

وزارة الشباب
قراراتنا... مستقبلنا



NATIONAL YOUTH STRATEGY 2019 - 2025



His Majesty King Abdullah II Ibn Al Hussein



His Royal Highness Crown Prince Al Hussein Bin Abdullah II

"I put forward to you a wide variety of priorities and unchangeable pillars, to serve as a lodestar for work and communication with our high-minded Jordanian People. The major challenge that stands in the way of achieving the dreams and aspirations of the Jordanian youth is the slow pace of economic growth, and the consequential decline in job opportunities, particularly for the youth".

His Majesty King Abdullah II Ibn Al Hussein
The Majestic Letter of Engagement for
the Government of
Dr. Omar Al-Razzaz, 5 June 2018



Introduction

The National Youth Strategy (2019-2025) stands out as a positive response to the great political, social, economic and cultural changes that have had a great impact on the Jordanian youth (12–30-years old), which – with its different segments – accounts for 35.78% of Jordanian society. The strategy also reflects the great deal of attention paid to the younger generation from the highest levels of the State, starting from His Majesty King Abdullah II; the issue of youth has become a major part of his speeches in recent years— from the establishment of the Crown Prince Foundation in late 2015, the emergence of affiliated institutions and programs, the Crown Prince’s special interest towards the youth sector, through to the re-establishment of the Ministry of Youth as the successor to the Supreme Council for Youth and the growing and qualitative attention paid to the youth sector by the State with its institutions and policies.

It is important to point out that the Government’s focus on youth has been accompanied by a significant change in the content of official speeches and the State’s mission towards the young generation. Official pronouncements on youth are no longer exclusively related to sport and physical activities, although these are still a focus of State speeches. However, speeches and thinking have gone far beyond that level; attention is now also given to other issues that are linked with the interests and priorities of young people in political, economic and cultural aspects. In addition, there is a new focus on encouraging and fostering innovation, creativity, skills and self-development among the youth, integrating them into the public life and empowering young people in various fields.

These changes in political attitudes towards the youth are consistent with what we are witnessing in the world, the region and Jordan, namely, transformations and challenges that affect the young generation in a major way: on one side, we see the involvement of the rising generation in political and social movements that demand reform; on the other side, we see another segment of the younger generation caught up in the movements of extremism, terrorism and religious intolerance. Pressure points include high rates of unemployment, crises of religious and national identity and related phenomena (such as the spreading of rumors, and feelings of frustration, disappointment, anxiety and uncertainty that have become noticeable features in social media and in the relationship between governments and citizens).

Despite the importance of these challenges and obstacles, experienced by Arab societies in general and Jordan in particular, and the recognition that they have played a vital role in drawing attention to the importance of the youth issues in the past years, it is important to note that we in the Ministry of Youth, together with our partners and other state institutions concerned with the younger generation, do not start from a perspective of fear of the youth, or by subscribing to the melancholy stereotype of Jordanian youth. On the contrary, we start in this strategy from a completely different perspective, based on the recognition of the opportunities associated with having a young population. Far from being solely beneficiaries of what state institutions and social structures have to offer, young people can be a force for creativity, innovation and achievement in the legislative, political, institutional and social fabric in which their futures are invested.

There is an unfair and misleading stereotype in the media that link our Jordanian youth to extremism, drugs, frustration, despair, a desire to emigrate, domination by a culture of shame, and waiting for government jobs without pursuing job opportunities that can prove their efficiency and abilities.

The Ministry of Youth want to challenge this inaccurate stereotype by highlighting the dozens of active initiatives throughout various governorates of the Kingdom, led by ambitious young people who have been successful and have made positive contributions. It is enough to look at the important breakthroughs in the field of youth voluntary work, and the international, national and Arab awards achieved by successful young Jordanians and institutions in this field to see real evidence of a new wave of Jordanian youth that is capable of dealing with political, economic and social transformations and the leadership of the next phase.

It is important to look at the political and historical context within which the national strategy for youth has been established. This has included an escalation of the financial crisis as a result of a decline of foreign aid, the inability of the state to provide jobs, and many other needs of political and socio-economic nature. Moreover, there is a growing confidence gap between the government and the people, with the emergence of so-called self-reliance policies, increases in the tax base, the state's transition from dependent policies into fostering policies, and the IMF's financial reform program. Hence, the state is at a true turning point, and a great burden of national and historical responsibility has fallen on the shoulders of Jordanian youth.

Therefore, the National Youth Strategy 2019-2025 is situated within a context of fundamental internal and external transformations. The significant development of the State's speech and policies towards the Jordanian youth, places a great emphasis on the expectation of the success of this strategy– the resulting policies and programs will have a great impact in demarcation of the next phase. Needless to say, the younger generation is the one of the state's greatest assets and most effective forces in the challenges that lie ahead.

Concepts and Policies that Govern the Strategy Perspective:

Increase in the level of attention given to young Jordanians, and speech addressed to them, has resulted in the maturation of the State's perceptions of its policies and dominant concepts towards the youth. Moreover, work and feedback from the previous phase have helped to identify the most effective concepts and policies:

First: Partnership and Networking

As we have already pointed out, recent years have seen a breakthrough in youth institutions and programs, particularly for the way in which the youth issue is now intertwined with the interests and programs of many other institutions and ministries. However, there are obvious shortcomings in the process of partnership and networking among these various institutions and ministries resulting in inefficiencies and duplicated efforts, without reviewing the impact and consequences. Too narrow a focus on specific segments and objectives, can leave a large proportion of Jordanian youth excluded from official programs. Such programs can seem isolated and there is no clear map of the situation of youth, programs, institutions, the distribution and codification of efforts, funds, impact measurement and performance indicators.

Therefore, the current strategy and its emergent action plan were developed from the perspective of partnership among various institutions and ministries, whether at the governmental level, through multiple institutions, or at informal levels within civil society. Networking among these various institutions will help to organize, coordinate and complete the effort, ensuring a clear identification of roles and responsibilities.

Second: Focusing on youth centers spread throughout the Kingdom

Of the nearly 200 youth centers, a 2017 Ministry of Youth study revealed that there are structural problems in the establishment of these centers, their uneven geographical spread and percentage of visitors. The study also identified weaknesses in the programs presented in the youth centers, and the absence of any concept of sustainability in the programs and businesses.

Focus on youth centers is linked to a set of new concepts and policies that we have adopted in the Ministry and which seek to serve as a turning point in its work and role. The most prominent of these concepts is the definition of youth centers as 'youth spaces' that provide young people with the circumstances and conditions for creativity, achievement, thinking and working, and allowing them to play an interactive role in the wider community.

Dealing with youth centers as youth spaces requires working with concepts around flexibility – it is imperative to create a space ready to receive and deal with youth initiatives and energies, adapting new roles, and time flexibility as employees at youth spaces work with youth who are in school, university or who have other responsibilities, and they must manage their time in proportion to the young people participating.

Another key concept in developing the role of youth centers and their work is the institutionalization of active, successful and influential youth initiatives. Situating them in youth centers that can achieve a number of good results, including turning these centers into real places of communal activity. Moreover, these centers can see the development of the culture of its workers and its working mechanisms, activating their role in attracting the local community, creating ways of real communication with young workers, building relationships with them to develop youth's work and achieve the goal of empowering Jordanian youth.

Among the concepts and policies designed to achieve the objectives of the youth strategy, we sought to make this period one of significant progress in institutions and youth establishments. Initiatives have included turning centers for the preparation of youth leaders into institutes that provide advanced training, research, and scientific services; support for sports funding as an effective means of investment; and the development of the abilities of workers in the youth sector, with a focus on effective youth leaders, who are expected to adopt a leading role in the Ministry in the future.

One of the important concepts and policies is to rehabilitate the Ministry of Youth and youth workers to perform the tasks required of them to achieve their objectives. Therefore, there are programs within the Ministry itself, whether at legislative and institutional levels, or in relation to programs linked to the culture of workers in the Ministry.

Third: Encouraging and promoting the concepts of voluntary work, engagement, building young peoples' abilities and skills, and improving and developing the Ministry's programs in this regard

Among the most important concepts of the strategy is the concept of voluntary work and the values of public welfare, social solidarity, national capital, the development of effective citizenship mechanisms, social and moral responsibility, promotion of a sense of belonging and positiveness in society in general and in the young generation particularly. This requires paying a great deal of attention to creating ways of communication and interaction with official, civil and popular youth segments by strengthening this culture and the values they have, developing the capabilities of the Ministry of Information and Communication to communicate with the youth in order to spread this important cultural and intellectual message.

Unquestionably, the cultural, intellectual and media aspects are no less important than the technical and material aspects of the role of the Ministry. When the ideas, cultures and concepts that promote positiveness, development and the ability to change, are disseminated and circulated, this contributes to the promotion of an optimistic spirit and supports the desire of young people to engage in voluntary work and the youth and civil institutions and vice versa.

Fourth: Working with the youth according to their interests, priorities, age and geographic regions;

The youth should not be viewed as a single block. For each governorate and judiciary, there are different youth priorities and concerns, and these should be reflected in the programs of the Ministry of Youth, or youth centers' plans, rather than being used to design unified programs. As with different age groups, whatever is suitable for school students may not be suitable for university students; an approach appropriate for those with a professional orientation may not be appropriate for those with technical, scientific or sports orientation or young people with a disability. It is essential that programs integrate with the right talents, capabilities and potentials.

On this basis, the National Youth Strategy is based on the principle of complementarity between the work of the Ministry of Education and the Ministry of Higher Education and Scientific Research on one hand, and on the work of youth institutions and programs on the other. There is an additional need for cooperation and coordination between public and private institutions to provide young people with the knowledge and skills they need to contribute to the promotion and development of their capacities and talents.

Finally, this strategy establishes the principal themes for empowering youth and integrating them into public life, and the general framework that draws up the many and various programs on which the Ministry of Youth depends alongside the official and civil institutions working in this regard. The emergence of qualified youth leaders in various fields represents the desired outcome of the continuous and praiseworthy effort of all those who have prepared this strategy and worked on its achievement and development in cooperation with our national and international partners.

