



Goal B: Support entrepreneurs, start-ups and incubators

Entrepreneurship in Amman is on the rise. Jordan lacks the natural resources but is filling this gap by investing in its human capital. With one of the best educated countries in the Arab world and high internet connectivity in the region, Amman is an ideal place for entrepreneurs and tech start-ups. We want to support entrepreneurs using the municipal assets and network to allow them to transform their ideas into viable businesses.

Action 3.B.1 Incentivize start-ups/incubators

We will incentivize start-ups by our citizens and migrant population by subsidizing municipal buildings to offer co-working spaces to support start-ups, new businesses and creative industries. We will support in the promotion of their products.

Owner
GAM (Investment and Assets Directorate)

Status
New

Timescale
Longterm

Partners

- Ministry of Labor
- Youth societies
- Civil Service Bureau



Resilience Value

- Invest in youth through encouraging entrepreneurship.
- Enhance municipal city assets.
- Provide better employment opportunities.
- Attract investors.
- Support innovation and leadership.
- Support youth as the leader of the city's future.
- Reduce the negative impact of the increasing migrant number by using their skills in support their wellbeing and support the city's economy.

Ensure that 10% of startups promoted through this action are refugee-owned and registered businesses, particularly those run by women, and promote the presence of refugee-owned businesses in non-refugee resident areas to promote social cohesion.

Promote one-stop-shops in marginalized neighborhoods to facilitate information on registration and licensing for new businesses, as well as providing information on the Ministry of Labor work permit processes for new businesses that want to employ refugees.





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Showcasing best practice

Amman Design Week

Amman Design Week is an immersive annual design experience, supported by Her Majesty Queen Rania Al Abdullah. The event focuses on creating a forum for learning, exchange and collaboration. It empowers designers through the cross-pollination of communities and ideas. The second edition of the nine-day annual celebration will take place from 6 - 14 October 2017.

Building on the success of last year's event in terms of audience engagement, innovation, and designer achievements, Amman Design Week will continue to grow annually. In time, it will become a hallmark for educational and cultural programming in the city, establishing Jordan as a recognized hub for design, creativity and modern Arab culture.

Action 3.B.2 Collaborate with ideas-sharing platforms (e.g. TED x Amman)		
<p>Ideas-sharing platforms are designed to spread ideas in communities around the world. We aim to collaborate and partner with these platforms such as TEDx or similar to elevate our young entrepreneurs, give them international exposure and inspire other entrepreneurs.</p>	<p>Owner GAM (Branding and Communication Department)</p>	<p>8  10 </p>
	<p>Status New</p>	<p>Resilience Value</p> <ul style="list-style-type: none"> • Promote public participation. • Attract investors. • Support youth through international platforms. • Elevate the profile of our young entrepreneurs.
	<p>Timescale Short</p>	
	<p>Partners</p> <ul style="list-style-type: none"> • TEDx • Platform partner opportunity 	



Inspiration from other cities

Souk el Akel (Street Food Market) – Beirut, Lebanon

Souk el Akel is a public market space in Beirut that attracts chefs from all over Lebanon. It takes place every Thursday in Downtown Beirut and centers around 25 food vendors and outlets. Guests can enjoy a stroll and a bite to eat, or a full alfresco dinner.

The souk attracts people from all walks of life, celebrating Lebanon’s vibrant culinary traditions and providing a platform for local chefs and producers.

Souk el Akel’s mission is simple: to bring people together through a shared love of great food and a sense of pride in their community.

Action 3.B.3 Organize outdoor Urban Food Fest of Amman

We will organize a food celebration event with culinary foods from Jordan and the world, to give the opportunity for local food-related businesses and entrepreneurs to share their specialties', to provide a platform for local producers to market their produce and to inspire local cooks and chefs. We want to draw on the experience from Souk Al Akel in Lebanon by making this Urban Fest a mobile culinary experience set up in the city's neighborhoods and open spaces. The event becomes a space where the communities come together, socialize, and engage with entrepreneurs and local bloggers.

Owner
GAM (Branding and Communication Department)

Status
New

Timescale
Short

Partners
Local entrepreneurs, producers and bloggers



Resilience Value

- Support innovation and entrepreneurship.
- Promote city branding.
- Celebrate and market the city's food heritage.
- Nurture social cohesion.



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Showcasing Best Practice Souk Jara

The Souk (market) is a major tourist attraction, featuring handicrafts, antiques, crafts, food, streetwear, art and traditional products from around the Kingdom. It is open every Friday on summer days. Souk Jara is a popular, easy-going flea market established by Greater Amman Municipality in coordination with JARA (the Jabal Amman Residents' Association). It is held on Fawzi Malouf Street, off the lower end of Rainbow Street, and often includes impromptu concerts, film screenings and other activities.