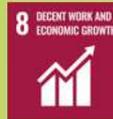


NEWSLETTER

Doing Good, Growing Strong:
Catalysing Economic and Social
Impact in Jordan through
Sustainable Social Enterprises

This project aims to develop a
sustainable and comprehensive
ecosystem for growing social
enterprises in Jordan.

Social entrepreneurship represents a
promising avenue in Jordan, offering
innovative approaches to social
development while addressing
unemployment and societal challenges.
This project seeks to develop a culturally
informed ecosystem to support and grow
social entrepreneurship.



Objectives

1. Defining the scope and mapping key stakeholders of the social entrepreneurship ecosystem in Jordan
2. Engaging stakeholders in understanding the needs and co-designing an actionable ecosystem.
3. Building a community of social impact creators and strengthening their capacities.
4. Advocating for policies and structures that enable the growth of community-based social entrepreneurship and innovation;
5. Promoting regional collaboration and knowledge exchange to accelerate development goals across the Arab world.

PARTNERS



STRATEGIC COLLABORATORS



For Up Coming Events: check the end of this newsletter



Under the patronage of H.E. the Minister of Investment,
Eng. Mothanna Gharaibeh

We have the pleasure to invite you to:
'Doing Good' Project Kick-off Conference and Workshop

Saturday, February 22, 2025
from 9AM to 4:30PM
Landmark Hotel, Amman, Jordan

To confirm your attendance or send your apology, please contact us at: 00962797173317
or send an email to: dana.allafi@gju.edu.jo

This project is funded by the British Academy's Knowledge Frontiers: International Interdisciplinary Research Programme Award OIIRP230329



Project Kick-off

'Doing Good' Project Kick-off Conference and Workshop

Under the patronage of the Minister of
Investment, Eng. Mothanna Gharaibeh

Participation of approximately 110
attendees

The event featured panel discussions
under the theme "Doing Good in Jordan
and the Arab World"

Workshop on Social Entrepreneurship

Strategic Collaborations

While Brunel University of London is the project lead and GJU and Lund University are the primary academic partners, the project also collaborates with several strategic partners from Jordan and beyond. These include:

Nationally:

IBTECAR, Jordan Strategy Forum, Impact Jordan, Jordan Nature Academy, and the Ministry of Investment.

Regionally:

Arwaqah Alreiyadah (Saudi Arabia) and COSV (Lebanon)

Internationally

Catalyst Now (MENA Chapter coordinated by Ghufraan Abu Dayyeh)





Doing Good, Growing Strong Project Call Impact Creators to Join the Business Transformation & Social Impact Days and/or Apply for Impact Investment

مشروع بذور الخير تثبت الأثر الطيب يطلق دعوة للرائدين في مجال الأثر الاجتماعي الطيب للمشاركة في فعالية الاستدامة المالية أو للتقديم للحصول على استثمار اجتماعي من مستثمرين في القطاع الخاص الأردني

Monday to Thursday, April 14 till 17, 2025
from 10AM to 4PM
GJU Jabal Amman Campus, Jordan

من الإثنين الى الخميس، 17-14 نيسان 2025
من الساعة 10 صباحاً حتى 4 مساءً
حرم الجامعة الألمانية الأردنية- جبل عمان، الأردن

تم دعم/تمويل هذا البحث/المشروع من قبل برنامج الأبحاث الدولية متعددة التخصصات التابع للأكاديمية البريطانية ضمن تمويل المساعدة الإنمائية الرسمية (ODA). رقم الجائزة: OIIRP230329

This research/project is supported/funded by the British Academy's ODA International Interdisciplinary Research Programme. Award Reference: OIIRP230329



Grow your Impact Week

'Doing Good, Growing Strong' Grow your Impact Week

Business Transformation & Social Impact Days:

- Mechanisms for Financial Sustainability Day
- Mechanisms for Impact Measurement Day

Impact Investment Day

Core Activities

The event brought together social entrepreneurs, mentors, and investors through one-on-one meetings, specialized workshops, and final project pitches.

Two workshops:

Mechanisms for Financial Sustainability
Dr. Mohammed Makki
COSV (Lebanon)

Mechanisms for Impact Measurement
Dr. Ibrahim Daoulhadj
Arwaqah Alreiyadah (Saudi Arabia)

Final project pitches





Results

"Four projects have attracted the interest of a private sector investor and a Jordanian organization specialized in supporting social entrepreneurship and impact investment. Networking between the parties has taken place, and discussions are ongoing to finalize potential agreements."





Social Entrepreneurship Hub



<https://shorturl.at/lykD9>

WhatsApp Group

Doing Good Community



To join, please contact us at:
dana.allafi@gju.edu.jo



Reguler Online Meetings
Doing Good Community



Doing Good Community

عزوة Ezwa

Ezwa (عزوة) is for those who want to support or be supported by like-minded individuals in the world of small and medium-sized enterprises.

It's the beginning of a community of positive impact makers, working together to uplift Jordan through self-reliance and collaboration.

Join to find your support network—and be one for others in social entrepreneurship.



عزوة
Ezwa Form Link
<https://shorturl.at/2F1m6>

Inside the Doing Good Community



مشوار بيئي

Eco-Journey

A pioneering community project that utilizes nature as an alternative educational and developmental space instead of enclosed classrooms. It is based on interactive field activities designed to promote participatory learning and strengthen connections with the local environment. These activities include: hiking and camping in nature, documenting biodiversity, reviving traditional games, conducting outdoor training workshops, supporting the marketing of local products, and offering hands-on training for university students to bridge theory and practice.

Over 2,000 people have participated in the project's activities within one year.



Miryanas World

عالم ميريانا



Miryanas World is an Arab publishing initiative that creates inclusive children's books and tools, with a strong focus on disability representation and empathy-building through storytelling.



Up Coming Events

July's EVENTS

24
Jul

🕒 10:00am - 2:30pm

Workshop:
Dr. Mohammed Makki

Thursday

Registration link:

<https://shorturl.at/JHgdh>

Partner to Prosper: Turning Community Ties into Business Strength:

The workshop, is designed to help enterprises transform local societal challenges into opportunities for sustainable growth. It focuses on building practical, actionable partnerships between businesses and the communities they operate in. Through interactive exercises, participants will explore how cultural norms, local expectations, and social dynamics can shape business operations. Instead of viewing these factors as obstacles, the workshop will encourage the enterprises to reframe them as sources of innovation, resilience, and long-term value. The workshop will help participants identify the invisible societal challenges and uncover internal assets including local knowledge, inclusive hiring practices, or sustainable operations that can be leveraged for social and commercial impact. By focusing on Environmental, Social, and Governance (ESG) practices and shared value creation, the workshop will strengthen the participants' ability to align purpose with profit.

July's EVENTS

26
Jul

🕒 9:00am - 5:00pm

**Jordan Development
Partners Forum**

Saturday

Registration link:

<https://shorturl.at/nEbb3>

**Jordan Development Partners Forum
Localizing Sustainable Development
through Partnerships between the
For-Profit and Non-Profit Sectors**

The event is organized by Act for Humanity and Alfanar, in partnership with the International Forum for Development Organizations and the "Doing Good, Growing Strong" Project.

The Jordan Development Partners Forum aims to advance the localization of sustainable development through strategic partnerships between the for-profit and non-profit sectors. The forum will highlight successful collaboration models and showcase investment opportunities that generate shared value.