Minister of Youth

Dr. Mohammed Abu Rumman

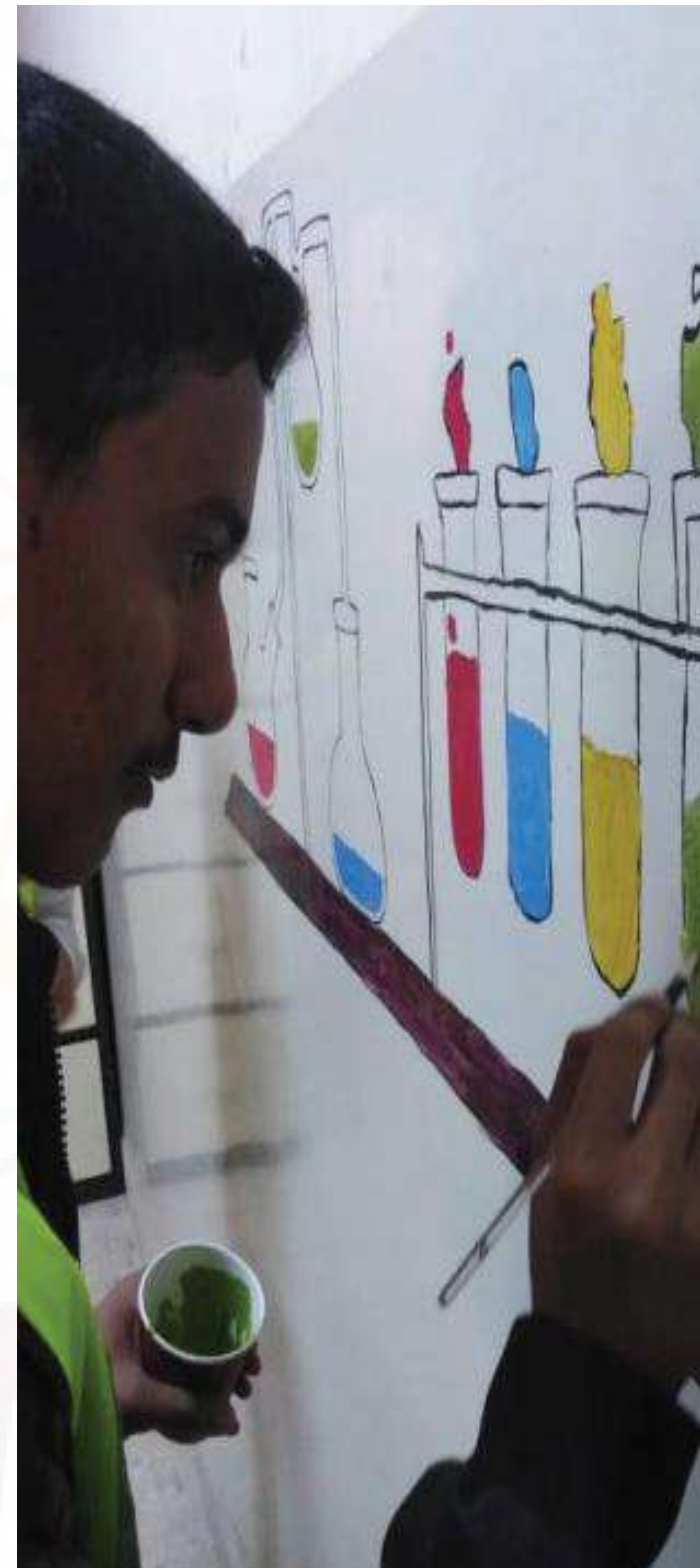


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Historical Background of Youth Care in Jordan

Jordan recognizes the welfare of young people is a clear indicator of the country's development and ability to face future challenges. This recognition arises from the fact that the youth in Jordan constitute the largest and most important segment of the population, with 67% of the total population younger than 30 years old. Thus, investment in youth and giving young people the necessary expertise is seen as an important part of overall development. Jordan is considered one of the first Arab and regional countries to fully focus on young people and give them a wide range of freedom of thought and the opportunity to start up and to be creative at official and popular levels.

Phases and Objectives of Youth Care in Jordan

Youth care in Jordan passed through phases. Each phase had its own features and characteristics. Though there is a certain degree to which they overlapped, the phases may be summarized as follows:

I: Care Phase:

This phase was characterized by spontaneity and was based on volunteerism, gallantry and fervor. It started with the establishment of the first eastern Emirate of Jordan. During this period, a number of sports and youth clubs were established under the Ministry of Social Development Law (Social Affairs Law at that time). Calls for the institutional framing of youth work emerged; the youth care institution began in 1966 and was then directly affiliated to the prime minister.



II: Contemporary Care Phase:

This phase extended from 1968 to 2001 and proceeded with a number of significant developments, most notably with the great efforts of civil and voluntary institutions as well as the establishment of the Ministry of Culture and Youth in 1975, the Ministry of Youth and Sports in 1984, and the Youth Care Law No. 8 of 1987 which remained valid until 2001.

III: Comprehensive Youth Care Phase:

This phase began with a Royal Decree forming the Supreme Council for Youth. This was instituted as the real, legal and administrative successor to the Ministry. The aim of the transformation was to give a greater role and more flexibility to youth work by developing youth care and development processes, fulfilling a conscious future vision of the importance of this sector by His Majesty King Abdullah II Ibn Al Hassan – may God protect him – and to achieve the desired role for youth through a reform process for this sector. These goals were achieved by defining a common vision for integrating efforts through government, civil society and voluntary sector institutions, and regional and international institutions. The development of clear plans, programs and strategies emerged. The interim law of the Supreme Council of Youth No. 65 was issued in 2001 and in its final form, No. 13, in 2005, having passed through the legislative and constitutional phases and approval of the High Royal Will. The Council has legal powers with financial and administrative independence in accordance with the law.

Given the need for clear youth regulations and executive work plans according to institutional criteria and taking into consideration the follow-up and evaluation processes needed to ensure the achievement of the objectives, the Ministry of Youth was reinstated in 2016 in response to the directives of His Majesty King Abdullah II. The Ministry of Youth is about to launch the National Youth Strategy for the third phase, for the years 2019-2025.





Philosophy and Justifications of NYS [2019-2025]

NYS policy emanates from the following:

The mission of the Jordanian State is to address the many challenges related to the intellectual and cultural aspects and the revolution of information technology, where preventative and precautionary measures are taken by providing a safe and supportive environment for young people according to the moderation of systems of belief, values and behaviors.

The great attention given by the Hashemite leadership to the youth is based on a recognition of the importance of their welfare and the provision of all appropriate conditions for their progress and contribution to the building of a modern state– considering that young people are the real resource and driver of development. Therefore, their potential should be nurtured in a manner that ensures progress and the achievement of sustainable development. The discussion papers of His Majesty the King were a key element in the development of NYS, representing a roadmap for building a better future for the Hashemite Kingdom of Jordan, in which youth represent the potential power that drives the country towards modernity. The Crown Prince's initiative was communicated in his speech to the United Nations, which resulted in its decision No. 2250, which urged Members to increase youth representation in the decision-making processes. This core philosophy of strategy, reflecting the interest from His Highness, was one of the most important starting points upon which the strategic policy has been established.

The Jordanian Constitution and youth care law of 1968 have been combined with national policy for youth care and the development of their abilities through the preparation of plans, programs and activities and the establishment of youth facilities and access to youth services in various locations and categories.

Policy making is focused in three main areas:

- The needs and priorities of youths themselves, where young people face many challenges at social, political and economic levels. The unemployment rate, for example, reached 18.4% in 2018. Policy is based on the awareness of the Jordanian kingdom and all of its institutions about the importance of youth for their demographic and social influence, as well as the awareness of the nature of the challenges facing the region surrounding Jordan including wars, the activities of terrorist organizations, and political and economic crises. Close attention is paid to human rights and the civil and political rights of young people, women, persons with disabilities and of all social strata; and believing in civic, social, and economic engagement as a duty and right for all.
- The Information & Communications Revolution, which has reshaped the world, has shown how important it is to communicate with young people and grab their interest. This is one of the most important priorities in the building and development of the NYS, where rapid changes in the values system that govern society are taking place. This is as a result of several factors, the most important of which is the tremendous progress of social media and the uptake thereof by younger people, with statistics showing that there are more than 4 million internet users in Jordan. In addition, to the number of refugees entering Jordan in the past ten years has affected the value systems in society.
- Global attention to youth issues are an essential part of global discourse, and inform policy making Jordan and many other countries interested in supporting youth issues. These must be considered alongside the emergence of a range of cultural, social, political and economic obstacles to progress and prosperity.



This strategy is characterized by several important elements:

- It was drafted with the engagement of relevant bodies such as ministries, official and local institutions and local, regional and international organizations.
- It is based on the results of a youth survey in Jordan, assessing their needs and aspirations, and the results of opinion polls and focus groups carried out by the Ministry of Youth in 2017.
- It introduces a new set of concepts important in CCD, which focus on enabling young people to deal with developments and crises in multiple fields such as entrepreneurship, social peace, preaching and guidance, etcetera.
- It has addressed new pilot projects such as those promoting positive attitudes towards vocational training, keeping youth aware of their community situation, the use of creative arts to confront violence and extremism, authenticating religious discourse, establishing a bank for volunteers, youth health clubs, an electronic gateway for engagement, homeworking through information technology, etcetera.
- It is based on the evaluation studies of previous strategies.
- It is the first strategy to adopt programs which focus on economic, social, health, education, entrepreneurship, community security and peace, wise leadership and rule of law aspects.
- The basic policies in this strategy were based on the use of statistical data and indicators relating to youth, the most important of which are outlined in the table to the right.

Basic statistical indicators	
Population of Jordan	10,227,072 people
Target group (youth)	12-30-years old
TG as percentage of overall population	35.78 %
Unemployment rate	18.4 %
Number of youth centers	191
Number of clubs and youth bodies	387
Number of youth cities	5
Number of complexes and stadiums	160
Number of youth hostels and camps	21



MOY Duties and Powers

1. To formulate National Policy for young people and youth care, and to develop plans and programs for their implementation in cooperation and coordination with the relevant authorities, unifying their efforts and making the most of their various possibilities.
2. To demonstrate the abilities of creative and talented young people and to develop plans, programs and activities to fulfil their potential.
3. To propose legislation related to youth care.
4. To establish and supervise youth centers, and to develop programs, activities and plans for the centers in accordance with the instructions set by the Ministry for this purpose.
5. To provide welfare for young people with special needs and to channel their energy and give them opportunities to engage in youth activities.
6. To represent the Kingdom in the relevant Arab and international entities and organizations, both official and non-governmental, to organize the youth exchange programs and enter into other agreements with them.
7. To license clubs and youth bodies.
8. To determine the allowance for services provided by the Ministry under instructions issued for this purpose.
9. To form committees which deem necessary to assist in carrying out its tasks.



