



# BDC

Business Development Center  
مركز تطوير الأعمال

A Jordanian non-profit  
development organization,  
established in 2004,  
dedicated to accelerating  
local economic  
development

## Bina' Building Livelihoods Project | BRIEF

Pilot project for preparing Jordanians and Syrian refugees to work in the Home Maintenance Sector, *supported by UNHCR Innovation Fund and the BDC (Vocational Entrepreneurship and Women Empowerment Approach)*

**Location:** Greater Mafraq Municipality, Mafraq Governorate

**Target Group:** 50 Syrian refugee (vulnerable) and Jordanian women of Mafraq Governorate (600 eligible women applied)

### **Local Needs Addressed:**

- **Ease social tensions** in the community
- **Broaden (sustainable) support services** available
- Focus Jordanians and Syrian refugee **mindsets and behavior** towards **participation, LED and community give-back**
- Develop the **self-dependence** of vulnerable populations in hosting communities
- Working towards **vocational entrepreneurship** opportunities with women for long-term impact

**Response:** “**support mechanism**” consisting of employability, entrepreneurship and vocational skills, intercultural partnership development, and group micro-business support



# Private Sector Soft Skills and Entrepreneurship – Bina' Building Livelihoods (Home Maintenance)



## Private Sector Job Fair – Bina' Building Livelihoods (Home Maintenance)





## Vocational Training Workshop- Bina' Building Livelihoods (Home Maintenance)



[Hosting](#) Communities  
Development

# Vocational Training Workshop- Bina' Building Livelihoods (Home Maintenance)





## Business Planning Mentorship - Bina' Building Livelihoods (Home Maintenance)



## Bina' Building Livelihoods Project | **IMPACT**

Before one week we spoke with the 50 women to find out what they are doing 2 months on from completing the pilot programme. Here are some of the key achievements that our women beneficiaries shared with us:

**1,189 USD**  
livelihood  
income

**4 women**  
**hired** in the  
private sector

**108 customers**  
(mostly women) have  
so far received  
services from our  
entrepreneurs

**25 women** were  
certified as Home  
Maintenance  
Professionals by the  
Ministry of Labour  
Saaqa

**21**  
**Founders &**  
5 youth in  
training to  
become  
employees

**6 group**  
**businesses**  
**activated**  
with 21  
women

*Social impact on family and friends: "It was a challenge, at the beginning they refused to accept the idea, but now they accept the profession and support it"*



## **Launch of local home maintenance store:**

***Anwar and Amira Nasser Shteifat are investing their seed fund of 1,160 JOD to open the first home maintenance supplies shop, (the launch is on Sunday). They are recruiting 3 employees to work at the shop and help them with the service delivery and business expansion.***

***Afaaf is working with her group as a home business and within her neighbourhood for cleaning water tanks***

