmental Violations caused by local people and visitors

Human violations can be summarized as follows:

- Random and illegal dumping rubble/waste.
- Expanding the domestic activities on agricultural lands.
- Using non-treated organic fertilizers.
- Miss management of land use.
- Forests' fires.
- Overgrazing.

Violation caused by organizations can be summarized as follows:

- Illegal wastewater dumping in Wadis, which causes pollution of groundwater and surface water.
- Air pollution by factories, specially Potash manufacturing, which causes allergic and harmful impacts on both humans and agriculture.
- Dumping rubble/waste by the markets and shops, puts more load and pressure on municipalities and its capacity on managing the domestic wastes.

- Effluent (treated wastewater) is being dumped in Wadis.
- Illegal and random dumping rubble/waste in Wadis and road's sides.
- Stone crushers release dust to air, which causes air pollution, allergic and harmful impacts on both humans and agriculture.

Environmental Complaints

- Encroachment on land, pastures and forests.
- Dumping rubble/waste.
- Waste management within domestic locations.

Main reasons of the environmental violations

- Low awareness level among the local people about the impact on these violations on the environment.
- The responsible agencies are not taking serious actions towards these violations.

Local Environmental Initiatives

The main local environmental initiatives:

- Raising the awareness level towards the environmental issues, the Environmental Sustainability Council, environmental tourism, recycling, and environmental education: by JUHOD.
- Environmental tourism, and Wadi Al-Karak Adventure: by Momya Association.
- Environmental tourism: by Nameera Association.
- Afforestation in Lajjoun and the pastoral reserve, in addition to water harvesting: Karak Directorate of Agriculture.

SOWT Analysis of Recommended Initiatives

This section presents the SWOT analysis of the suggested environmental mitigations or initiatives by the participated persons in the four FGDs conducted within the four governorates.

The following (1 to 5) are mitigations/suggested initiatives for most local environmental violations, and can be very effective for violations connected to waste management:

Awareness Campaigns

Planning and implementing environmental awareness campaigns within the targeted locations.

S

- Can be done effectively through schools, universities, social media, CBOs, and Mosques

W

- The culture of the local people may not be supportive (not included in schools' curricula)
- No evaluation or monitoring for similar activities, which can be used to spread the message about the impact of such campaigns
- Usually campaigns do not consider a practical part

O

- Can increase reporting environmental violations through local people
- Can strengthen the penalties regarding environmental violations

T

- Complicated messages can have negative impacts
- Campaigns are not usually well organized, which can cause scattering of efforts

Install Infrastructure

Install bins within domestic and tourist areas, in addition to provide and install suitable infrastructure for collecting wastes.

S

- Can be done in cooperation with Municipalities
- Easy to manage
- Can be done through cooperation with local CBOs – availability of active environmental CBOs
- And in partnership with the private sector

W

- No budget
- Needs sustainable options
- Needs follow up and maintenance

O

- Can provide opportunities for income generation – through reuse or recycle
- Can introduce the culture of waste segregation

T

- Vulnerable to theft

Enforcement of Laws and Penalties

S

- Availability of local laws, and announced penalties
- Available local governmental offices / Directorates within the targeted locations

W

- Weak monitoring through the responsible agencies
- Few numbers of responsible staff regarding the environmental violations

O

- Local people can be engaged to strengthen the monitoring of the environmental violations
- Can be done effectively through the social media

T

- Nepotism
- And favoritism (Wasta)

Partnership with Private Sector

S

- The local laws encourage investment in reusable and recyclable materials
- New opportunities for investment
- High unemployment rate can encourage local youth turnout for new employment opportunities

W

- No local specialized factories of recycling wastes – most are located in Amman Governorate, which can increase transportation costs

O

- Create new job opportunities
- Decrease unemployment rates
- Income generation
- Can be encouraged to fund local environmental initiatives

T

- No segregation at the locations generating wastes, can be done on landfills
- Waste segregation in landfills should be highly monitored for hygiene and safety issues

Promote the Green Economy

S

- Can decrease unemployment rates
- Generated wastes can be collected at factories/domestic areas instead of being dumped illegally – can decrease the cost of transporting and dumping wastes for the private sector
- Can effectively increase awareness
- Sustainable solution

W

- Needs budget
- Lack of technical experts
- Lack of related feasibility studies
- Low awareness about the opportunities of income generation through decreasing the environmental violation, reuse, or recycle

O

- Locally recycle, and reuse wastes
- Create new job opportunities
- Introduce new local products, such as organic fertilizers (decrease the cost of inputs for agriculture)
- Can be cooperated or operated by CBOs

T

- Local people might be afraid of new types of investment
- Weak marketing can negatively impact the awareness of the local people regarding reuse and recycle wastes
- Local people can be afraid of establishing or registering new businesses, as for tax reasons

The following (6) is mitigation/suggested initiative regarding wastewater illegal dumping:

Enforcement of Laws and Penalties	
S <ul style="list-style-type: none"> - Availability of local Wastewater Treatments plants (WWTPs) - Availability of local legislations, laws, defined penalties, technical guidelines for water reuse, infrastructure for managing wastewater and effluent, specialized laborites for testing water, as well as specialized technical organizations 	W <ul style="list-style-type: none"> - The responsible organizations seem/act as not serious in enforcing the law and penalties
O <ul style="list-style-type: none"> - Reusing water locally, following the announced technical guidelines and standards - Can introduce new income generating opportunities - Effluent collection ponds can be used to attract and monitor immigrated birds (a in Aqaba) 	T <ul style="list-style-type: none"> - Nepotism and favoritism (Wasta) - Wastewater can be miss-reused for agricultural production, which can impact exporting locally produced agricultural products - Some people might post false information on social media regarding water reuse (needs awareness campaigns)