■ NYS Preparation Methodology [2019-2025]

Based on the NYS philosophy, a technical committee was formed consisting of a number of experts representing the Ministry of Youth and its partners from ministries and official and non-official institutions in youth work. This committee shall be responsible for communicating with youth from all parts of society and involving them in all phases of the preparation of the strategy so that the strategy gives a voice to youth, meets their needs and aspirations, and contributes to achieving their ambitions. The Committee held meetings intensively as a prelude to the preparation of the strategy on the basis of fixed rules, allowing the young people themselves and their partners to participate effectively in the strategy development.

The committee also reviewed royal directives and government programs through high commission letters, royal speeches, letters and discussion papers on the one hand, and government plans and ministerial statements on the other. Youth surveys carried out by the Ministry and other entities were also reviewed, in addition to direct communication with young people through various technical means and intensive brainstorming sessions; opening up meaningful dialogue to listen to the youth point of views, evaluating their situation, and monitoring their needs and aspirations.

Therefore, a set of motivating principles for the NYS has been formulated, which puts youth at the forefront of the nation's priorities and identifies investment in their potential as a very important human resource in accordance with the international goals of sustainable development.

The Committee has utilized all the available expertise, reviewed best practices, and has striven hard to develop specific and clear goals; realistic and enforceable objectives with measurable outputs and subject to ongoing review and development to ensure that the strategy can absorb any new developments. Consideration was also given to the extent to which these goals are linked to their national and sectoral counterparts.



NYS Preparation Phases [2019-2025]



■ Identification of inputs for the preparation of the Strategic Plan:

The Technical Committee identified the inputs of the National Youth Strategy with the following:

- Royal directives and state plans and programs.
- Outputs of the previous national strategy and the results of the evaluation study.
- Results of youth surveys.
- Results of the brainstorming sessions of the intensive discussion groups.
- Reviewing pilot experiences in the field of NYS and policies.
- Analysis of the internal and external environment factors for young people using SWOT analysis.
- Feedback from stakeholders.

■ The phase of collecting data and information needed to prepare the strategy through:

- Review of national studies, documents, plans and strategies through desk research and review.
- Studying and analyzing international best practices in the preparation of youth strategies and policies.
- Identifying and consulting with the relevant partners from ministries, institutions, bodies and youth groups.
- Youth situation analysis and analysis of the internal and external environment.
- Sustainable Development Goals (SDGs).
- The results of youth opinion polls with about 60,000 male and female participants (Ministry of Youth 2017).
- The results of youth focus groups (Ministry of Youth 2017).
- The results of the personnel, experts and youth leaders' meeting (Ministry of Youth 2017).
- The results of the evaluation studies of the first strategy 2004-2009 and the use of its results.
- Survey of Population and Housing (General Statistics Department 2013).
- Results of the survey of Jordanian youth (General Statistics Department 2014)
- Reviewing national documents (e.g., Jordan's 2015, *Economic Growth Stimulation Plan and Population Opportunity Policies Document*, updated for 2017, etc.).
- Reviewing relevant national strategies, including:
 - Strategy of the Ministry of Education 2018-2022.
 - Strategy of Higher Education and Scientific Research 2015-2018.
 - Strategy of the Ministry of Labor 2017-2021.
 - National Employment Strategy 2011-2020.
 - Poverty Reduction Strategy 2013-2020.
 - National Strategy for HR Development 2016-2025.

- Data analysis: Reviewing, analyzing and evaluating data and drawing necessary conclusions and recommendations through qualitative and quantitative analysis and using the appropriate statistical methods, whereas the data and information were classified and categorized according to the strategy programs. In addition, the national target and the sectorial objectives were identified.
- SWOT analysis: The SWOT analysis of the youth work system was carried out by identifying strengths, weaknesses, opportunities and threats.
- Identifying the Strategic orientation: At this stage, gaps between the current situation and desired future outcomes were analyzed, reviewing the information and data collected from youth, the results of the SWOT analysis and the results of analysis of national documents, plans and strategies, with a view to determining the nature of the interventions to be adopted by the strategy. Accordingly, the vision, mission and core values were formulated. The themes, objectives and projects included in the strategy were defined. The responsibilities for implementing projects and measuring their indicators were determined according to specialization.
- Risks management: Each relevant government institution or department shall review and consider the strategic risks in preparing the executive / operational plan, analyzing and prioritizing these risks and preparing a risk-management plan based on the Strategic Planning Manual for Government Departments issued in 2016 by the Ministry of Public Sector Development.
- Budgeting: Each concerned entity shall implement its objectives and monitor financial costs, in cooperation with financial specialists, with a view to calculating the costs of implementing projects and estimating financial budgets.
- Implementation of Strategic orientations: Each concerned entity shall include projects within its strategic plans, prepare for their implementation, identify the necessary resources and prepare executive or operational plans according to the mechanism adopted by the Ministry of Youth.
- Follow-up and evaluation: A package of qualitative and quantitative indicators has been developed to enable the Ministry of Youth to follow up and assess the extent of commitment to the implementation of the strategic objectives and the projects contained therein. Each concerned entity measures performance indicators as defined in the strategy according to the mechanism adopted by the Ministry of Youth for follow up and evaluation. Each entity is also responsible for preparing periodic reports for submission to the Ministry of Youth, which in turn collects all the reports from the implementing agencies and prepares a comprehensive report of achievement for submission to the Prime Minister for information and guidance.
- Identify partners: Partners involved in the implementation of the National Youth Strategy were identified and classified as governmental partners, non-governmental partners and international partners as follows:

Governmental partners

Royal Court

Ministry of Environment
Ministry of Interior

Ministry of Agriculture
Ministry of Municipal Affairs
Ministry of Planning and
International Cooperation

Greater Amman Municipality
Armed forces
General Fatwa Department

Directorate of general
security
Office of the Chief Justice

Directorate of Gendarmerie
Civil Defense Directorate

Jordanian Royal Medical
Services
Institute of Public
Administration
Royal Scientific Society

Prime Minister

Ministry of Justice
Ministry of Labor

Ministry of Finance
Ministry of Water and Irrigation
The Ministry of Education

Parliament of Jordan
Integrity and Anti-Corruption Commission
Ministry of Industry, Trade and Supply
Ministry of Energy and Mineral Resources

Department of Statistics

Jordan Media Institute

Vocational Training Corporation
Radio and Television Corporation

Independent Electoral Commission

Higher Council for the Rights of Persons
with Disabilities
King Abdullah II Fund for Development

Ministry of Higher Education and Scientific
Research
Ministry of Foreign Affairs and Expatriates
Ministry of Communications and Information
Technology
The Ministry of Public Works and Housing
Ministry of Political and Parliamentary Affairs
General Organization for Social Security

Civil Service Bureau
Development and Employment Fund
Higher Education Accreditation Commission
Audiovisual Media Authority

Public and private universities

National Company for Training and
Employment
National Curriculum Development Center
National Center for Human Rights

Governmental Coordinator for Human Rights

Jordan Olympic Committee

Non-Governmental partners

Crown Prince Foundation

Jordan River Foundation

Generations for Peace

Jordan Chamber of Commerce

Jordanian Association for Boy Scouts and Girl Guides

Abdul Hameed Shoman Foundation

Supreme Council for Family Affairs

Jordan Youth Association

Jordanian Economic and Social Council

The Jordan Hashemite Fund for Human Development

Talal Abu – Ghazaleh Organization

JEFE – Jordan Education for Employment

Jordan Enterprise Development Corporation JEDCO

Jordan Micro Credit Company (Tamweelcom)

Jordan Education Initiative

Institute of Culture and Arts

King Hussein Foundation

Jordan Chamber of Industry

Business Development Center

Royal Health Awareness Society

The Jordanian National Commission for Women

Ahli Microfinance Company

Jordan Association for Family Planning and Protection (JAFPP)

Injaz Foundation

International partners

United Nations Children's fund (UNICEF)

Action Aid

United Nations Office on Drugs and Crime (UNODC)

UNWOMEN

United Nations Population Fund (UNFPA)

UNESCO

World Health Organization (WHO)

International Labor Organization (ILO)

United States Agency for International Development (USAID)

World Food Programme (WFP)

Agency for Technical Cooperation and Development (ACTED)

Delegation of the European Union to the Hashemite Kingdom of Jordan

Arab League and its affiliated organs

World Youth Organization

United Nations Development Programme (UNDP)

Peace Corp Organization

Marcy Corps

United Nations High Commissioner for Refugees (UNHCR)

Japan International Cooperation Agency (JICA)

Oxfam

British Council

World Bank

United Nations Volunteers

The United Nations Relief and Works Agency (UNRWA)

Save The Children

Organization for Economic Co-operation and development (OECD)



SWOT ANALYSIS

Strengths

1. Royal interest in the youth sector.
2. The existence of national plans such as: Vision of Jordan 2025, the plan for Catalyzing Growth (2018-2022), the National Strategy for Human Resources Development (2016-2020), the Crown Prince's initiative 2250, and All Of Us Jordan, Jordan First, and document of the updated Demographic Opportunity of 2017 and Sustainable Development Goals.
3. Adequate infrastructure, supplies, and the spread of sports and youth facilities in various governorates of the Kingdom.
4. Political stability and a secure and stable environment.
5. The existence of the curricula of national education, which contribute to the provision of security and safety for youth.
6. The presence of the Ministry of Youth as a formal sponsor for youth work.
7. Government interest in providing training and employment opportunities for youth.
8. Young people's ability to use the internet and social media.
9. The spread of an entrepreneurship culture and government orientation to support youth programs.
10. The existence of effective and supportive national institutions for the youth sector.

Weaknesses

1. Poor coordination between institutions working in the field of youth work.
2. Lack of allocations for youth programs in the Government Budget.
3. Youth's lack of interest in civil and political engagement and public affairs.
4. Lack of the effectiveness of some youth centers and the lack of geographical distribution compared to the population density.
5. Poor availability of infrastructure for persons with disabilities.
6. Poor efficiency of human resources working with young people.
7. Lack of interest in non-classroom activities and skills development programs in schools and universities.
8. Lack of a volunteer database in Jordan.
9. Weak plans and programs to address the deterioration of the difficult economic conditions of Jordanian youth.
10. Decline of the role of the family and educational institutions in building youth personality.
11. Poor health awareness among young people.
12. Low spending on research and development.
13. High rates of unemployment and poor employment.
14. Weakness and lack of specialized studies on youth issues.
15. Continuing changes to the administrative style of the formal youth sponsor.
16. Young people's lack of interest in professional and technical paths.
17. Difficult economic conditions of the Jordanian family resulting in financial pressures on young people and the family.

