**THE BADERI CAMPAIGN [Jordan]**

**Problem Statement**

Economic prospects for Syrian refugees in Jordan have never been great, however, they have recently taken a turn for the worse as competition for employment opportunities has caused a spike in unemployment rates, especially among women. In 2017, female unemployment increased from 24.8% to 33%, as men are disproportionally selected for work permits—over a 3-year period, 87,000 work permits were issued to Syrians, with only 4% issued to women. Due to ingrained cultural and social norms, few Syrian women are actively seeking work (13.2% compared to 58.7% of men) and are typically excluded from both work and financial decision making at home.

**Our Solution**

The Baderi Campaign seeks to catalyze change in the Syrian refugee community to address the issue of women’s low economic participation by:

1. Embarking on a national tour with 12 successful female entrepreneurs, who share their struggles and success with other women, men, and youth to advocate for women’s economic empowerment and greater participation in the workforce;
2. Encouraging women and providing access to employment opportunities and training in the garment industry, with help from partners in the private sector (including H&M and Gap);
3. Utilizing the E-Wallet, a banking tool that will ensure women’s access to financial resources and promote financial inclusion and independence.

**Impact**

In 2017, the Baderi Campaign hosted 12 events in 12 governorates of Jordan, with an estimated 1,200 total attendees. The launching ceremony was attended by more than 700 people, including representatives from local and private sectors, media partners, and program sponsors. The Baderi Campaign was highlighted on one of Jordan’s most popular morning TV shows, with an estimated 3 million viewers, and has extended its reach through various radio programs and social media channels.

**Project Goals**

To reach 1 million persons by 2020, Baderi plans to:

1. Scale up the campaign to reach individuals all over Jordan, and to spread the campaign to Palestine (West Bank and Gaza) and Syria by 2020.
2. Engage 50% of women in the Azraq refugee camp in Jordan and offer access to employment opportunities and training by 2020.
3. Open 2,000 E-Wallet accounts by 2020.