

Local Youth Ambassadors
Programme in Jordan



Local Youth Ambassadors Programme

Joint Programme
by the Ministry of Youth in Jordan and OECD

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Discover selected initiatives

The Local Youth Ambassadors Programme (LYAP) has been implemented since 2019 in the context of the “Youth in Public Life” project, as a joint programme by the Ministry of Youth and the OECD. The programme is financed by the MENA Transition Fund of the G7 Deauville Partnership.

The LYAP supports young men and women (18-25 years) throughout Jordan in the design and implementation of social action projects and kick-starting entrepreneurial activities. In Phase 1, around 100 youth from 12 governorates participated in an Inception Training in July 2019; followed by three “Active Citizenship Camps” in Amman, Aqaba and Jerash in September and October (Phase 2).

In the trainings led by youth workers from the United Kingdom and Jordan, participants acquired skills in setting objectives, leadership, budget management, communication, resource planning, pitching and exchanged ideas with local authorities and civil society. In Phase 3, 6 out of 35 submitted initiatives were jointly selected by the Ministry of Youth and the OECD to receive seed funding to support their implementation. They are implemented across seven governorates and cover initiatives in the field of agriculture, media literacy, arts, environmental protection, entrepreneurship and medical support.

At least one activity of each selected initiative will be implemented through a youth centre.



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The LYAP has been implemented since 2019 in the context of the "Youth in Public Life" project, as a joint Programme by the Ministry of Youth and the OECD. On 4 March 2020, the Minister of Youth H.E. Dr. Fares Braizat announced the selected initiatives in the Ministry of Youth, Amman.





Family TEC

Focus: digital/media education training to prevent the spread of fake news and create safe spaces for communication, implemented in Karak and Tafileh.



Meet Shorouq from Tafileh, where especially young women are concerned about the challenge of fake news and cyber security. Family TEC teaches young people how to fight fake news and young women how to maintain their own cellular devices to ensure their privacy and create job opportunities.

The initiative implemented three trainings for 60 participants on devices maintenance, cyber security, the fake news and misinformation challenge as well as digital literacy. Together with the participants, her initiative produced 10 videos on cyber security and fake news and [disseminated them on Facebook](#).

Origami

Focus: Skilling up youth in the art of Origami, activities in Zarqa and Irbid.



Convinced that the power of art can change the world, and that youth tend to spend too much time in front of their smartphones, Shaima teaches children and adolescents in the art of Origami. Shaimaa has implemented four training programmes for 200 youth, which help them acquire a theoretical understanding of the origins of Origami, followed by practical trainings to build origami shapes and figures themselves. Some of her best students are now teaching their skills to children to prepare the next generation of Origami artists in Jordan.

Bazliy

Focus: Encouraging blood donation, activities in Irbid and Mafrq.



Meet Doaa, a young woman from Ajloun whose initiative encourages people to donate blood. Together with her team, she run a blood donation campaign in Irbid recently, which benefitted 100 people, and is about to run a second in Mafrq. Through the Facebook page and website of her initiative, Doaa is also linking up blood donors and hospitals to support vital operations. During the confinement period, Doaa used her online platforms to spread awareness about the coronavirus and encouraged her community to follow the [government's measures](#) to [stay safe](#).

T-Cycle

Focus: Awareness raising for mothers, adolescents and children; research and creation of an app and manual to encourage re-cycling, based in Tafileh.



Concerned by the urgent need of protecting the environment and reducing waste and pollution, Renad and her team are on a mission to convince her community to recycle waste. She created a successful advertising campaign on social media reaching more than 1000 people and implemented seven trainings on recycling for mothers, young people and children. Renad is convinced that recycling represents a great

potential for Jordan and that raising awareness among mothers and their children is key to creating a new culture of preserving the environment. During the COVID-19 pandemic, Renad created competitions between children and mothers to encourage waste collection and recycling. Her team is now working on a recycling application to connect households to recycling factories.



GardenJo

Focus: Training of female engineers on hydroponics, implemented in Amman.

Convinced that empowering young women requires access to education and financial independence, Haneen, a young engineer, trains young women in the application of hydroponics to grow vegetables. Her trainings include both theoretical and practical elements to support participants in kick-starting their own business as she did some years ago: Starting with growing a couple of lettuces on her rooftop, she has expanded her business over the last months to make a decent salary as entrepreneur. As part of her initiative, she will also work with local schools and communities to spread awareness.



Alpha for Development

Focus: Feasibility studies to reduce project default rates, Madaba.

Moaz is a young man who is passionate about feasibility studies and dedicated to educate young people in applying analytical and quantitative tools to ensure the success of their projects. His initiative created a [website](#) offering free feasibility studies in sectors such as agriculture, industry, technology, services, and home

projects. So far, [6 studies are uploaded](#) and [articles on digital marketing](#), SWOT analysis, business model canvas and feasibility studies are available to further support young entrepreneurs. He is now planning to organise a training with students from Al-Balqaa University to make his contribution to reducing the project default rate in Jordan.

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