Opportunities

1. Jordan's commitment to the goals of sustainable development.
2. Availability of communication and information technology that provide young people with knowledge and positive information, enabling them to participate actively in public affairs.
3. Global orientation to support entrepreneurship, creativity and innovation.
4. Interest of International Donor Organizations in providing technical and financial support to the youth sector as a priority.
5. International conventions and policies in relation to human rights.
6. Agreements and partnerships with International Sporting Bodies.
7. Adopting the concept of Social Responsibility (CSR) for the private sector.
8. Partnership with the Arab League and its affiliated organizations.
9. Partnership with the Gulf Cooperation Council.

Threats

1. Unstable political situation in the region and its impact on youth and their trends.
2. Demographic, economic, political and social changes that have taken place in Jordanian society as a result of surrounding political situations.
3. Continuing effects of the global financial crisis and its impact on the availability of financial resources.
4. Growing phenomenon of terrorism and extremism in the world and its effects.
5. Increasing expatriate labor.
6. Rapid changes in the community value system.



National Strategies and Instruments

National strategies and instruments are one of the main sources on which the National Youth Strategy (2019-2025) was based on a national framework that outlines the orientations of the state towards many policies and sectors. These national strategies and documents have given considerable importance to the youth sector.

The most important of those strategies that have been reviewed are as follows:

Policies / Strategies/ National Plans	Youth and Action Reference	Strategic policies
Vision of Jordan 2025	<ul style="list-style-type: none"> • Treating all Jordanians as citizens, particularly focusing on university graduates, and unemployment among youth as job opportunity seekers. • Unemployment among young people (considering the differences between urban centers and different regions, men and women). • Highlighting the situation of people with disabilities (with no direct policies specifically directed at them). 	<ul style="list-style-type: none"> • Intensify and expand programs and activities aimed at increasing sales in the local market and exports to target markets and improve their global competitiveness. • Substantial improvements to the business environment. • Promoting a spirit of entrepreneurship. • Establishment of Business Incubators. • Tightening the gap between outputs of vocational education, training, labor market needs and integrating these with the National Education Strategy and National Strategy of Action. • Encouraging small and medium-sized enterprises (SMEs). • Developing career guidance, employment services and changing business culture. • Building skills through vocational training. • Integration of youth, persons with disabilities and women into the labor market through specialized training programs and employment. • Promoting women's engagement in the labor market.

Policies / Strategies/ National Plans	Youth and Action Reference	Strategic policies
National Employment Strategy 2011-2020	<ul style="list-style-type: none"> Focusing on unemployment among those aged 15–24-years-old, and recognize them as job seekers, students of postgraduate studies, students of education and training courses. Focusing on creating opportunities for young females. 	<ul style="list-style-type: none"> Creating job opportunities and make them accessible to youth. Training and capacity building for action. Reducing structural unemployment in the long term. Increasing female labor-market rates.
Jordan Economic Catalyzing Growth Plan 2018	<ul style="list-style-type: none"> Jordanians' effective engagement in the economy. Creation of decent and rewarding jobs for Jordanians. 	<ul style="list-style-type: none"> Reform of the vocational and technical education and training system. Expanding the establishment of centers of excellence for vocational training; to harmonize training programs with labor market needs in partnership with the sector. Spreading a culture of self-employment and entrepreneurship, and self-reliance through self-employment programs. Reorganization of the labor market to reduce expatriate labor.
Strategic Plan of the Ministry of Labor 2017-2021	<ul style="list-style-type: none"> Focusing on unemployment (aged 15-24 years), and recognize them as job seekers, students of postgraduate studies, and vocational education students (aged 16-18 years). Special emphasis on young women in remote areas. 	<ul style="list-style-type: none"> Strengthen the proportion of trained youth aged 16-18, in cooperation with the Vocational Training Corporation. Investing in the project of recruiting young women in remote areas.
Poverty Reduction Strategy 2013-2020	<ul style="list-style-type: none"> Focusing on unemployment (aged 15-24 years), and recognize them as job seekers, students of postgraduate studies and students of education and training courses. Special emphasis on young women. 	<ul style="list-style-type: none"> Expanding programs of transition from studying to work. Providing health insurance benefits and extending coverage of social security to include small and medium enterprises.

**Policies /
Strategies/
National Plans**

Youth and Action Reference

Strategic policies

National Strategy for Human Resources Development 2016-2025

- Achieving prosperity depends on human capacity and competitiveness.
- Providing excellent education with quality outputs.
- Providing an efficient and skilled workforce.
- Providing better opportunities for children and youth.

- Achieving a significant increase in the number of youth and adults who have technical skills.
- Obtaining suitable jobs that pave the way for them to enter the world of entrepreneurship.
- Providing fair opportunities for joining and obtaining Higher education at appropriate costs.

Strategy of the Olympic Committee 2018

- Promote sport for all, Olympic culture, and development through sports.
- Promote social cohesion through sport.

- Capitalizing on free time for youth through physical activity.
- Supporting public health concepts and practicing sport for peace and development.

Elements of National Youth Strategy

Vision:

Globally thinking Jordanian youth with a firm identity and sense of loyalty.

Mission:

To promote youth work and the development of young people in an educational, skillful and valuable way, enabling them to innovate, create, produce and participate in political life and public affairs. Moreover, to deal with the latest developments and challenges, to look forward to the future and achieve sustainable development through self-reliant youth in cooperation and coordination with all partners.

Core Values:

Effective citizenship

Active engagement

Tolerance

Respect for pluralism

Teamwork

Justice and equal opportunities

After the completion of collecting information from various sources and the holding of periodical meetings, it was decided to identify the orientations of the national strategy for youth in line with the actual experiences of young Jordanians, as demonstrated by surveys, studies, documents, national strategies and meetings, considering also state attitudes towards young people, their needs and priorities.



National Objective:

Building a generation capable of creativity and innovation with high productivity.

Sectorial Objective:

The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.

Key Themes:

The key themes of the strategy were identified by young people themselves and in line with Jordan's national priorities – including meeting its sustainable development goals (SDGs) – which were expressed through the national strategy documents 'Jordan 2025,' Strategy of Human Resources Development, Operational Strategy and other national documents. The following themes were adopted in the National Youth strategy:

1. Youth, Education and Technology.
2. Youth and Effective Citizenship.
3. Youth Engagement and Effective Leadership.
4. Youth Entrepreneurship and Economic Engagement.
5. Youth Rule of Law and Good Governance.
6. Youth and Community Security and Peace.
7. Youth Health and Physical Activity.



Objectives Matrix:

National Objectives	Sectorial Objectives	Themes	Strategic Objectives	Sustainable Development Objectives
Building a new generation capable of creativity and innovation with high productivity.	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.	Youth, Education and Technology	1. Developing a safe, supportive and stimulating educational and scientific learning environment by using IT.	Objective (1): Poverty Eradication. Objective (3): Good Health and Prosperity. Objective (4): Good Education. Objective (9): Industry, Innovation and Infrastructure. Objective (10): Reducing Inequalities. Objective (16): Peace, Justice and Strong Institutions. Objective (17): Entering into Partnerships to Achieve Objectives.
		Youth and Effective Citizenship	2. Promoting the concepts of culture and citizenship, national identity, and paying attention to the values of belonging, justice and engagement without discrimination.	
		Youth, Engagement and Effective Leadership	3. Empowering young people in the political, social and economic fields.	
			4. Building the capacity of young people and their partners to establish and manage effective initiatives.	
			5. Developing youth centers and the infrastructure to provide advanced youth services and to provide friendly spaces.	
		Youth, Pioneering and Economic Engagement	6. Developing the youth work environment to support creativity, innovation and entrepreneurship to advance social entrepreneurship and non-traditional coping with challenges.	
		Youth, Good Governance and Rule of Law	7. Promoting the concepts, values and practices of good governance and the rule of law.	
		Youth and Community Security and Peace	8. Disseminating the culture of tolerance and acceptance of others among the youth, thus promoting social security and peace, and rejecting extremism and violence.	
		Youth, Health and Physical Activity	9. Raising health awareness among young people and using sound health patterns.	
<ul style="list-style-type: none"> Executive Development Program 2016-2019 Sustainable Development Goals 2030 (SDGs) overlapping with the National Youth Strategy. 				

Key Objectives and Projects of the National Youth Strategy 2019-2025

National Objective:	Building a new generation capable of creativity and innovation with high productivity.
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.
Theme:	Youth, Education and Technology.
Strategic Objective (1):	Developing a safe, supportive and stimulating educational and scientific learning environment by using IT.

Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			
Project (1.1): Developing educational curricula to become more participatory, productive and to keep up with technological development.	Ministry of Education and Jordanian Universities	Ministry of Youth, Ministry of Higher Education and Scientific Research, Ministry of Social Development, Civil Society Institutions, Ministry of Political Affairs, Ministry of Labor and International Organizations.	2019	2025	Number of the developed educational curricula.	Measuring the number directly	Curriculum per year
					Number of the developed college courses.	Measuring the number directly	Curriculum per year
					Number of improvement opportunities applied as a result of feedback from the evaluation of the educational and educational curriculum development project.	Measuring the number directly	
					Percentage of curricula and courses developed electronically.	Number of curricula developed electronically / total number of curricula planned to be developed	All provided improvement opportunities
					Percentage satisfaction of the concerned categories with the effectiveness and	Electronically 100%	20% per annum

					efficiency of the development of educational curricula.		
Project (1.2): Improving the educational environment in schools and universities.	Ministry of Education and Jordanian Universities	Ministry of Youth, Ministry of Higher Education and Scientific Research, Civil Society Institutions, Ministry of Political Affairs, King Abdullah II Fund for Development and International Organizations.	2019	2025	Number of awareness workshops.	Measuring the number directly	24 workshops annually
					Number of students participating in student clubs.	Measuring the number directly	500 participating students annually
					Number of volunteer days in schools and universities.	Measuring the number directly	100 days annually
					Number of improvement opportunities applied as a result of feedback from the assessment of the project to improve the educational environment in schools and universities.	Measuring the number directly	All improvement opportunities
					Percentage satisfaction of the concerned categories with the effectiveness of improving the educational environment in schools and universities.	Analyzing opinion poll results annually	75%
					Percentage of changes in the educational environment in schools and universities.	Number of completed phases of the total changes in the educational environment / total phases planned to complete the project changes in the	30% per annum

