



**JORDAN SUPPORT TO PRIVATE SECTOR EMPLOYMENT AND SKILLS**

**IMPLEMENTATION UPDATES - ADDENDUM TO THE STAKEHOLDER  
ENGAGEMENT PLAN (SEP)**

**MARCH 2022**

## ABBREVIATIONS AND ACRONYMS

BDC	Business Development Center
E&S	Environmental and Social
GoJ	Government of Jordan
GM	Grievance Redress Mechanism
ILO	International Labor Organization
MoA	Ministry of Agriculture
MODEE	Ministry of Digital Economy and Entrepreneurship
MoF	Ministry of Finance
MoITS	Ministry of Industry, Trade, and Supply
MoL	Ministry of Labor
MoPIC	Ministry of Planning and International Cooperation
NEP	National Employment Program
NET	National for Employment and Training Company
OTJT	On the Job Training
PMU	Project Management Unit
PSES	Private Sector Employment and Skills
PWD	People with Disabilities
SCs	Sector Skills Council
SEP	Stakeholders Engagement Plan
SSC	Social Security Corporation
TVSDC	Technical and Vocational Skills Development Council
VTC	Vocational Training Corporation
WBG	World Bank Group

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## **1. Introduction**

The Government of Jordan has received financing from the World Bank for implementing the Jordan Support to Private Sector Employment and Skills Project. It will finance support to selected jobseekers and firms to help increase formal wage employment in the private sector. In the future, the NEP will form an umbrella for employment support, including for support to self-employment through home-based businesses and online freelancing, etc. The Project will be demand-driven and include a combination of temporary wage subsidies and support to skills training. Target jobseekers will select the supported job opportunities they would like to be considered for, and these opportunities will be determined by the companies that are awarded financial support under the Project. Interested companies will be able to choose between two windows of support: (a) on-the-job training with wage subsidies (subcomponent 1.1) and (b) classroom training (with stipends) and on-the-job training with wage subsidies (subcomponent 1.2). Skills training will be in the form of structured on-the-job training (OTJT), with or without in-class technical/vocational training prior to commencing employment. The training will be provided by both private and public entities.

The process of stakeholder engagement has begun during preparation and identification mission with a number of consultations between the Bank team and relevant government agencies. It also includes a consultation session with the higher council of people with disability, to conduct additional outreach and facilitation support to PWD. The primary beneficiaries of the project are unemployed Jordanians between the ages of 18 and 40 who are most in need of employment support. The project is expected to benefit about 55,000 jobseekers who register their employment status in the Government's online database (Sajjil). Another layer of project beneficiary consists of private firms and training centers that receive project support in training, wage and social security payments. The Ministry of Labor (MOL) – through a dedicated PMU to be established 30 days after the the loan effectiveness – will be the implementing agency for the project, with the Social Security Corporation (SSC) as the implementing partner. Since the project will be implemented as part of the National Employment Program (NEP), other interested parties include (i) public sector – MoIT, MoA, MoF, MoDee, VTC, TVSDC; (ii) private sector – JCI/Amman + Irbid, JCC/Amman, Tourism sector, Agricultural sector, JCCA, NET, ABJ; and (iii) international organizations and civil society – GIZ, KFW, IOL, JRF.

The Stakeholder Engagement Plan for the Project was developed by the Client and cleared by the Bank in December 2021. The SEP outlines (i) stakeholder identification and analysis (ii) completed and planned stakeholder engagement activities (iii) outreach efforts customized for the various project activities to maximize the communication coverage and equal access to project benefits (iv) disclosure of information (v) project grievance mechanisms. The Government of Jordan committed to conduct additional inclusive consultations and submit to the Bank as one of the effectiveness conditions of the Loan. This addendum is prepared to serve that purpose and must be read as an integrated part of the approved SEP.

## **2. SEP Implementation Updates**

## 2.1. Consultation Activities

Following to the consultations conducted during the general awareness phase (targeting key stakeholders) on the project design with the technical and steering committees, and prior to effectiveness, MoL has conducted further consultations on stakeholder’s engagement and the project design. As proposed in this SEP, two consultations were conducted: the first one was in person and the second was hybrid, whilst applying COVID-19 precautions, including social distancing, the use of face masks, and disinfectants. Details are presented in the below table.

<b>Date</b>	<b>Venue</b>	<b>Stakeholder</b>	<b># of attendees/ # of Females</b>	<b>Discussions</b>
26 Jan 2022	MoL	Steering and technical committee: Chamber of Industry, Jordan and Amman Chamber of Commerce Jordan and Amman Construction Association	10/2	How could the project tools and processes be further strengthened to ensure equitable access for the target group and effectiveness in engaging all stakeholders? Do you have previous experience or lessons learnt from similar employment projects? What are they and how can the Government use them to enhance the PSES Project design? What messages should be included in the communication campaign, for stakeholders? Do you think that the current grievance and complaints uptake channels are sufficient? What accountability measures should the project add to the ToRs of its M&E team and the grant agreements?
8 Feb 2022	MoL	Youth from the WB Youth Group and the Youth Parliament, The Jordanian National Commission for Women,	10/3	The design of the program and how it does respond to the needs of the vulnerable groups How can the communication campaign be designed and rolled out in a way that ensures