The following (7 and 8) are mitigations/suggested initiatives regarding cutting trees/forests:

Allowing Cutting Non-Local Trees	
S <ul style="list-style-type: none"> - Availability of many non-local trees, such as Acacia 	W <ul style="list-style-type: none"> - The MoA do not allow – not legal
O <ul style="list-style-type: none"> - Decrease spreading of non-local trees 	T <ul style="list-style-type: none"> - Cutting trees is an opportunity of income generation, which can lead to illegal cutting of local trees

Provide Sustainable Fuel Options

S

- Available large amounts of waste papers and carton
- Available of local olive mills – wastes/by-products of pressing olives can be used for heating houses (substitution of wood)
- Cutting trees can be legal through permits issued by the MoA

W

- Weak enforcement of local people to commit to the law, or to use the new options
- Low income rates – the local people cannot afford the cost of the new options

O

- Reserve the national forests – trees
- CBOs can facilitate selling sustainable options for heating houses through several installments for those with low income rates
- NGOs already supporting sustainable fuel options – can be strengthen through awareness campaigns

T

- Some local used options might not meet the environmental related standards – should be monitored and evaluated through the responsible agencies

Allocate New Pastures

S

- Availability of locally treated water
- Availability of local technical standards regarding reusing water in producing fodders
- High prices of fodder in the local markets

W

- Low precipitation rates
- Desertification

O

- Most fodders are rain-fed
- Local shrubs and plants can be enhanced in growth through manures of livestock – manure include seeds of what livestock eat

T

- Livestock holders might not commit to the allocated locations as pastures
- Climate change can decrease precipitation rates – hence, decreasing pastures

The following (10) is mitigation/suggested initiative regarding random tourism:

Management of Tourist Areas in Cooperation with CBOs	
S <ul style="list-style-type: none"> - Availability of local active environmental and tourism CBOs - Availability of specialized CBOs in the management of Wadis Tourism - mainly in Karak Governorate 	W <ul style="list-style-type: none"> - Low cooperation among the governmental responsible organizations - Low capability of the responsible agencies to manage tourist areas - Overlapped power – of the responsible agencies
O <ul style="list-style-type: none"> - Create new job opportunities - Provide trainings and capacity building programs for both the responsible governmental agencies and the local CBOs 	T <ul style="list-style-type: none"> - Lack of support by the local people, as they might not feel the positive impact – no direct income for them – staff can be only hired from the local people to mitigate the threat

Other discussed and suggested mitigations – environmental initiatives are summarized as Outreach campaigns regarding the following:

- Related local laws and legislations.
- Penalties.
- Hotlines and responsible agencies for reporting environmental violations.
- Sustainable energy.
- Green economy.
- Local standards, and technical guidelines regarding solid and liquid waste recycle and reuse.
- Allocated locations (legal) as tourist areas, pastures, and dumping wastes.
- Promote and encourage private sector to fund mitigations/environmental initiatives.
- Engage local people in planning initiatives.
- Schedules and locations of allowed hunting.

Activity 2.2 Mapping Active CBOs

The main methodology used is Key Informant Interviews.

Conclusions and Analyses

This initial overview of the existing and operating community-based organizations (CBOs) in the project sites, is still preliminary and requires additional field visits and physical verification and data collection of information to make accurate and informed selections of CBOs that can be successfully invested in by the project in the next phase.

The following table shows some important summaries of CBOs that have environmental conservation activities, in the target locations:

Date of Establishment	CBO's Type	CBO's Purposes	Coalitions and Partnerships	Coop. with other organizations	implemented initiatives
(24) CBOs before 2015	(12) Environmental (26) Charity (3) Agricultural	(33) multi-purposes CBOs.	(19) do not have coalitions with other parties	(5) CBOs do not cooperate with any party and present their activities individually	(28) Cleaning campaigns (15) Awareness lecture
(26) CBOs before 2010	(3) Tourist (2) cooperative (1) political (1) private company (1) initiative (1) political	(25) targeting women and community members.			(4) Recycling activities (3) No initiatives have been implemented

Activity 2.3 Mapping Environmental Initiatives

The main methodology used is meeting Key stakeholders and the listed CBOs.

Project

Name: The Smart Development of Eco-Friendly Solutions and Economic Regional Agricultural Techniques (Smart Desert)

Location: Mafraq, Ramtha, Zarqa (Highlands)

Funded By: French Development Agency (AFD)