						educational environment 100%	
Project (1.3): Building the capacity of teachers and university professors in the field of youth work.	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific Research, Civil Society Organizations and International Organizations	2019	2025	Number of workshops to train teachers and university professors in the skills for dealing with people with disabilities.	Measuring the number directly	6 workshops per year
					Number of workshops to train teachers and university professors in the skills for dealing with talented and creative people.	Measuring the number directly	6 workshops annually
					Number of the trained teachers and university professors.	Measuring the number directly	2,500 participants per year
					Number of improvement opportunities applied as a result of feedback from the assessment of capacity building projects for works and university professors in the field of youth work.	Measuring the number directly	All improvement opportunities
					Percentage of satisfied teachers and university professors with the effectiveness of capacity building programs in the field of youth work.	Analyzing opinion poll results annually	75%
Project (1.4): Developing community programs that connect youth to	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific	2019	2025	Number of interactive dialogues on societal phenomena with youth in schools and universities.	Measuring the number directly	36 workshops per year

the actual reality of their community through the use of technology.		Research, Civil Society Institutions and International Organization			Number of training workshops in the field of skills for preparing working papers on societal phenomena.	Measuring the number directly	24 workshops annually
					Number of radio spots on societal phenomena in school radio.	Measuring the number directly	1,000 spots
					Number of university graduation projects that will be converted into practical and applied programs.	Measuring the number directly	24 projects per year
					Percentage of youth satisfaction with the effectiveness of community programs and activities.	Analyzing opinion poll results annually	75%
Project (1.5): Promoting youth engagement in extra-curricular activities in schools and universities and linking them to the extracurricular activity platforms within the state	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific Research and Civil Society Organizations	2019	2025	Number of workshops on extracurricular activities.	Measuring the number directly	36 workshops per year
					Number of volunteer initiatives for local community service and school environment.	Measuring the number directly	24 initiatives per year
					Number of workshops for families on the importance of girls' engagement in extracurricular activities.	Measuring the number directly	24 workshops per year
					Number of improvement opportunities applied as a result of feedback from assessment of project to promote youth engagement in	Measuring the number directly	All improvement opportunities

					extracurricular activities in schools and universities.		
					Percentage of youth satisfaction with the effectiveness of extracurricular programs and activities.	Analyzing opinion poll results annually	75%
	Ministry of Youth	Vocational Training Center	2019	2025	The number of interactive dialogues to promote awareness of the concept of productive school.	Measuring the number directly	24 sessions per year
Project (1.6): Activating schools and youth production centers and using e-marketing	Ministry of Education	Ministry of Labor, Civil Society Organizations and International Organizations			Number of educational sessions for students and teaching staff in the concept and importance of the productive school garden.	Measuring the number directly	24 sessions per year
					Number of educational sessions for students and teaching staff in the field of preparation and vocational training.	Measuring the number directly	24 sessions per year
					Number of improvement opportunities applied as a result of feedback from the assessment of the project for activating schools and youth production centers and using e-marketing.	Measuring the number directly	All improvement opportunities
					Percentage of active schools and youth productive centers.	Number of schools and active productive youth centers / total	7%

						number of schools and centers 100%	
					Percentage of graduate students working in the vocational field.	Number of students working in the vocational field in the year of measurement / total number of students graduating in the measurement year 100%	90% per annum
Project (1.7): Integrating of persons with disabilities of their different categories into the educational process.	Ministry of Education	Higher Council for the Rights of Persons with Disabilities, Ministry of Youth, Ministry of Social Development, Ministry of Higher Education and Scientific Research, Jordanian Universities, International Organizations.	2019	2025	Number of awareness workshops for teachers working with students with disabilities, providing teachers with the skills for dealing with this category.	Measuring the number directly	24 workshops per year
					Number of interactive dialogues with the families of children with disabilities.	Measuring the number directly	36 sessions per year
					Number of educational buildings designed for the integration of students with disabilities.	Measuring the number directly	6 buildings per year
					The number of improvement opportunities applied as a result of feedback from the evaluation of the project of integrating persons with disabilities of their different categories into the educational process.	Measuring the number directly	All improvement opportunities

					Increase in the number of integrations into the educational process of persons with disabilities.	Number of persons with disabilities who have been integrated into the educational process at the end of the year - Number of persons with disabilities integrated into the measurement year / total number of persons with disabilities in the measurement year 100%	5% per annum
					Satisfaction of people with disabilities with efforts to integrate them into the educational process	Percentage satisfaction of people with disabilities with efforts to integrate them into the educational process	75%
Project (1.8): Promoting youth capabilities in robotics, artificial intelligence and the Internet of Things (IOT)	Ministry of Information and Communications Technology	Ministry of Youth, Ministry of Education, Ministry of Higher Education and Scientific Research and International Organizations	2019	2025	The number of awareness workshops in the field of robotics, artificial intelligence and the Internet of Things (IOT).	Measuring the number directly	12 workshops per year
					The number of competitions in the field of robotics, artificial intelligence and the IOT.	Measuring the number directly	3 competitions annually
					Number of improvement opportunities applied as a result of feedback from the Youth Empowerment Project assessment in the field of	Measuring the number directly	All improvement opportunities

					robotics, artificial intelligence and the IOT.		
					Number of applications of capacity building outputs in robotics, artificial intelligence and the IOT.	Number of implemented projects / total number of projects 100% per annum	5% per annum
					Percentage of satisfaction with efforts to enhance youth skills in robotics, artificial intelligence and the Internet/IOT.	Analyzing opinion poll results annually	75%
Project (1.9): Developing youth skills to deal with the Virtual Reality (VR) and Augmented Reality (AR)	Ministry of Information and Communications Technology	Ministry of Youth, Ministry of Education, Ministry of Higher Education and Scientific Research and International Organizations	2019	2025	Number of applications resulting from capacity development process to deal with Virtual Reality and Augmented Reality.	Measuring the number directly	Two applications annually

Objective Risks:

1. Poor coordination, cooperation and participatory work among partners involved in the implementation of projects and activities that achieve the strategic objective.
2. Lack of awareness and interest of schools and universities with the engagement of students in student clubs.
3. Lack of students' knowledge of student clubs and lack of awareness of their importance.
4. Continuous change in educational policies.
5. Negative attitudes of some families towards the engagement of girls in extracurricular activities.
6. Weak promotion of youth activities provided by different parties.
7. Lack of availability of trainers specializing in the field of advanced technology.

National Objective:	Building a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth and Effective Citizenship.						
Strategic Objective (2):	Promoting the concepts of culture and citizenship, national identity, and paying attention to the values of belonging, justice and engagement without discrimination.						
Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			Form	To			
Project (2.1): Establishing and activating the Bank of Volunteers in Jordan.	Crown Prince Foundation, Ministry of Youth and International Organizations.	Ministry of Political and Parliamentary Affairs, Ministry of Education, Higher Education and Scientific Research, Universities, Civil Society Institutions, Municipalities, King Abdullah II Fund for Development, Greater Amman Municipality, UNICEF, International Organizations	2019	2020	Completion percentage for the establishment of a volunteer database.	Number of stages completed from the establishment of the database for volunteers / total phases planned to complete the database 100%	100% in the first year of the plan
			2020	2025	Completion percentage of voluntary opportunities database creation.	Number of stages completed from the establishment of the database for voluntary opportunities / total phases planned to complete the database of volunteer opportunities 100%	100% in the first year of the plan
					Number of participants in awareness workshops in the field of database use.	Measuring the number directly	10,000 participants per annum

					Database effectiveness.	Analyzing opinion poll results annually	90% per annum
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Project (2.2): Developing the quality of youth programs in democratic culture and citizenship	Ministry of Youth	Ministry of Political and Parliamentary Affairs, Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, Municipalities, King Abdullah II Fund for Development, Amman Municipality, International Organizations	2019	2025	Number of training packages developed.	Measuring the number directly	3 packages per annum
					Number of certified trainers (TOT) prepared to use training packages.	Measuring the number directly	24 trainers per annum
					Number of training workshops aimed at working with youth in the field of culture, democracy and citizenship.	Measuring the number directly	36 workshops per annum
					Percentage satisfaction with the development of the quality of programs offered on democratic culture and citizenship.	Analyzing opinion poll results annually	75%
Project (2.3): Empowering youth to participate in provincial councils and local councils (decentralization)	Ministry of Youth	Ministry of Political and Parliamentary Affairs, Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, Municipalities, King Abdullah II Fund for	2019	2025	Number of youth awareness sessions on decentralization.	Measuring the number directly	36 sessions per annum
					Number of youth meetings with members of the provincial councils (decentralization) in their regions.	Measuring the number directly	3 meetings per region per year
			2020	2021	Number of youth workshops on participatory skills in	Measuring the number directly	5 workshops per governorate

		Development, Greater Amman Municipality, UNICEF, International Organizations			provincial councils and local councils (decentralization).		
					Proportion of candidates in governorate council elections out of the total number of young people who were involved in awareness raising and empowerment activities to participate in district councils.	Number of candidates in provincial elections / total number of participants in awareness and empowerment activities 100%	30% per session
Project (2.4): Rooting the national identity	Ministry of Youth	Ministry of Political and Parliamentary Affairs, Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, UNRWA, Ministry of Culture, Ministry of Interior and Audiovisual Media Institutions	2019	2025	Number of awareness sessions for youth on the importance of national identity.	Measuring the number directly	24 sessions per year
					Number of documentaries produced on national identity.	Measuring the number directly	2 movies annually
					Number of awareness sessions for workers with youth in the field of national identity.	Measuring the number directly	24 sessions per year
					Number of heritage exhibitions that mimic the development of the Jordanian state.	Measuring the number directly	One exhibition per governorate per year

					Number of improvement opportunities applied as a result of feedback from the evaluation of the National Identity rooting Project.	Measuring the number directly	All improvement opportunities
Project (2.5): Empowering youth to practice good citizenship	Ministry of Youth	Ministry of Political and Parliamentary Affairs, Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, Municipalities, Greater Amman Municipality, UNICEF, UNRWA, Ministry of Culture, Ministry of Interior, and King Abdullah II Fund for Development.	2019	2025	Number of youth initiatives implemented to consolidate the values and principles of good citizenship.	Measuring the number directly	24 initiatives per year
					Number of youth debates on good citizenship and positive practices.	Measuring the number directly	12 debates per year

Objective Risks:

1. Poor coordination, cooperation and participatory work among partners involved in the implementation of projects and activities to achieve the strategic objective.
2. Weak turnout of young people to participate.
3. Poor cooperation by members of provincial councils and members of local councils.

