



Funded by the European Union  
بتمويل من الاتحاد الأوروبي



**Document Name:**  
**4<sup>th</sup> SESO's Community Meetups / Wrap Up Report (Internal)**

**Project Name: JOinUP!**  
Document version: 1.0  
Created by: JIS  
Creation date: 21/October /2019

## Contents

<b>The JOinUP! SESO's Meet-Ups in Brief .....</b>	<b>2</b>
<b>Meet-up Highlights.....</b>	<b>3</b>
<b>Recommendations .....</b>	<b>5</b>

National Partner



JOinUP! Lead



European Partner





Funded by the European Union  
بتمويل من الاتحاد الأوروبي



OXFAM

## The JOInUP! SESO's Meet-Ups in Brief

**JOInUP! Is an EU-funded project**, implemented by Oxfam (lead), TTI (Local partner) and Diesis (European Partner), JOInUP! seeks to 'contribute to increase economic and social inclusion and job creation especially for women and disadvantaged / marginalized groups in Jordan' combining the experience and skill sets of national and international partners to focus on the growth of social enterprises and a more inclusive formal economy in Jordan.

**The JOInUP! "SESO Community Meet-ups"** were considered within the JOInUP! scope in order to encourage synergies within the social entrepreneurship ecosystem in Jordan. TTI and in close collaboration with Oxfam will work on the facilitation of monthly meet-ups between key Social Entrepreneurship Support Organizations, in conclusion, 20 networking events will be organized with the primary objective of "To encourage cooperation and collaboration between SESOs in Jordan and the establishment and sustainability of the SESO network".

The main anticipated objectives of the SESO Community Meet-ups are:

1. Encouraging cooperation and collaboration between SESOs in Jordan.
2. Supporting the establishment and sustainability of the SESO network.
3. Discussing common challenges, new business opportunities, new trends / new projects and or products/services that better support Social Enterprises (SEs) in Jordan.
4. Involving SESO's and relevant stakeholders from north, middle and south of Jordan; as meet-ups will be held in Irbid, Karak and Amman.

National Partner



JOInUP! Lead



European Partner



## Meet-up Highlights

### Meet-up introduction

The meet-up was kicked-off with an introduction from the project team elaborating about JoinUP!, the SESO's meet-ups and the surrounding context.

### Success Story

Tech Tribes as a mixed model of being SESO and SE in parallel introduced their success story from the social entrepreneurship field. During their presentation, Tech Tribes mentioned many focus areas in their action plan about how technology could serve social work, Youth advisory boards model and digital literacy & inclusion as a main part of their business model.

Tech Tribes shared with participants also their experience in one of the their main project called Holoul which is social innovation lab working on UX Design and development of digital components of the youth business idea by a cycle of activities, starting from Social innovation camp to offer series of mentorship sessions and incubation program ended up with testing and launch the selected solutions.

### Discussion Highlights

- The majority of the attendees agreed that youth still need more training on life skills, communication and how to deal in a business environment in the early stages. So it was commonly advised that schools should consider life skills (in terms of both awareness and support) as part of the package of services they provide to their students.
- A representative of SESO mentioned that some of the SESO's behaviors are playing a critical role in the youth response for the provided services like, paying them for transportation which could shift their direction faraway to ignore the value of knowledge and offered opportunities in case of no payment.
- In light of the debate "if the SESO's should pay the participants or not" the facilitator opened one question on the discussion table inviting the attendee's to answer it by sharing their experience with crowd which was "do we need to change our perception about paying participants or we should create our own incentive system ?"
- 

National Partner



JOInUP! Lead



European Partner





Funded by the European Union  
بتمويل من الاتحاد الأوروبي



OXFAM

- SESO's shared that focusing on raising youth role models could be an incentive system to direct other young people for suggested success paths they could go through and lead to more commitment.
- It was also discussed that among the prerequisites for a strong enabled youth inclusion is to incubate those who are living in the vulnerable areas.
- Some social enterprises suggested having a map as a tool to collect currently working projects in each city to prevent duplication work.
- The SESO's mentioned that here in Jordan we are donor-driven and that why we don't have full access to project design in the ideation phase and we should start leading this process for a better change.
- A point raised by donors from youth power -USAID replying on the above, that donors usually ask for ideas and they are welcoming the change.
- A point raised by a SESO's that the lack of legal awareness and taxation system in Jordan among social entrepreneurs is dangerous, it causes that we lose excellent ideas to scale up and rise because of the fear and misperception about registration; mainly because of a misunderstanding of related laws and regulations.
- Attending University student activists mentioned that the pressure from the society and private sector like the university system is exhausted and uncooperative with entrepreneurs until they get attention from big organizations and media.
- One of the SE's opened the table for any possible partnership and collaboration for building an e-commerce platform, free of charge.
- The facilitators mentioned that there is a survey that will send soon for the various stakeholders to complete about the SESO's ecosystem, empathizing its importance to establishing a relevant up-to-date resources center for local social entrepreneurs.

**National Partner**



**JOinUP! Lead**



**European Partner**



## Recommendations

- Help the targeted youth to communicate and learn more about the professional behavior required in the business field.
- The education system in schools and universities should care more about raising awareness about the services provided channels and opportunities.
- Schools should involve new leadership models on the learning methodology to help the student to improve their life skills like the student council to lead their own initiatives.
- Entrepreneur's mindset and market needs should be taught and implemented in universities to reduce the gap between the learning outcomes and the labor market.
- Stop paying the participants, so the main reason for their attendance could be their interest in knowledge and opportunity appreciation, not the payment ( SESO's recommendation).
- Not to prioritize donors KPI's and work quantities above the quality of the projects or the field needs.
- Creating a new incentive system for youth like encouraging them to touch the added value of their simple steps by weekly awarded system and ownership techniques to make them feel motivated to keep going on, and also that could increase their commitment.
- Reaching underprivileged youth by creating innovative access tool to reach the youth in their home cities.
- Taking into consideration while designing the project's youth representation and the sustainability in for applied youth activities.
- Avoid duplications on projects scope by mapping all the youth program
- One of the royal centers suggested raising awareness regarding the local and governmental fund opportunities instead of seeking for international donors as a first and only option.
- It is recommended that SESO's should build a solid understanding of the surrounding legal context.
- It is recommended to consider special terms for orphans and juveniles youth to build their capacities.

National Partner



JOInUP! Lead



European Partner





Funded by the European Union  
بتمويل من الاتحاد الأوروبي



• The Way Forward...

In addition to receiving the wrap-up report:

- The participants will join our mailing list.
- The participants will be invited to future meet-ups.



*-End of the document -*

National Partner



JOinUP! Lead



European Partner