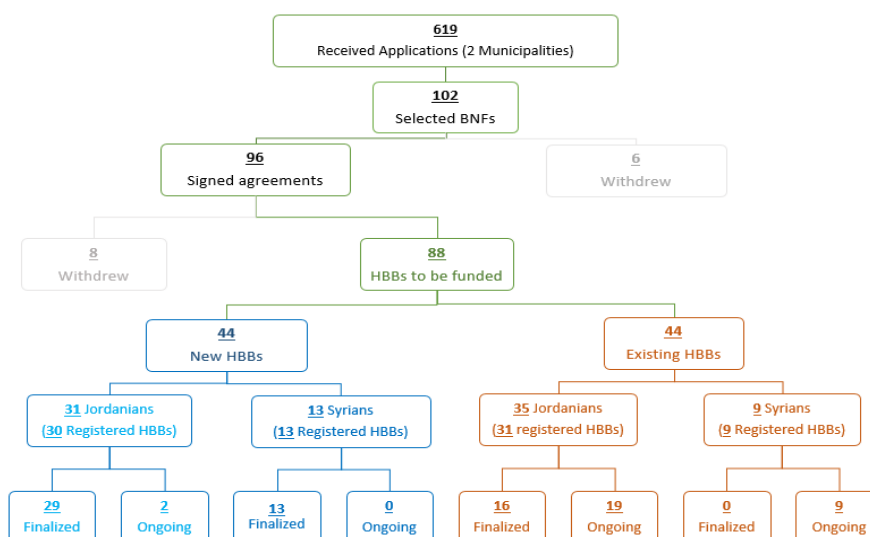
Organizations Involved: IUCN, HFGD, GreenTech, INWRDAM & Blumont

Period: 2020 - 2023



Smart Desert project aims to overarching goal of economic empowerment of vulnerable Jordanians and Syrian refugees in the agricultural sector, Smart Desert is designed to achieve three key objectives: (1) increased year-round income, (2) improved work conditions and (3) Improve water use efficiency in agriculture. Soft activities will entail training, advocacy, and business linkages to improve working conditions and link beneficiaries to the market, helping to create an enabling environment for economic growth. Smart Desert will also contribute to strengthening social cohesion among Syrian refugees and Jordanians by increasing cooperation towards shared goals and mutual benefits. In addition to taking into account the differentiated needs and vulnerabilities of Syrians and Jordanians, the project will use gender mainstreaming to help ensure benefits extend to both women and men. Given their role in improving the livelihoods of vulnerable women, especially widows and female heads of household, women-owned HBBs will be specifically targeted.

Target



Perform gendered baseline assessment and stakeholder analysis of selected project area,

During the first quarter of the project:

Baseline Studies: As the first step, the administrative areas were defined and classified considering the proposed project locations. Accordingly, the field plan for collecting data for the baseline studies was developed. A preliminary mapping of the main stakeholders was developed, and the lists of active local CBOs were collected in coordination with Jordan Cooperative Cooperation (JCC), Agriculture Directorates, and Social Development directorates. These collected data were used for conducting the baseline surveys considering stakeholders identification, gender assessment, and socioeconomic study. Terms of reference (ToR) was developed for each baseline, and three in-house experts were assigned for conducting the baseline study.

- **The Stakeholders' Baseline:** the baseline includes the following parts; Stakeholders Identification Report (including a desk Review) and the CBOs Mapping Report. For the Stakeholders Identification Part, the survey questionnaire was developed to collect the qualitative data, and the field team were trained on an electronic survey version of survey for the data collection. A list of the main stakeholders was surveyed for their roles and level of involvement of the project activities. By the end of April, the first round of data collection was finalized through conducting Key Informant Interviews (KIIs) in the targeted areas located within Mafraq, Irbid, Zarqa and Jerash Governorates, who were defined in an earlier stage. The collected data were analyzed to define the gaps, were an additional list of stakeholders were defined to finalize the survey. A total of 76 stakeholders were interviewed, with the collected responses are under analysis for their role and level of engagement for each surveyed stakeholder.
- **CBOs Mapping:** The second part of the Stakeholders Baseline is the CBOs mapping report, targeting all areas under the project. The first step was collecting the lists of CBOs through the local Directorates of Jordanian Cooperative Cooperation (JCC), the Agriculture, and the Social Development. Civil Society Organizations (CSOs) were visited within the targeted locations, and the head of each mapped CBO were interviewed for the basic information about each CBO. These data included the date of establishment, the type of the CBO, number of members segregated by gender, number of BNFs segregated by gender, main projects operated by the CBO, as well as the most needed agricultural and processed food for the local market in the opinion of the interviewed person. After then, the collected data were analyzed and double checked for the CBOs name and type as per registered lists collected from local Directorates of Jordanian Cooperative Cooperation (JCC), the Agriculture, and the Social Development. The missing data were collected through conducting new interviews, as to finalize the list of CBOs.
- For each visited organization or CBO, coordinates were collected as to be added to the project map for easier selection and coordination among the project parties for the different activities. By the end, 240 GPS points were collected for all visited organizations and stakeholders, which will be part of the CBOs and Stakeholders mapping. At the end of the mapping exercise, 162 CBOs and CSOs were visited for preliminary data collection on its status and role within the targeted locations, out of which 31

Women organizations. As the Smart DESERT Project will support cooperatives within the targeted areas, the CBOs mapping included 50 Cooperatives including one cooperatives Union. The mapped cooperatives are; 26 in Mafraq, 7 in Ramtha, 4 in Zarqa, and 12 in Jerash. The mapped CBOs included also one cooperative union working on the Kingdom level, which is the “The Jordanian Farmer Union”. Both the Stakeholders Identification Report, and the CBOs Mapping Report were merged together within the Stakeholders Baseline Report.