National Objective:	Build a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth, Engagement and Effective Leadership.						
Strategic Objective (3):	Empowering young people in the political, social and economic fields.						
Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			
Project (3.1): Educating young people about their rights and duties	Ministry of Youth	Ministry of Political and Parliamentary Affairs, Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, UNICEF and UNRWA	2019	2025	Number of training workshops in the field of young people's rights and duties.	Measuring the number directly	36 workshops per year
					Number of trainees in the field of young people's rights and duties.	Measuring the number directly	900 participants per year
					Percentage satisfaction of young participants in efforts to raise awareness of their rights and duties.	Analyzing opinion poll results	75%
Project (3.2): Promoting the civil and political engagement of young people	Ministry of Youth	Ministry of Political and Parliamentary Affairs, Ministry of Education, Ministry of Higher Education and Scientific	2019	2025	Number of youth meetings with national leaders on the civic and political engagement of youth.	Measuring the number directly	36 meetings per year

		Research, Universities, Civil Society Institutions, UNICEF, UNRWA, Ministry of Interior and International Organizations			Number of agreements signed with civil society institutions to promote the civil and political engagement of youth.	Measuring the number directly	3 agreements per year
					Number of improvement opportunities applied as a result of feedback from the evaluation of the project to strengthen the civic and political engagement of youth.	Measuring the number directly	All improvement opportunities
	Ministry of Labor, Vocational Training Center and National Company for Training and Employment	Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, Private Sector, Ministry of Youth, Syndicates, Chambers of Industry and Commerce and International Organizations	2019	2025	Number of training workshops provided to families on available employment opportunities.	Measuring the number directly	36 workshops annually
					Number of youth awareness sessions on the available job opportunities.	Measuring the number directly	36 sessions annually
					Number of training workshops in the field of pre-work skills.	Measuring the number directly	4 workshops per governorate per year
					Number of improvement opportunities applied as a result of feedback from the	Measuring the number directly	All improvement opportunities

					evaluation of the youth rehabilitation project for the labor market.		
					Percentage of those who are enrolled in the work from the total number of participants in awareness programs to rehabilitate youth to the labor market.	Number of participants / total number of participants in awareness programs	30%
Project (3.4): Acquiring the support and endorsement of young people and their families for vocational work	Ministry of Labor, Vocational Training Center and National Company for Training and Employment	Ministry of Education, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, Private Sector, Ministry of Youth, UNICEF, Syndicates, Chambers of Industry and Commerce and International Organizations	2019	2025	Number of campaigns aimed at raising awareness of the importance of professional work for families.	Measuring the number directly	One campaign per year
					Number of movies produced in the field of orientation towards vocational work.	Measuring the number directly	One movie per year
					Percentage of those enrolled in vocational work from the total number of the participant families.	Number of employed persons / total number of the participant families 100%	30% per campaign
					Percentage family and youth satisfaction with efforts to join vocational work.	Analyzing opinion poll results annually	75%

Project (3.5): Creating a unified electronic window for jobs available locally and in the Arab world	Ministry of Labor and Development and Employment Fund	Civil Service Bureau, National Center for Human Resources Development, Ministry of Higher Education and Scientific Research, Universities, Civil Society Institutions, King Abdullah II Fund for Development and Ministry of Information and Communications Technology	2019	2025	Percentage of completion of the creation of an electronic window periodically updated.	Number of phases completed from the creation of the window / total phases planned to achieve the window 100%	100% of the plan
					Preparing and implementing a media campaign to educate youth about the electronic window.	Measuring the number directly	One campaign per year
					Effectiveness of the electronic window.	Number of job opportunities available to youth on the electronic window / number of individuals whose data were entered on the database 100%	20% per year
Project (3.6): Promoting the freelance work and marketing of products by using information technology and social networking platforms	Ministry of Labor, Ministry of Information and Communications Technology	Civil society Institutions, Private Sector, Ministry of Youth, Ministry of Social Development and International Organizations	2019	2025	Number of awareness workshops in the field of planning and implementation of household enterprises	Measuring the number directly	48 workshops per year
					Number of workshops in the field of using information technology and social networking platforms for the	Measuring the number directly	48 workshops per year

					marketing of products made by household enterprises.		
					Number of household enterprise projects undertaken.	Measuring the number directly	100 projects per year
					Percentage of the use of electronic applications used to market products made by household enterprises.	Number of projects marketed via electronic applications and social media / number of household enterprise projects undertaken.	50%
Project (3.7): Promoting SME financing opportunities	Development and Employment Fund, Private Lending Institutions	Civil Society Institutions, Private Sector, Ministry of Youth, Ministry of Social Development and International Institutions	2019	2025	Number of pieces of legislation reviewed and developed in the field of financing small and medium enterprises.	Measuring the number directly	One legislation per year
					Number of awareness workshops in the planning and implementation of small and medium enterprises.	Measuring the number directly	48 workshops per year
					Number of training courses in the preparation of economic feasibility studies to establish small and medium enterprises.	Measuring the number directly	48 courses per year

					Number of small and medium enterprises that have received funding support from those who have been trained and rehabilitated.	Measuring the number directly	24 enterprises per year
					Number of improvement opportunities applied as a result of feedback from the evaluation of the project to promote the financing of the small and medium enterprises.	Measuring the number directly	All improvement opportunities

Objective Risks:

1. Poor coordination, cooperation and participatory work among the partners involved in the implementation of projects and activities to achieve the strategic objective.
2. Weak family turnout to establish household and small enterprises.
3. Absence of legislation to stimulate the establishment of small enterprises.
4. Weak turnout of youth for political and social engagement.

National Objective:	Building a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth, Entrepreneurship and Economic Empowerment.						
Strategic Objective (4):	Building the capacity of young people and their partners to identify and manage effective initiatives.						
Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			

Project (4.1): Building youth capacities in the management of active initiatives	Ministry of Youth	Ministry of Information and Communications Technology, Private Sector, Civil Society Institutions, UNICEF and International Organizations	2019	2025	Number of participants in training workshops in the field of youth initiatives management.	Measuring the number directly	3,000 participants per year
					Number of training workshops in the field of youth initiatives management.	Measuring the number directly	10 workshops per governorate per year
					Number of initiatives implemented by young people who have been trained and rehabilitated.	Measuring the number directly	10 initiatives per governorate per year
					Number of improvement opportunities applied as a result of feedback from the Youth Capacity Building Assessment project in the management of active initiatives.	Measuring the number directly	All improvement opportunities
Project (4.2): Localization of youth initiatives	Ministry of Youth	Ministry of Information and Communications Technology, Private Sector, UNICEF, and Civil Society Institutions	2019	2025	Percentage of youth initiatives that have progressed beyond the set-up stages.	Number of progressed initiatives / total number of initiatives started 100%	25% per year
					Number of the submitted youth initiatives.	Measuring the number directly	5 initiatives per government per year
Project (4.3): The 962 Generation Initiative	Ministry of Youth	UNICEF, Administrative Governors in the Governorates, Civil	2019	2025	Number of training workshops targeting youth in the field of participatory research.	Measuring the number directly	36 workshops per year

		Society Institutions, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research and the Private Sector			Number of advocacy campaigns in the area of community needs.	Measuring the number directly	12 campaigns per year
Project (4.4): Launching the Excellence Awards for Youth Projects	Ministry of Youth	Ministry of Culture, Ministry of Education, Civil Society Institutions, Jordanian Universities, Private Sector and donors.	2019	2025	Number of Excellence Awards launched.	Measuring the number directly	3 awards per year
					Percentage of youth projects winning Excellence Awards.	Number of projects winning Excellence Awards / total number of projects participating in Excellence Awards 100%	3% of the participating projects per year
					The number of improvement opportunities applied as a result of feedback from the evaluation of the project of launching Excellence Awards for youth projects.	Measuring the number directly	All improvement opportunities
Project (4.5): Building youth capacities in the field of life skills	Ministry of Youth	UNICEF, Generations for Peace, Administrative Governors in the Governorates, Civil Society Institutions, Jordanian Universities,	2019	2025	Number of training workshops in the field of life skills.	Measuring the number directly	60 workshops per year
					Number of participants in training workshops in the field of life skills.	Measuring the number directly	1,500 participants annually
					Number of improvement opportunities applied as a result of feedback from the	Measuring the number directly	All improvement opportunities

		Ministry of Education and Private Sector			Youth Life Skills Assessment Project.		
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Objective Risks:

1. Weak turnout of youth for the creation and establishment of youth initiatives and engagement therein.
2. Absence of legislation governing the creation and establishment of youth initiatives.
3. Implications of frequent changes at the political level for project implementation priorities.

National Objective:	Building a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth, Engagement and Effective Leadership.						
Strategic Objective (5):	Developing youth centers and the infrastructure necessary to provide advanced youth services and to supply youth-friendly spaces.						
Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			
Project (5.1): Developing the infrastructure necessary for the implementation of youth activities	Ministry of Youth	Ministry of Public Works and Housing, National Building Council, Ministry of Finance, Royal Hashemite Court, Civil Defense Directorate, Provincial Councils, Municipalities, Audit Bureau of Jordan, Jordanian Engineers Association, Ministry of Education, Ministry of Higher Education and Scientific Research, UNICEF, Jordanian Universities, Ministry of Environment and Ministry of Information	2019	2025	Percentage of infrastructure facilities developed to implement youth activities.	Number of the developed infrastructure facilities / total number of facilities 100%	15% per year

		and Communications Technology					
Project (5.2): Establishing youth facilities	Ministry of Youth	Ministry of Public Works and Housing, National Building Council, Ministry of Finance, Royal Hashemite Court, Civil Defense Directorate, Provincial Councils, Municipalities, Audit Bureau of Jordan, Jordanian Engineers Association, Ministry of Education, Ministry of Higher Education and Scientific Research and Jordanian Universities	2019	2025	Number of newly established facilities.	Measuring the number directly	One facility per governorate per year
Project (5.3): Preparing youth centers for the engagement of young people with disabilities according to the private building code	Ministry of Public Works and Housing	Higher Council for the Rights of Person with Disabilities, National Building Council, Ministry of Finance and Ministry of Youth	2019	2025	Percentage of centers prepared for the engagement of young people with disabilities according to the private building code.	Number of centers prepared according to the private building code / total number of centers 100%	5% per year
Project (5.4): Providing friendly spaces for young people	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific Research and Jordanian Universities, UNICEF	2019	2025	Number of friendly spaces provided for young people.	Measuring the number directly	One space per governorate per year

Objective Risks:

1. Low budgets for infrastructure.
2. Weak coordination and cooperation between the bodies concerned with the development of infrastructure.
3. Obstacles in legislation and regulatory procedures related to the development and establishment of infrastructure.
4. Lack of specialized competencies to implement and supervise infrastructure projects.

