BADERI! [Jordan]

**Problem Statement**

Problem Statement is full of numbers, will need to turn into a narrative. This is about WEE in the Jordan Azraq refugee camp. The problem is outlined as an unemployment issue, a poverty issue, a reliance on insufficient aid, a lack of work permits among refugees, (80% don't have work permits and 80% are in debt), and due to the increased competition for employment opportunities, resources, and services, as well as rising prices, results in a worsening economic situation... 82% of syrians live below the poverty line... Resorting to negative coping strategies (child labor, forced marriages, exploitation)... unable to open bank accounts, excluded from access to financial opportunities...

Frame this as a gender issue: over a 3 yr period, 87,000 permits issued to Syrians, only about 1/4 to those in refugee camps, and only 4% to women. WOmen often precluded from work...

Female unemployment increasing from 24.8% to 33%... only 13.2% seeking work, compated to 58.7% of men... 655,628 Syrian Refugees in Jordan, 79% in urban areas...

Blah. Blah…

**Our Solution**

1. Involvement of successful women entrepreneurs through a nationwide tour, including Azraq camp, and, once scaled up, across the region, who will share their struggles and successes as women entrepreneurs with other women, men and youth, to advocate for WEE and greater involvement in the workforce.

2. Increased number of community members, particularly women, participating at existing CARE’s Satellite technical production units in Azraq camp, by encouraging women and enhancing their access to employment opportunities inside and outside Azraq camp, via training in technical and manufacturing processes and soft skills, building on the existing collaboration between CARE, ILO and UNHCR to establish the employment center in Azraq. This would largely be in the garment industry and supported by H&M and GAP… indicated the garment industry remains highly relevant and in demand by both Syrian refugees and host community members.

3. Utilization of E-Wallet, in cooperation with Central Bank, a banking tool that will ensure women’s access to financial resources and will promote financial inclusion and independence for women participating in the above-mentioned components.

**Progress [Reach/Impact]**

Promotional video, song, and interactive theatre performance produced.

Launching Ceremony: Attended by more than 700 people, including representatives from local and private sectors, media partners, and sponsors.

The regional tours were designed and accomplished between February 28th and April 30th and comprised 12 regional visits in collaboration with Jordan National Forum for Women (JNFW) as the main partner for this this campaign. Almost 1200 attendees in total have attended the 12 visits or events that took place in the 12 governorates of Jordan. CARE has deliberately targeted men to the events believing that engaging men is vital to promoting women’s rights in general and their economic participation.

Highlight on one of Jordan’s most popular morning TV shows (est. 3 million viewers);

5,115 likes on Facebook

1000+ views on youtube

*Press releases and Radio/TV Interviews/video awareness material*

Written media - Extensive media coverage in press, radio and TV for the campaign different events ensured the coverage of the public campaign and branding of the Baderi Campaign in addition to the visibility of the donor and CARE.

**Looking Forward**

By 2020, CARE Jordan will reach 1,027,000. people across Jordan and region by…

Component 1:

In 2018, CARE

Jordan will reach 100,000 individuals residing in urban and rural / remote areas, as well as in Azraq refugee camp in Jordan,

and through 2019, the impact will increase to 300,000 people. This component will be further scaled up in Palestine (West

Bank and Gaza) and Syria, through their respective country offices of CARE, reaching 1,000,000 by 2020.

Component 2:

In 2018, CARE Jordan will engage 1,024 direct and 5,000 indirect beneficiaries in Azraq camp, or 10% of the

total number of women residing in the camp (18-59 years old), based on the population breakdown and expressed interest

of female residents. In 2019, the initiative will reach the total of 25%, or 2,048 direct and 10,000 indirect beneficiaries, and in

2020, it will be scaled up to reach 50% of the beneficiaries, or 5,121 direct and 25,000 indirect beneficiaries in Azraq.

Component 3:

In 2019,

CARE Jordan will reach 1,000 individuals and, once the initiative is scaled up, across the region in Palestine and Syria, they

will reach 2,000 people by 2020.