- **Gender Baseline Study:** the ToR and methodology were developed for the Gender Gap Assessment Report, which is the main part of the Gender Baseline. The required data for the interception phase was collected through desk review of related previous studies and reports. Gaps of the collected data collected through desk review will be filled in by collecting both qualitative and quantitative data in-field. Also, the guidelines of the Key Informant Interviews (KIIs), and Focus Group discussions (FGDs) were developed to be use to collect qualitative data, while a community survey was used to collect quantitative data. By the end of April 2021, all qualitative data were collected by conducting 6 KIIs and 10 FGDs. The collected data was analyzed to exert the information needed to fulfill the objectives of study. The baseline Gender Baseline include also the results of the collected quantitative data through 720 community surveys. The survey was developed and was put into digital form and the staff started collecting data on field. The Surveys were collected within the four targeted governorates; Mafraq, Zarqa, Irbid and Jerash. The same survey was designed to collect both gender and socioeconomic data, to save time and effort in the field. The Gender Baseline included alos a quick study on **Social Protection** within the targeted areas (based on AFD request during the field visit as an extra information that will be used in the new AFD strategy.). The information provided in this report is based on secondary sources, live interviews, and expert's field experiences. A number of secondary sources were reviewed, including national statistical and informational reports, such as the reports of the Department of Statistics, the Jordanian National Commission for Women, Laborer Union, Jordanian Strategies Forum, Parliamentary Committees, Ministry of Health, MOPIC, and others. In addition, relevant reports of international projects such as UNICEF, the World Bank, the International Labor Organization, and others that were viewed and considered. Also, numbers of virtual interviews were held with various civil society organization's representatives from various governorates that serve poor society segments including women and who carry activities that are based on field surveys to identify the needs and suffering of communities.
- **Socioeconomic Baseline:** the ToR of the socioeconomic baseline was developed, indicating three stages of data collection for the study; desk review, qualitative data collection, and quantitative data collection. The desk review of the socioeconomic was drafted through reviewing the public statistical data published through the department of statistics (DoS), as well as socioeconomic studies conducted by local and international organizations covering the targeted areas. Also, qualitative data were collected through KIIs and FGDs with the guidelines developed for both. All qualitative data were collected through conducting 10 KIIs and 5 FGDs at the targeted locations. Wherein, 720 surveys were filled using tablets in the field through a team of enumerators and their supervisors trained for this purpose between May19 -June 12, 2021. Finally, the data was analyzed statistically using the SPSS software to reach high-quality results, which will be reviewed in this report. Both quantitative and qualitative data, along with the desk review were combined in on report as the “Socioeconomic Baseline”.

Provide business support to existing and new farming businesses, processing facilities, and HBBs to improve management, entrepreneurship, and market linkages

Five training sessions were conducted as below:

Training sessions No. 1.: the selected female BNFs to work in greenhouse farming in Um Al Quttain and Mkiefteh Municipality joined a motivation training/visit to other successful HBBs managed by females in Jerash Governorate implementing the Peer to Peer learning system and experience transformation mechanism. The 20 BNFs visited two locations in Jerash; Beit Kheirat Souf, and Al Ma'wa Reserve. The idea behind this visit was to conduct unconventional training through visiting and talking to successful HBBs launched and operated by females in Jordan, and sharing experience between all participants. The trainer is a female who started her HBBs in Souf, Jerash through preparing traditional pickles and jams at her home, ended up with being a member of a successful women-lead CBO operating a traditional restaurant which was listed on the touristic places in Jordan, Bayt Khaeirat Souf.






Trainer: Samia Bani Mustafa
explained the success story of Bayt
Kheirat Souf.



The BNFs mentioned that they were
really motivated meeting such a
successful Jordanian female.

Training sessions No. 2-4.: The BNFs in Al Khaldiyyah were asked to collect price quotations for the needed items for their HBBs, for their feasibility studies through Irada. While it was found that most of them need assistance to list the needed tools and equipment. Upon needs, three training sessions for preliminary planning for HBBs were conducted as per the below table.

TRAINING TITLE	PRELIMINARY PLANNING FOR HBBs		
LOCATION/MUNICIPALITY	Al Khaldiyyah/ Al Khaldiyyah Municipality	Mkiefteh/ Um Al Quttain and Mkiefteh Municipality	Um Al Quttain/ Um Al Quttain and Mkiefteh Municipality
NO. OF FEMALE TRAINEES	9	21	23
NO. OF MALE TRAINEES	10	0	0
TOTAL NO. OF TRAINEES	19	21	23 (including 8 non-BNFs)
PICTURES			

A total of 63 trainees participated the trainings as 10 males and 53 females were trained, out of 8 non-BNFs. The training handout, agenda, pre and post-test, and attendance sheets can be found as appendices.

Training Sessions No. 5.: one training session was conducted for the BNFs to support them how to plan their needed list of tools and items for their businesses, conducted by. The following step, is to conduct feasibility studies through Irada for each business. It was explained during the training the means of a production cycle, and how to size tools and equipment accordingly. The participants discussed also how to consider priorities in their list of needed items as per budgets, and how they can plan for their own contribution of the HBBs.



Field training: four field trainings were conducted for the 23 BNFs selected for the greenhouses in Mkiefteh starting from October, 10 (see side pic). The training was conducted for 16 days on the following:

- (1) Preparation of the faring beds: leveling importance, spacing, and walking distance between beds.
- (2) Preparation of the land: the importance of land preparation for the efficiency of the irrigation and drainage systems.
- (3) How to prepare for the drainage system and the irrigation network.
- (4) How to use simple tools to prepare the main pipes for installation.



The 23 BNFs attended the field training days, including an agricultural engineer (one of the BNFs) as supervisor on the faring activities.

