

Ecorama Hub

EEWG meeting - 28 July 2024

IFO - UNHCR

Economic Empowerment Panorama Hub

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Background questions

- What could we do to enhance the coordination on the project level?
- What could we do to avoid duplication and overlapping in beneficiaries and projects?
- What could we do to make a landmark of the livelihoods and economic empowerment response?
- What could be done to make the livelihoods and economic response seen and show the impact on the society?
- How could we sustain the projects and the graduates?

Background information

- Location: Irbid, northern Jordan
- Refugee Population:
 - 55,000 refugees in the city
 - 125,000 in the governorate
- Challenges: High unemployment rates:
 - Among Jordanians (22.3%)
 - Among refugees (28%-36%)
- Limited employment opportunities and work permit restrictions
- Lack of efficient marketing for the MSMEs. Feedback form refugees.

Project Objectives

1. Provide information on livelihood projects and services at once and to all stakeholders.
2. Create a marketing and networking platform for graduates of training programs to support the sustainability of the projects and graduates.
 1. To the community.
 2. For the employees in the private sector.
3. Establish a Digital Hub for skills development and job applications
4. Offer career development counseling.
5. Enhance the sustainability...

Ecorama Hub overview

- Space provided by the Irbid Greater Municipality in a public park (Tunis Park)
- Excellent access to the surrounding area.
- Family-friendly space.
- Transportation lines could be adjusted to help the location
- The possibility of expanding to a new location – “downtown development project”
- Open to refugees and Jordanians.

Ecorama Hub Activities

- **Visibility and Showcase Activity:**
 - Ongoing exhibition where organizations can display ongoing projects, reach new beneficiaries, and share success stories.
- **Marketing Space:**
 - Weekly market days where refugees and local community members can sell handcrafted goods, such as textiles and traditional foods, promoting their businesses to a wider audience.
- **Digital Hub (promising):**
 - provide access to computers and the internet for job searching, online training courses, and digital literacy workshops.
 - Collaboration with partners to provide training on e-commerce and digital marketing.
- **Job Matching and Talent Hunting:**
 - Frequent job matching and talent hunting events in coordination with local businesses and NGOs, facilitating direct hiring and internships for skilled refugees and locals.
- **Reach out and feedback:**
 - Create a space for data collection, discussions, and feedback mechanisms that improve the collective responses.

Expected Outcomes and Impact

- Enhance social cohesion and inclusion
- Inclusive space supported by various stakeholders
- Increase self-reliance and job opportunities
- Serve as a landmark of collective effort in Irbid

Partners Involved

- Key Partners:
 - Irbid Greater Municipality
 - EESWG members
 - Private Sector
 - Refugees and Jordanians themselves.
- Collaboration:
 - Systematic consultations with stakeholders

Implementation Methodology

- **Planning** Phase: Define goals, concept notes, and target stakeholder
- **Prototyping**: Confirm resources, set up location, agree on activity schedule, and train staff
- **Implementation**: Go live, conduct activities, review and adjust

What now!

- How can your organization contribute to the success of the Ecorama Hub?
 - Be part of the project
 - Chip in for the project
 - Technical support !!
- What innovative ideas can we integrate to further empower the community

Thank You

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