National Objective:	Build a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth, Entrepreneurship and Economic Empowerment.						
Strategic Objective (6):	Developing the youth work environment to support creativity, innovation and entrepreneurship to advance social entrepreneurship and non-traditional solutions.						
Project	Responsible	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			
Project (6.1): Empowering young people and their partners with entrepreneurship concepts and skills	Ministry of Youth	Crown Prince Foundation, King Abdullah II Fund for Development, Vocational Training Center, Ministry of Labor, Jordanian Hashemite Fund for Human Development, Civil Society Institutions, UNICEF, Jordan River Foundation, International Organizations, Private Sector, Ministry of Industry and Trade, Chambers of Industry and	2019	2025	Number of workshops to empower youth with entrepreneurship skills.	Measuring the number directly	24 workshops per year
					Number of workshops to empower youth partners with entrepreneurship skills.	Measuring the number directly	12 workshops per year
					Number of field visits by young people to pilot projects.	Measuring the number directly	12 visits per year
					Number of success stories in entrepreneurship.	Measuring the number directly	12 success stories per year
					Percentage satisfaction of young people and workers with efforts to teach them the concepts	Analyzing opinion poll results annually	75%

		Commerce and Ministry of Culture			and skills of entrepreneurship.		
Project (6.2): Empowering young people and their partners with concepts and skills of creativity and excellence	Ministry of Youth	King Abdullah II Center for Excellence, Crown Prince Foundation, Vocational Training Center, Ministry of Labor, UNICEF, Jordanian Hashemite Fund for Human Development, Civil Society Institutions, Jordan River Foundation, International Organizations, Private Sector, Ministry of Industry and Trade, Chambers of Industry and Commerce and Ministry of Culture	2019	2025	Number of workshops to empower young people with skills for creativity and excellence.	Measuring the number directly	24% workshops per year
					Number of workshops to empower youth partners with skills for creativity and excellence.	Measuring the number directly	12 workshops per year
					Number of field visits by young people to centers and institutions of creativity and excellence.	Measuring the number directly	12 visits per year
					Percentage of creative proposals applied from the total number of the submitted proposals.	Number of the applied creative proposals / total number of the submitted proposals 100%	40% per year
					Percentage satisfaction of young people and partners with efforts to empower them in the field of concepts and skills for creativity and excellence.	Analyzing opinion poll results annually	75%

					Percentage of workers whose capacity has been augmented out of the total number of youth partners.	Number of youth partners whose capacity has been augmented / total number of youth partners 100%	80% per year
Project (6.3): Developing and implementing a system for the identification of creative and talented young people	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific Research, Jordanian Universities, Ministry of Communications and Information Technology	2019	2025	System for the identification of creativity and talent.	Launch the system	One system in the first year of the plan
					Percentage of creative and talented students.	Number of creative and talented youth / total number of students 100%	15% annually
Project (6.4): Adopting creative programs for young people and providing support to implement them	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific Research, Jordanian Universities and Organizations, UNICEF, International Organizations and Private Sector	2019	2025	Percentage of adopted creative programs.	Number of creative programs adopted / total number of creative programs available 100%	10% annually
					Percentage of creative programs that have been supported.	Number of supported creative programs / total number of creative programs adopted 100%	50% annually
Project (6.5): Building youth capacities in	Ministry of Youth	Ministry of Communications and Information Technology, Ministry	2019	2025	Number of awareness programs implemented in the field of building youth	Measuring the number directly	24 programs annually

entrepreneurship management		of Industry and Commerce, Chambers of Industry and Commerce, Jordanian Universities, Ministry of Higher Education and Scientific Research, UNICEF, and International Organizations			capacities to manage entrepreneurial projects.		
					Percentage youth satisfaction with efforts to build capacity for pilot project management.	Analysis of opinion poll results annually	75%
					Effectiveness of youth capacity-building programs for pilot project management.	Number of implemented pilot projects	12 projects annually
Project (6.6): Establishing and supporting business incubators	Ministry of Youth	Private Sector, Jordanian Universities, Ministry of Industry and Trade, UNICEF and International Organizations.	2019	2021	Percentage of completeness of business incubators.	Number of completed stages from establishment of incubators / total planned stages for incubators 100%	35% annually
					Number of awareness sessions on the role and importance of business incubators.	Measuring the number directly	24 sessions annually
						Number of projects or creative initiatives that have been supported in business incubators.	Measuring the number directly
Project (6.7): Encouraging young people with disabilities to achieve excellence and creativity	Ministry of Youth	Higher Council for the Rights of Persons with Disabilities, Jordanian Universities, Civil Society Organizations and	2019	2025	Number of workshops for those working with young people with disabilities in the field of excellence, creativity, support and motivation skills.	Measuring the number directly	12 workshops annually

		International Organizations			Number of workshops for young people with disabilities in skills for creative thinking and excellence.	Measuring the number directly	36 workshops annually
					Number of documented and published creative initiatives for young people with disabilities.	Measuring the number directly	12 creative initiatives annually

Objective Risks:

1. Weak coordination, cooperation and participatory work between partners involved in the adoption and support of programs to identify and work with talented young people.
2. The scarcity of specialists in the field of talent, creativity and business incubators.
3. Lack of sponsorship for business incubators.

National Objective:	Building a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth, Rule of Law and Good Governance.						
Strategic Objective (7):	Promoting the concepts, practices and values of good governance and the rule of law.						
Project	Responsible	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			
Project (7.1): Empower young people with the concepts and values of good governance and the rule of law.	Ministry of Youth	Office of Prime Minister, Ministry of Education, Ministry of Higher Education and Scientific Research, Jordanian Universities, Integrity and Anti-Corruption Commission, Ministry of the Interior, Public Security Directorate, Civil Society Institutions, Private	2019	2025	Number of awareness programs implemented in the field of youth empowerment in concepts and values of the rule of law and good governance.	Measuring the number directly	12 projects annually
					Percentage youth satisfaction with efforts in the field of	Analysis of opinion poll	75%

		Sector, Ministry of Justice, International Organizations and the Ministry of Political and Parliamentary Affairs.			youth empowerment, in terms of concepts and values of the rule of law and good governance.	results annually	
Project (7.2): Enhancing trust between youth and state institutions	Ministry of Youth	Office of Prime Minister, Ministry of Education, Ministry of Higher Education and Scientific Research, Jordanian Universities, Integrity and Anti-Corruption Commission, Ministry of the Interior, Public Security Directorate, Civil society organizations, the private sector, the Ministry of Justice and international organizations.	2019	2025	Number of awareness programs implemented in the field of enhancing trust between youth and state institutions.	Measuring the number directly	12 projects annually
					Percentage youth satisfaction with efforts to promote confidence among youth and state institutions.	Analysis of opinion poll results annually	75%
Project (7.3): Positive uses of social media	Ministry of Youth	Ministry of Communications and Information Technology, Ministry of Education, Ministry of Higher Education and Scientific Research, Jordanian Universities, Integrity and Anti-Corruption Commission, Ministry of Interior, Public Security Directorate, Civil Society Organizations, International and Private Sector	2019	2025	Number of awareness programs implemented in the promotion of positive uses of social media.	Measuring the number directly	12 projects annually
					Number of visits by young people to the Electronic Crimes Unit to raise awareness of cybercrime.	Measuring the number directly	24 annual visits
					Percentage youth satisfaction with efforts to promote positive uses of social media.	Analysis of opinion poll results annually	75%

Project (7.4): To reduce the spread of bullying and intolerance among young people	Ministry of Youth	Ministry of Education, Ministry of Higher Education and Scientific Research, Jordanian Universities, Integrity and Anti-Corruption Commission, Ministry of Interior, Public Security Directorate, Civil Society Organizations, Private Sector, Ministry of Justice, International Organizations and Ministry of Social Development	2019	2025	Number of awareness programs implemented in the field of reducing the prevalence of bullying and intolerance among young people.	Measuring the number directly	12 projects annually
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Objective Risks:

1. Customs and traditions associated with intolerance.
2. Poor awareness of the factors associated with the spread of intolerance and bullying.
3. Spread of calls for intolerance and bullying from various parties through social media.

National Objective:	Building a generation capable of creativity and innovation with high productivity.
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.
Theme:	Youth and Community Security and Peace.
Strategic Objective (8):	Disseminating the culture of tolerance and acceptance of others among the youth, thus promoting social security and peace, and rejecting extremism and violence.

Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			

Project (8.1): Awareness of the dangers of community violence	Ministry of Youth	Ministry of Social Development, Family Protection Department, Public Security Directorate, Ministry of Interior, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research, Civil Society Organization and International Organizations	2019	2025	Number of awareness programs implemented in the field of awareness of the dangers of community violence.	Measuring the number directly	12 programs annually
					Number of theatrical performances to reduce the phenomenon of community violence.	Measuring the number directly	12 performances annually
Project (8.2): Habilitation of preachers, female preachers, clerics and mosque preachers in the field of awareness of the dangers of extremism and violence	Ministry of Awqaf Islamic Affairs and Holy Places, Council of Churches	Ministry of Youth, Ministry of Social Development, Family Protection Department, Public Security Directorate, Ministry of Interior, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research and Civil Society Organizations	2019	2025	Number of awareness programs carried out in the field of training preachers, female preachers, clerics and mosque preachers in the field of awareness of the dangers of extremism and violence.	Measuring the number directly	24 programs annually
Project (8.3): Employment of the creative arts to confront violence,	Ministry of Culture	Ministry of Youth, Ministry of Social Development, Family Protection Department, Public	2019	2025	Number of awareness programs implemented in the field of employing	Measuring the number directly	24 programs annually

extremism and terrorism		Security Directorate, Ministry of Interior, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research, Civil Society Organizations and International Organizations			creative arts to confront violence, extremism and terrorism.		
					The number of theatrical performances and dramas to spread tolerance and combat terrorism and extremism.		
Project (8.4): Reduce the phenomenon of sports violence	Ministry of Youth, Jordan Olympic Committee	Directorate of Public Security, Ministry of Interior, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research, Civil Society Organizations and International Organizations	2019	2025	Number of awareness programs implemented in the field of reducing the phenomenon of sports violence.	Measuring the number directly	24 programs annually
Project (8.5): Enhancing the role of media and communication technology in reducing violence, extremism and terrorism	Ministry of Communications and Information Technology	Ministry of Youth, Ministry of Social Development, Family Protection Department, Public Security Directorate, Ministry of Interior, Jordanian Universities, Ministry of Education, Ministry of Higher	2019	2025	Number of awareness programs implemented in enhancing the role of media and communication technology in reducing violence, extremism and terrorism.	Measuring the number directly	24 programs annually