Indicators of training HBBs:

- Number of trainings: 9 (including 4 field trainings)
- Total number of trainees: 192 (27 males and 165 females)
 - o Training No.1: 20 all are females
 - o Training No.2: 19 (10 males and 9 females)
 - o Training No.3: 21 all are females
 - o Training No.4: 23 all are females
 - o Irada Training No. 5: 25 (17 males, and 8 females)
 - o Field Training No.6: 21 all are females
 - o Field Training No.7: 21 all are females
 - o Field Training No.8: 21 all are females
 - o Field Training No.9: 21 all are females

Use the learned on-farm best practices to rehabilitate low-output farmland leading to job creation and expanded revenues;

Facilities: a total of 9 facilities, and one farm were shortlisted, where only 6 facilities were selected within four Municipalities as follows:

1. Sun-dry tomatoes: Mkiefteh, Um al Quttain and Mkiefteh Municipality



2. Training Center for females: Mkiefteh, Um al Quttain and Mkiefteh Municipality



3. Wool collection: Deir Al Kahf Municipality



4. Pickling facility: Al Khaldiyyah Municipality



5. Composting Facility



6. Peanuts processing facility in Mafraq

All were visited and assessed for being rehabilitated.

Support off-season income generation by promoting HBBs for Syrians and Jordanians in cooperation with local women CBOs.

BNF screening: From September till the end of November the team continue interviewing beneficiaries in two municipalities: Um Al Quttain and Mkiefteh, and Khaldiyyah. This is to ensure a remarkable impact of our activities, and not scattering the efforts and the selection of HBBs in several geographical locations. The Standards of Operations (SoP) was developed for screening of applications in these municipalities. The total number of selected BNFs for the first of year of the project reached 102 BNFs for HBBs. The final selected HBBs were 88, as 70% females, and 30% males.

Cooperation with women-lead CBOs: in Um Al Quttain, the team cooperated with one of the women-lead charities starting from the phase of the application announcement, Jafna Women Charity. The charity announced the application on its social media channels, as well as to the members of the charity via WhatsApp. It also offered to use the venues at the charity building for meeting applicants. The same was for Al Khaldiyyah Municipality, the women charity advised a list of some vulnerable applicants, who already receive regular financial aid through the charity.

Formal Registration: all Jordanian BNFs were agreed to register through the Ministry of Industry, Trade and Supply (MoITS) as an individual company (Commercial Registration), with four exceptions for two

female BNFs. Till the end of May, 2022, a total of 83 HBBs were registered as 61 HBBs were registered through the MoITS (all are Jordanians), and 22 work permits were issued for Syrian BNFs.

Procurement and installation: the BoQs for 24 greenhouses in Mkiefteh, Um Al Quttain and Mkiefteh Municipality, was finalized. The greenhouses will be used by 26 BNFs in Mkiefteh, who joined the team in the installation and preparation of the planting beds as shown in the below picture. The BNFs were joined this field training as to strengthen their knowledge on the structure of the planting beds, as well as the preparation of the greenhouses for plantation. The BNFs started working on their greenhouses on the 10th of October.



Furthermore, the procurement for 10 HBBs operated by Syrians in Mkiefteh were finalized, as to establish a new dairy processing unit for them. It is expected that all equipment and tools will be installed and ready to operate before the upcoming season for dairies (before January). The side picture shows that the building is ready to install the equipment for dairy processing in Mkiefteh for 10 females. The dairy processing unit will be also supported by a solar system to cover the operation needs of electricity. These 10 HBBs are considered as one hub, that can create job opportunities for adult, and benefiting indirectly 61 children (age between one month and 16 ears) as family members of the families working at this hub. We are expecting that this hub will represent a great success story once operated.



Another 10 HBBs in Um Al Quttain for drying vegetables and tomatoes will be supported. The list of BoQ was finalized for these 10 HBBs, and distribution of the tools is already scheduled by early December. As a summary, the establishment/support of 36 HBBs already started in Um al Quttain Sub-district.

National and grassroots advocacy around decent work conditions and labour.

Campaign Vision

Friendly, healthy and safe working environment allocated to the Jordanian society.

Campaign Objectives:

1. Raising the awareness of the local communities of the importance of adopting agriculture, farming and home-based businesses, and why is it essential to formally register and license the project.
2. Raising the awareness of the local communities of their right of a proper working environment, especially those who are working in farming.
3. The encouragement of the local communities to startup such formally registered microeconomic projects.
4. Influence the decision makers to simplify and facilitate the registration process for such projects.
5. Advocate the claims to cancel all the taxes and fees subjected to such projects.
6. Creating investment opportunities and incentives for those who are willing to startup microeconomic projects, especially youth groups.

Beneficiaries

1. Agricultural workers (especially those who work in farms).
2. Home-based business owners, with focusing on goods and farming production.
3. Unemployed youth.
4. Limited income families and those who lack breadwinner.
5. Entrepreneurs who have innovative ideas.

Advocacy Tactics

1. Advocacy Training Sessions.
2. Creating and developing a civil coalition.
3. Creating an orientation committee.
4. Legal analytic experts will be involved for legislative advice.
5. The engagement of decision makers and public opinion leaders.

Advocacy Activities

1. Research and analysis by experts.
2. Training.
3. Workshops.
4. Dialogue, 3 forms included;
 - Dialogue with targeted community.
 - Dialogue with civil society organizations.
 - Dialogue with decision makers.

