

## Jordan SME and Labor Market Context (Seed Brief)

### Context snapshot

Jordan's youth employment and SME competitiveness agendas require stronger alignment between training pathways, enterprise support, and institutional delivery mechanisms.

### Institutional context

- Public and non-public providers deliver overlapping support services.
- Service quality standards are not always consistently implemented.
- Regional disparities influence access to training and enterprise support.

### Implications for program design

- Build localized implementation pathways while maintaining national-level standards.
- Strengthen coordination protocols across service providers.
- Prioritize practical employability outcomes and business process improvements.