		Education and Scientific Research, Civil Society Organizations and International Organizations					
Project (8.6): Immunizing young people against the dangers of hate speech	Ministry of Youth	Family Protection Department, Public Security Directorate, Ministry of Interior, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research, Ministry of Culture, Civil Society Organizations, the International Institute of Information and the Jordan Media Institute	2019	2025	Number of awareness programs implemented in the field of immunizing young people against the dangers of hate speech.	Measuring the number directly	24 programs annually
					Number of youth activities aimed at promoting integration and social cohesion.	Measuring the number directly	3 camps annually
Project (8.7): Promoting a culture of dialogue, tolerance and respect for diversity	Ministry of Awqaf Islamic Affairs and Holy Places	Ministry of Culture, Ministry of Youth, Ministry of Political Development, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research, UNICEF, Civil Society	2019	2025	Number of awareness programs implemented in the field of promoting a culture of dialogue, tolerance and respect for diversity.	Measuring the number directly	24 programs annually

		Organizations and International Organizations					
Project (8.8): Promoting culture and concepts of gender equality, as a means to reducing violence	Ministry of Youth	Ministry of Culture, Ministry of Youth, Ministry of Political Development, Jordanian Universities, Ministry of Education, Ministry of Higher Education and Scientific Research, Civil Society, UNICEF, Organizations and International Organizations	2019	2025	Number of awareness programs implemented in the field of promoting culture and concepts of gender equality, as a means to reducing violence.	Measuring the number directly	24 programs annually

Objective Risks:

1. Customs and traditions associated with the concepts of revenge, violence and hate speech.
2. Weak awareness of the factors associated with the spread of extremism and violence.
3. The spread of calls for extremism and violence through social media.

National Objective:	Building a generation capable of creativity and innovation with high productivity.						
Sectorial Objective:	The formation and development of a young generation, conscious of themselves and their abilities, with sense of belonging to their homeland and an interest in participating in its development in a real and effective manner.						
Theme:	Youth, Health and Physical Activity.						
Strategic Objective (9):	Raising health awareness among young people and using sound health practices.						
Project	Responsible Body	Partners	Timeline		KPI	Measurement Equation	Target
			From	To			

Project (9.1): Immunization of young people against negative health practices	Ministry of Health	Ministry of Youth, Ministry of Education, Jordanian Universities, Ministry of Higher Education and Scientific Research, International Organizations, UNICEF, Private Sector and Civil Society	2019	2025	Number of awareness programs implemented in the field of immunizing young people against negative health practices.	Measuring the number directly	24 programs annually
					Number of workshops on positive health practices for young people.	Measuring the number directly	36 workshops annually
Project (9.2): Establishing youth-friendly health clubs	Ministry of Health, Ministry of Youth	Ministry of Education, Jordanian Universities, Ministry of Higher Education and Scientific Research and International Organizations	2019	2025	Number of youth-friendly health clubs established.	Measuring the number directly	12 clubs annually
Project (9.3): Reduction of child marriage	Ministry of Awqaf Islamic Affairs and Holy Places	Ministry of Youth, Ministry of Education, Jordanian Universities, Ministry of Higher Education and Scientific Research, International Organizations, UNICEF, Private Sector and Civil Society	2019	2025	Number of awareness programs implemented in the field of child marriage reduction.	Measuring the number directly	24 programs annually
					Reduction in the rate of child marriage.	(Number of child marriages during last year – number of child marriages during the measurement year) / total number of child marriages during the measurement year 100%	5%
Project (9.4): Establishing healthy values	Ministry of Youth	Ministry of Health, Ministry of Education, Jordanian Universities, Ministry of Higher	2019	2025	Number of awareness programs implemented in the field of the promotion of healthy	Measuring the number directly	24 programs annually

among young people		Education and Scientific Research, International Organizations, the Private Sector and Civil Society			values among young people.		
Project (9.5): Establishing positive health behaviors among young people	Ministry of Youth	Ministry of Health, Ministry of Education, Jordanian Universities, Ministry of Higher Education and Scientific Research, UNICEF, International Organizations, the Private Sector and Civil Society	2019	2025	Number of awareness programs implemented in the field of establishing positive health behaviors among young people.	Measuring the number directly	24 programs annually
Project (9.6): Establishing recreational activities for young people	Ministry of Youth	Ministry of Education, Jordanian Universities, Ministry of Higher Education and Scientific Research, UNICEF and International Organizations	2019	2025	Number of awareness programs implemented in the field of establishing recreational activities for young people.	Measuring the number directly	24 programs annually
Project (9.7): Maintaining a healthy environment and reducing pollution	Ministry of Environment, Ministry of Health	Ministry of Youth, Ministry of Education, Jordanian Universities, Ministry of Higher Education and Scientific Research and International Organizations	2019	2025	Number of awareness programs implemented in the field of environmental protection and pollution reduction.	Measuring the number directly	24 programs annually

Objective Risks:

1. Poor coordination, cooperation and participatory work between partners involved in promoting good health practices.
2. Low social awareness of good health practices.
3. Habits and traditions in support of negative health practices.
4. Weakness of legislation on health and environmental practices.

Annexes

Glossary of terminology

Youth	The population group between the ages of 12 and 30 years.
Strategic Planning	A process aimed at making key decisions, focusing on how to address and deal with important issues and take into account internal and external variables.
Strategy	The method in which the organization implements its message and vision, based on the needs of the stakeholders, and supported through plans, objectives and processes.
Vision	The state that the institution wishes to reach in the future. It represents the image that the institution aspires to in the future, so that it leads to success in its contributions to society. It is a strategic plan for the work of the organization, and is related to the question of how successful the organization is. The vision is an expression of, and should be consistent with, the values of an organization.
Mission	The overall objective of the organization, including a description of how it seeks to achieve its vision.
Core Values	The basic principles and beliefs espoused by an institution and its employees, distinguishing them from others, and which it believes to be the right way to do things and deal with different parties. These values constitute, in general, the culture of an institution and the basic rules governing the work and relations of the staff.
Strategic Objectives	The strategic objectives set out the directions of the institution and its plans; the elements that the institution seeks to achieve within a specified period. Strategic objectives are aligned with the institution's vision and mission.
SWOT Analysis	A strategic analysis tool designed to identify the strengths and weaknesses of an institution, in addition to identifying the opportunities and threats facing the institution and the subject of analysis.
Internal Environment	The environment in which the institution works and in which it can achieve its desired objectives, in which strengths and weaknesses are analyzed, often related to the institution structure, financial, human, management, technical and administrative modalities.
External Environment	Factors and variables that arise and change outside the institution, which affect the institution, but which are beyond its control, such as social variables, economic variables, political variables, etc. The success or failure of an institution depends to a large extent on its ability to create a degree of compatibility between its activities and the environment in which it operates.
Strengths	The capabilities of an institution, which distinguish it from others, whether in terms of resources, materials, human resources or a work system, and which may be used efficiently and effectively to achieve the objectives and mission of the institution.
Weaknesses	The shortcomings, whether in terms of resources, materials, human resources or work conditions, which can hinder the institution from achieving its objectives and mission.

Opportunities	Positive conditions that are available and conducive to improving the existing situation, the most attractive alternative situation, and of which the institution can take advantage with its reasonable potential for success and at a better cost than the existing situation.
Threats	A set of constraints imposed by the external environment on the activities of the institution, by which the institution is directly affected but which it cannot control, which may have a negative impact on the efficiency of the institution.
Focus Groups	A process that gathering qualified and specialized experts in a particular field, to request their opinions and impressions, to discuss and comment on a subject based on the exchange of personal experiences, opinions and the expression of feelings and attitudes. The ideal number of participants in focus groups consists of 7 to 11 people and can last between one and two hours. A facilitator leads the group in an interactive debate to stimulate mutual dialogue.
Brainstorming	A method of intellectual stimulation where a group of people discusses a particular topic by compiling a list of spontaneous ideas. The method focuses on a number of principles, including mixing and developing ideas, welcoming non-traditional ideas, avoiding criticism, and focusing on creating the largest number of ideas before looking at their quality.
Project	A temporary effort to create a single product, service or unique result.
Action Plan	Specific actions that are set to achieve long-term and short-term objectives, so that the plan contains the details of the required resources and the timeframes required to complete these actions.
Risk	Uncertainty which may affect the achievement of strategic objectives.
Risk Management	The process of identifying and analyzing all risks that may prevent the achievement of objectives and the development of plans to reduce, monitor and evaluate their impact.
Risk Management Plan	A scientific approach to identify the risks to which an institution may be exposed, and classified according to priorities and measurement, leading to a strategy for risk management
Key Performance Indicators (KPIs)	Quantitative and/or qualitative measures that describe the outputs and performance of operations in an organization. They are used to collect data periodically on the extent of achievement in the implementation of an organization's activities, with a view to improved decision-making.
Organization	Governmental and non-governmental organizations (ministries, bodies, etc.).
Partners	External parties involved in the achievement of shared and sustainable objectives and benefits for all.

Sustainable Development Objectives and Intersections as per National Taskforces

JORDAN'S WAY TO SUSTAINABLE DEVELOPMENT FIRST NATIONAL VOLUNTARY REVIEW OF THE INTERNATIONAL 2030 AGENDA

Legislation & justice	Industry, trade & investment	Agriculture, water & Environment	Tourism	Public finance	Financial Services	Public Sector	Human Resources Development	Health	Productivity & Combating Poverty	Local Development	Decentralization	Culture and Youth	Transport, Public works & Telecomms.	National Economy	Energy & Mineral Resources	Gender	Freedom and Human Rights
		1					1		1	1	1	1				1	1
		2						2	2			2		2	2	2	2
		3						3	3			3	3	3		3	3
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5						5	5	5				5				5	5
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		7										7			7	7	7
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10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
		11	11						11	11	11	11	11		11	11	11
		12	12	12								12			12		12
		13	13				13					13			13		
		14	14									14			14		
		15	15						15	15	15	15			15		
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Table 1: preliminary analysis, linking between the 18 working groups and the 17 SDGs

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