5. Field Visits.
6. Focus Groups.
7. Debates.
8. Competitions.
9. Policy Papers.
10. Audiovisual Content.

In the 15th of August the advocacy campaign was launched, the campaign duration is 18 months. The preparation phase of this activity started by finalizing the main documents of the campaign; including: the concept, workplan, ToR of the training materials, and the selection criteria of the national team (who will attend the trainings as well). The vision of the campaign is to have “Friendly, healthy and safe working environment for the Jordanian society”. The main tools as per the design of the campaign are (1) Awareness and Trainings, (2) Public Policies and Legislations, (3) Media and Campaigning “a Facebook Page is planned to be created to announce the campaign and its activities, as to increase the outreach of the campaign), and (4) Counseling and orientation. (For more information, please refer to concept note and workplan of the campaign).

The design of the campaigns:

The nine campaigns for advocacy are summarized below:

Campaign 1: Launching the campaigns and capacity building (fully accomplished):

Objective (1): Communicate with the target group of the local community in order to introduce the campaign and raise their capabilities in the field of advocacy. Objective 2: To communicate with officials from the executive authority and civil society institutions in order to introduce the campaign.

Accomplishment:

- 3 training sessions for 69 trainees (28 males, and 39 females).
- 5 workshops for 129 local persons (59 males, and 70 females).
- 10 community informative sessions, participated by 230 persons (125 males, and 105 females).
- 15 meeting with key stakeholders.
- An Advocacy Skills workshop was conducted on Thursday 19/5/2022, at the headquarters of Al-Sarhan Women's Charity Association, starting 9:00am till 3:00pm. The workshop aimed to introduce the campaign in addition to developing knowledge and skills regarding advocacy, (18) women from the Mugheer Al-Sarhan area participated in this workshop.

Campaign 2: Creation and formation of the national campaign team (Planned):

Objective (1): To select (100) people from the activists/community leaders at the level of the targeted areas, especially those in which campaign activities were held. Objective (2): To promote effective communication among members of the campaign's national team.

Campaign 3: Issuance of Policy Paper and Comparative Study (planned):

Objective (1): to develop a policy paper, and a comparative study regarding formal registrations and rights for HBBs owners, and farms' workers.

Campaign 4: Design Posters for the Social Media (planned):

Objective (1): To raise awareness among citizens in the targeted areas as well as decision makers of the importance of the campaign, and to invite people to adopt the demands that were announced on the social networking site (Facebook).

Objective 2: Increase people's interaction with the campaign through social media, specifically (Facebook), and reach the largest possible number.



توصي الحملة بإعادة النظر في المادة (٢٥) من نظام عمال الزراعة رقم (١٩) لسنة 2021، التي استلثت أصحاب العمل وعمالهم في حال استخدامهم 3 عمال زراعية فأقل من أحكام ساعات العمل والعطل، ومن الشمول بالضمان، وذلك بإلغاء هذا الاستثناء، حتى لو كان عدد العاملين أقل من 3 عمال، وعدم تركها للاتفاق لكون أن الممارسات الفعلية تشير إلى فرض صاحب العمل وهو الطرف الأقوى لشروطه وغالباً ما يتم حرمان العمال من تلك الحقوق*.

حمله كسب الأيد "تعزيزا مشوقا لأصحاب المهن المتلازمة والعاملين في القطاع الزراعي"

