



Goal A: Promote a sense of belonging amongst citizens

Amman has a proud history of cultural diversity but lacks a strong outward-facing brand. This goal aims to celebrate our heritage and diversity, strengthen the social fabric of the city, and bring people together around a united understanding of what it is to be Ammani. This goal also promotes justice, equality, and citizenship.

Action 5.A.1 Organize an 'I love Amman' competition

Design a competition for the best city branding slogan or logo. This aims to create a sense of pride about Amman and engage citizens in celebrating and promoting the city's strengths. The competition will be open to everyone living in Amman.

Owner
GAM (Resilience Amman Office)

Status
New

Timescale
Short

Partners

- Youth societies
- Universities
- Educational institutions
- NGOs
- Local professional associations



Resilience Value

- Develop and strengthen cultural identity and social cohesion.
- Increase civic participation and support citizenship.
- Promote engaged citizens and diverse, cohesive communities.

Include refugees and representatives of marginalized communities as ambassadors and youth leaders.



Action 5.A.2 I Love Amman youth ambassadors and young leaders

This action focuses on empowering young people as future leaders of the city. This involves giving young people the opportunity to build leadership skills through participation at events, in municipal activities, and volunteering assignments. This is designed to encourage them to be active citizens and help fulfil their potential as leaders of tomorrow. This action will be coordinated alongside the actions relating to the Youth Council and Youth Voluntary Service.

Owner
GAM (Social Development Sector)

Status
New

Timescale
Medium

Partners

- Local universities
- Youth societies
- Educational institutions



Resilience Value

- Support knowledge sharing and networking.
- Empower young people and build youth skills and capabilities.
- Enhance trust between people and the government.
- Support delivery of city resilience building actions and approaches.
- Cultivate strong future leaders and engaged citizens.

Action 5.A.3

Establish citizenship, rule of law, and cross-sectorial awareness campaigns

Awareness campaigns in Amman are being undertaken by sector (Environment, Transport, Technology, Law etc.), and lack a cross-sector approach. We will carry out campaigns that bring together stakeholders from a variety of sectors and backgrounds to raise awareness about the city, its challenges, actions, future plans and more. We will use social media, online training programs, short films, physical meetings and workshops.

Owner
GAM (Social Development Sector)

Status
New

Timescale
Medium

Partners

- Ministry of Education
- Local universities and educational institutions
- Youth societies
- Professional associations



Resilience Value

- Help build robust communities and enhance social cohesion.
- Deliver high quality services and promote integrated planning.
- Increase civic participation and support citizenship.
- Promote engaged citizens and diverse, cohesive communities.

Promote urban citizenship among displaced and marginalized residents and link it to improved access to and awareness of existing services and options to citizenship pathways wherever they are available.




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Inspiration from Rotterdam

Rotterdam Network City

Rotterdam's will create networks and build relationships between government, citizens, institutions, market and knowledge to facilitate each other and find an effective method for cooperation and collaboration which is the basis for a resilient system of governance for Rotterdam.

Action 5.A.4 Develop a cross-sector city branding strategy		
<p>Develop a city branding strategy for Amman in cooperation with related stakeholders that promotes the city's vision, and focuses on both the locals and visitors.</p>	<p>Owner GAM (Branding and Communication Department)</p>	<p>8 </p> <p>Resilience Value</p> <ul style="list-style-type: none"> • Develop and strengthen cultural identity and social cohesion. • Increase civic participation and support citizenship. • Promote engaged citizens and diverse, cohesive communities. • Attract business and investment. • Support the tourism industry.
	<p>Status New</p>	
	<p>Timescale Long term/ phased</p>	
	<p>Partners Ministry of Tourism</p>	



Showcasing best practice

Amman Summer Festival

The Amman Summer Festival will be held for the 11th time in the summer of 2017. It is the only festival in Amman providing free, high quality family entertainment for all ages and sections of society. The festival showcases art, musical performances, plays, and traditional shows. The Festival Goals are to:

- Attract residents and visitors of Amman as a main summer event
- Provide free entertainment services
- Contribute to the promotion of tourism in Amman as a city of diversity
- Support and encourage local talent
- Enhance citizenship by celebrating positive messages and awareness of the city.