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EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
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Press release

EuroMed Feminist Initiative, BDC and Tamkeen launch Media Campaign to promote women's economic participation in Jordan

28th February, Amman

EuroMed Feminist Initiative (EFI), Business Development Centre (BDC) and Tamkeen for legal aid and human rights have jointly launched a media campaign titled "**Your business, wherever it is, should be regulated**" under the patronage of Senator H.E. Dr. Maysoon Otoom. The campaign is part of the "Towards Stronger Economic Participation of Women in Jordan" programme, which is funded by the European Union (EU). The campaign aims to address the needs and concerns of women working in the informal economy, highlight the specific challenges they face, and advocate for gender sensitive approaches to formalize their work.

The campaign is in line with the Government's Women Economic Strategy for the Economic Modernization Vision (2022), which highlights that women constitute the largest percentage of workers in the informal economy in Jordan. The executive summary of the Strategy indicated that 48% of Jordan's total workforce operates informally. Women make up 56.8% of it.

The official launch featured a panel discussion led by experts who commented on existing employment procedures, proposed financial incentives and tax exemptions, revision of the social protection system, as well as development and implementation of gender sensitive policies. Furthermore, they emphasized the need of a national frame to formalize the informal economy, enhancing accountability and compliance of both the private and public sectors with labour laws, strengthening the coordination and networking among the various actors on local and national levels, and conducting research and studies to further understand and analyse the extent of the informal economy and women's status in it.

Experts also provided recommendations that emphasized the necessity of fostering coordination between public and private sectors, as well as civil society institutions, raising awareness about the challenges faced by women working in the informal sector, and benefits of formalizing the informal sector for women, and for the whole society.

The EuroMed Feminist Initiative with the consortium BDC, Tamkeen and the strategic partner SADAQA, is committed to working with relevant national institutions in Jordan to promote a social, cultural, and professional supportive environment for women's work. In addition, the organizations are working to equip women with specialized skills and provide them with employment opportunities.

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EuroMed Feminist Initiative (EFI) is a policy platform that provides expertise in the field of gender equality and women's rights as inseparable from democracy building and citizenship, and advocates for political solutions to all conflicts, and for the right of peoples to self-determination.



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