**الفئات المستفيدة بشكل مباشر
من حملة كسب التأيد:**

دعمه كسب التأييد "تعزيز حقوق أصحاب المهن الصنعية والعاملين في القطاع الزراعي

Noting, Express, The Commercial and the Domestic, in the United States, 1840-1860, 1860-1880, 1880-1900, 1900-1920, 1920-1940, 1940-1960, 1960-1980, 1980-2000, 2000-2010, 2010-2020, 2020-2030, 2030-2040, 2040-2050, 2050-2060, 2060-2070, 2070-2080, 2080-2090, 2090-2100, 2100-2110, 2110-2120, 2120-2130, 2130-2140, 2140-2150, 2150-2160, 2160-2170, 2170-2180, 2180-2190, 2190-2200, 2200-2210, 2210-2220, 2220-2230, 2230-2240, 2240-2250, 2250-2260, 2260-2270, 2270-2280, 2280-2290, 2290-2300, 2300-2310, 2310-2320, 2320-2330, 2330-2340, 2340-2350, 2350-2360, 2360-2370, 2370-2380, 2380-2390, 2390-2400, 2400-2410, 2410-2420, 2420-2430, 2430-2440, 2440-2450, 2450-2460, 2460-2470, 2470-2480, 2480-2490, 2490-2500, 2500-2510, 2510-2520, 2520-2530, 2530-2540, 2540-2550, 2550-2560, 2560-2570, 2570-2580, 2580-2590, 2590-2600, 2600-2610, 2610-2620, 2620-2630, 2630-2640, 2640-2650, 2650-2660, 2660-2670, 2670-2680, 2680-2690, 2690-2700, 2700-2710, 2710-2720, 2720-2730, 2730-2740, 2740-2750, 2750-2760, 2760-2770, 2770-2780, 2780-2790, 2790-2800, 2800-2810, 2810-2820, 2820-2830, 2830-2840, 2840-2850, 2850-2860, 2860-2870, 2870-2880, 2880-2890, 2890-2900, 2900-2910, 2910-2920, 2920-2930, 2930-2940, 2940-2950, 2950-2960, 2960-2970, 2970-2980, 2980-2990, 2990-3000, 3000-3010, 3010-3020, 3020-3030, 3030-3040, 3040-3050, 3050-3060, 3060-3070, 3070-3080, 3080-3090, 3090-3100, 3100-3110, 3110-3120, 3120-3130, 3130-3140, 3140-3150, 3150-3160, 3160-3170, 3170-3180, 3180-3190, 3190-3200, 3200-3210, 3210-3220, 3220-3230, 3230-3240, 3240-3250, 3250-3260, 3260-3270, 3270-3280, 3280-3290, 3290-3300, 3300-3310, 3310-3320, 3320-3330, 3330-3340, 3340-3350, 3350-3360, 3360-3370, 3370-3380, 3380-3390, 3390-3400, 3400-3410, 3410-3420, 3420-3430, 3430-3440, 3440-3450, 3450-3460, 3460-3470, 3470-3480, 3480-3490, 3490-3500, 3500-3510, 3510-3520, 3520-3530, 3530-3540, 3540-3550, 3550-3560, 3560-3570, 3570-3580, 3580-3590, 3590-3600, 3600-3610, 3610-3620, 3620-3630, 3630-3640, 3640-3650, 3650-3660, 3660-3670, 3670-3680, 3680-3690, 3690-3700, 3700-3710, 3710-3720, 3720-3730, 3730-3740, 3740-3750, 3750-3760, 3760-3770, 3770-3780, 3780-3790, 3790-3800, 3800-3810, 3810-3820, 3820-3830, 3830-3840, 3840-3850, 3850-3860, 3860-3870, 3870-3880, 3880-3890, 3890-3900, 3900-3910, 3910-3920, 3920-3930, 3930-3940, 3940-3950, 3950-3960, 3960-3970, 3970-3980, 3980-3990, 3990-4000, 4000-4010, 4010-4020, 4020-4030, 4030-4040, 4040-4050, 4050-4060, 4060-4070, 4070-4080, 4080-4090, 4090-4100, 4100-4110, 4110-4120, 4120-4130, 4130-4140, 4140-4150, 4150-4160, 4160-4170, 4170-4180, 4180-4190, 4190-4200, 4200-4210, 4210-4220, 4220-4230, 4230-4240, 4240-4250, 4250-4260, 4260-4270, 4270-4280, 4280-4290, 4290-4300, 4300-4310, 4310-4320, 4320-4330, 4330-4340, 4340-4350, 4350-4360, 4360-4370, 4370-4380, 4380-4390, 4390-4400, 4400-4410, 4410-4420, 4420-4430, 4430-4440, 4440-4450, 4450-4460, 4460-4470, 4470-4480, 4480-4490, 4490-4500, 4500-4510, 4510-4520, 4520-4530, 4530-4540, 4540-4550, 4550-4560, 4560-4570, 4570-4580, 4580-4590, 4590-4600, 4600-4610, 4610-4620, 4620-4630, 4630-4640, 4640-4650, 4650-4660, 4660-4670, 4670-4680, 4680-4690, 4690-4700, 4700-4710, 4710-4720, 4720-4730, 4730-4740, 4740-4750, 4750-4760, 4760-4770, 4770-4780, 4780-4790, 4790-4800, 4800-4810, 4810-4820, 4820-4830, 4830-4840, 4840-4850, 4850-4860, 4860-4870, 4870-4880, 4880-4890, 4890-4900, 4900-4910, 4910-4920, 4920-4930, 4930-4940, 4940-4950, 4950-4960, 4960-4970, 4970-4980, 4980-4990, 4990-5000, 5000-5010, 5010-5020, 5020-5030, 5030-5040, 5040-5050, 5050-5060, 5060-5070, 5070-5080, 5080-5090, 5090-5100, 5100-5110, 5110-5120, 5120-5130, 5130-5140, 5140-5150, 5150-5160, 5160-5170, 5170-5180, 5180-5190, 5190-5200, 5200-5210, 5210-5220, 5220-5230, 5230-5240, 5240-5250, 5250-5260, 5260-5270, 5270-5280, 5280-5290, 5290-5300, 5300-5310, 5310-5320, 5320-5330, 5330-5340, 5340-5350, 5350-5360, 5360-5370, 5370-5380, 5380-5390, 5390-5400, 5400-5410, 5410-5420, 5420-5430, 5430-5440, 5440-5450, 5450-5460, 5460-5470, 5470-5480, 5480-5490, 5490-5500, 5500-5510, 5510-5520, 5520-5530, 5530-5540, 5540-5550, 5550-5560, 5560-5570, 5570-5580, 5580-5590, 5590-5600, 5600-5610, 5610-5620, 5620-56

Campaign 5: Communication with Decision Makers (planned)

Objective (1): To familiarize decision makers with the campaign. Objective (2): Invite decision-makers to adopt the campaign's demands.

Campaign 6: Film production (Planned)

Objective (1): To raise awareness among citizens in the targeted areas as well as decision makers of the importance of the campaign, and to invite people to adopt the demands that were announced on the social networking site (Facebook). Objective 2: Increase people's interaction with the campaign through social media, specifically (Facebook), and reach the largest possible number.

Campaign 7: campaign brochures (Planned)

Objective (1): To raise awareness of citizens in the targeted areas of the importance of their rights, especially domestic workers and agricultural workers.

One thing to mention under this activity. A total of 400 informative brochures (not designed) were disseminated among the participants of all above mentioned activities under the nine campaigns. This document addresses the basic information about the campaign concept, objectives, main activities, target group, target locations, and campaign tactics.

