

The logo for BDC (Business Development Center) features the letters 'BDC' in a bold, dark blue sans-serif font. To the right of the letters is a small green square. Below the letters is a thin horizontal line.

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)



[Hosting](#) Communities
Development

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)



[Hosting](#) Communities
Development

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