		The Higher Council for the Right of Persons with Disabilities		<p>equal reach for target population, including vulnerable groups</p> <p>What constrains might vulnerable groups have in relation to application process and participation in project components (on the job training and training for employment), how can these constraints be addressed and monitored</p> <p>Do you think that the current grievance and complaints forms are comprehensive in terms of addressing challenges that might face vulnerable groups?</p>
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**Consultation Session on Final Design and Stakeholder Engagement Plan with the Steering and technical committees**, which was conducted on the 26th of January 2022 in ministry of labor premises, and it was attended by 10 from the technical and steering committees’ members. During the consultation MoL presented an overview of the PSES project background, objectives, and final design followed by a discussion session around implementation mechanisms and tools. The feedback is summarized below:

- Attendees highlighted the major role the private sector have in this program and emphasized their commitment once again as partners in the implementation of the program.
- The steering committee members confirmed the importance of meeting with MoL to follow up on the implementation and progress of the project on monthly basis
- The chambers and unions showed willingness to utilize their communication platforms for promoting the services of the program
- The need to adopt a monitoring and supervision mechanism for the training programs that will ensure proper utilization and benefit of these programs
- Selection mechanisms for beneficiaries need to be consulted with them once ready.
- They requested to have a look at Sajjil

**Consultation Session on Final Design and Stakeholder Engagement Plan with the Representatives of Vulnerable Groups**, which was conducted on the 26th of January 2022 in ministry of labor premises, and it was attended by 10 people from all Governorates of Jordan from WB Youth Group and the Youth Parliament, The Jordanian National Commission for Women, The Higher Council for

the Right of Persons with Disabilities. During the consultation MoL presented an overview of the PSES project background, objectives, and final design followed by a discussion session around implementation mechanisms and tools. The feedback is summarized below:

- The youth expressed their concern regarding the sustainability of the employment beyond the 1-year contract the program requested the private sector to commit to.
- The youth showed their interest to support the promotional and awareness activities through the different channels to reach to the youth in the rural areas
- The youth representatives believes that the support of youth projects is needed as part of the program
- JNCW and raised the need to prioritize sectors, occupations, and companies that provide more women employment opportunities
- The attendees believe that there should be some kind of incentives for companies open to hire people with disabilities and women
- The Higher Council for the Right of Persons with Disabilities requested to check Sajjil accessibility for people with disabilities and help in producing a video with sign language
- Attendees believed that the engagement should have started during the early ages of the design.

## 2.2. Communication Effort

During the first quarter of 2022, MoL in cooperation with the different stakeholders spent valuable efforts on the preparations of launching the national employment program, this included several communication efforts targeted different target groups to raise awareness on the implementation means of the program and ensure the commitment of the different stakeholders. The following actions summarize the efforts:

Organizing visits by employment directorates and offices for companies and institutions to introduce the National Employment Program such as Industrial and Commerce Chambers and etc.;

- 202 institutions were visited by directorates and employment offices in the center of Jordan.
- 95 institutions were visited by the directorates and employment offices in the south of Jordan.
- 188 institutions were visited by directorates and employment offices in the north of Jordan.

## 3. Next steps

The program launching is expected to take place on the mid of March. The launching will accompany by a national wide PR campaign that includes the following:

- 1- Making interviews across different multimedia channels.

2- Organizing visits to all private sector representatives to present the program aims and the way to register.

3- Implementing a PR campaign by a media agency to produce the main outputs:

Description	Quantity	Timeline
Produce a 1-minute infographic video	4	When needed, according to the stages of the campaign
Producing a 1 to 2-minute introduction video for the program	4	First month of the campaign launch
Producing videos with live shooting in different places, the duration of each video is from 30 seconds to a minute	5-10	Throughout the campaign period <b>Every month 1 video</b>
Summarizing any study produced by the campaign in the ministry and any governmental or private sector cooperating institutions (campaign partners) through a visual presentation that includes an infographic with a duration of between 30 seconds and minutes	3 presentation 3 videos (30-60 sec)	Throughout the campaign period <b>Every two months 1 presentation and 1 video</b>
Integrated plan for social networking sites	I.S	Integrated plan for the duration of the campaign <b>Ongoing task</b>
Contracting with influencers on social media sites, (to be determined later) to be partners in announcing the campaign in all governorates of the Kingdom for a period of 3 months	6	Throughout the campaign period <b>Every three months Two influencers</b>
Producing designs for campaign logos (Logo, Slogan) and any keywords that the campaign may need during advertising campaigns	I.S	First month of the campaign launch
Producing videos that represent live testimonies from service providers, trainers, trainees, opinion leaders and stakeholders (as necessary) after specifying the script with a number of no less than 14 (distributed equally between females and males) and that it is an individual or group video and/or represents one sector and / or several sectors together	5-10	Throughout the campaign period <b>Every month 1 video</b>



Description	Quantity	Timeline
A short video about the campaign, no longer than 35 seconds	1	First month of the campaign launch
radio voice messages with no less than 10 promotional messages	At least 10	<b>Ongoing task</b>
Design and printing of brochures and flyers	brochures 1000 30 flyers	Throughout the campaign period
Multiple news covering the stages of the program, including multiple designs through e-news sites, as needed	L.S	Throughout the campaign period
Producing an explanatory video for the use of the registration site for the program, with a duration of 30 seconds to a minute	1	First month of the campaign launch <b>Done</b>
Designing multiple guides for the Sajjil website (such as a question and answer guide, user guide, etc.)	4	Throughout the campaign period
Professional photography shots	100	Throughout the campaign period