Campaign 8: youth activities (Planned)

Objective 1: Enhancing youth participation in issues related to domestic workers and agricultural workers.

Campaign 9: Establishing a coalition of civil society institutions (Planned)

Objective (1): To create a coalition that brings together (10) civil society organizations from Mafrq, with the aim of claiming the campaign's recommendations. Objective (2): Inviting (30) decision-makers to adopt the campaign's demands through holding a round table that brings together all concerned parties.



إن تعدد التشريعات النازمة لأعمال المهن المنزلية وأعمال الزراعة (هناك ما يزيد على 26 تشريع) وتداخلها وعدم توحيدها، وغياب المرجعية الواحدة قد تكون من أبرز التحديات والإشكاليات التي تعيق تنظيم هذا القطاع، وتدفع العاملين فيه للعمل وفق أسس غير منظمة، حيث إن تعدد الأطر التشريعية والمرجعيات المؤسسية يجعل المواطن غير قادر على معرفتها والدلائل بها، ويعقد من إجراءات التسجيل والترخيص بدل تبسيطها".



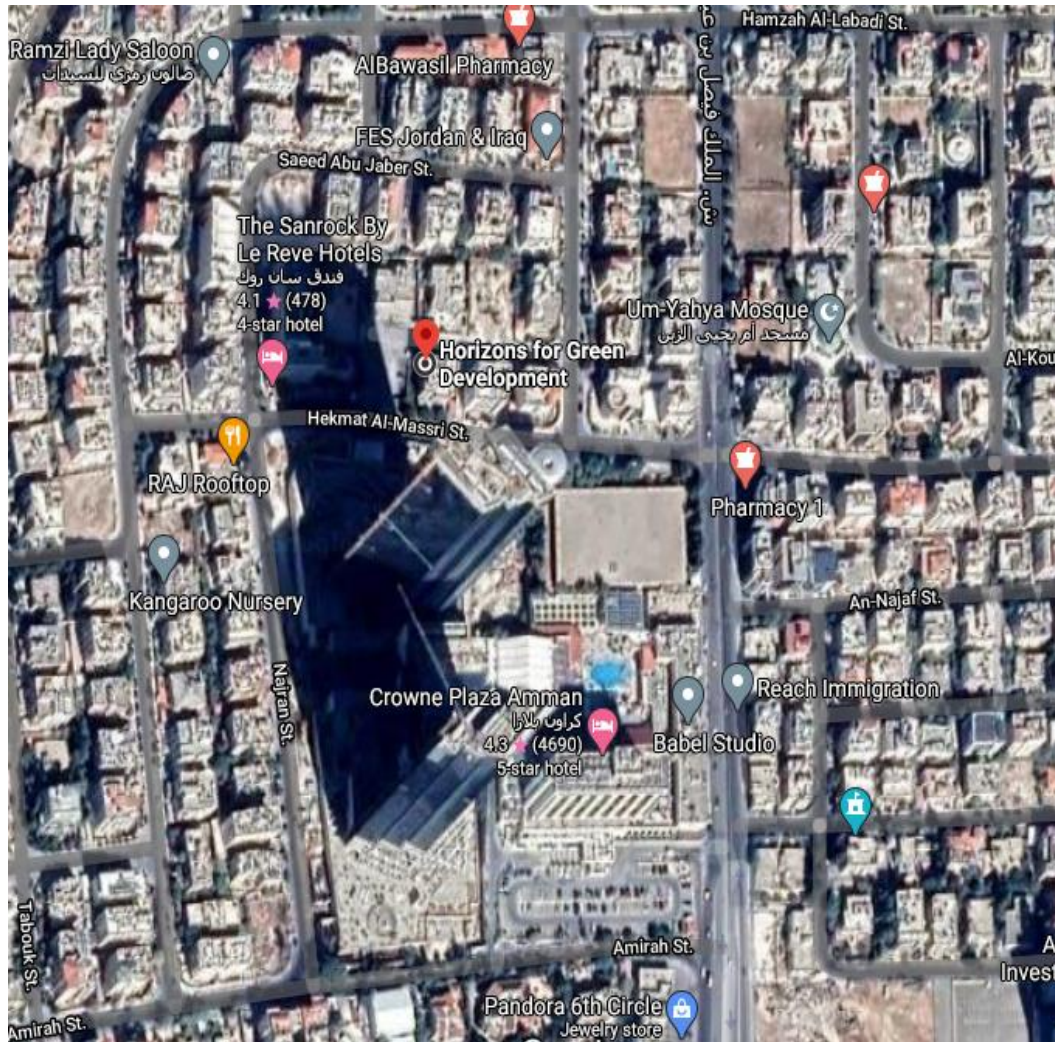
دعاه كسب الأثير "عزيز حقوق أصحاب المهن المنزلية والعاملين في القطاع الزراعي".



Indicators: below are the summary of the indicators of the advocacy campaign:

- Total reached through social media: 46,802
- Total trainings: 5 trainings as follows:
 - o Two-day training: 3 trainings, 69 trainees (43 females, and 26 males)
 - o Total number of training workshops (one-day trainings): 2 trainings, 48 trainees (37 females, and 11 males)
- Total trained persons: 117 persons (80 females, and 37 males)
- Total reached through community workshops and meetings: 202
- Total distributed summary leaflet about the campaign concept ad goals: 400
- Total key stakeholders reached through conducting meetings: 14
- Number of issued documents/studies: 2 as follows:
 - o Policy paper
 - o Comparative paper





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