



# Mapping of Jordan's green business ecosystem

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On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Supporting the green economy transition in Jordan

The project develops policy instruments and supports intermediary organisations with the goal of establishing practices for an inclusive green economy.



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## Executive summary

The report presents an assessment of Jordan's green business ecosystem with specific focus on Small and Medium Enterprises (SMEs). Given the absence of a standardized definition in the Jordanian context, and to ensure a consistent analytical framework, the report defines 'green businesses' as *enterprises that develop in a sustainable way, economically viable products and services that contribute to environmental objectives*. Within this scope, the green SME landscape covers a wide variety of sectors (incl. renewable energy and energy efficiency, sustainable agriculture, green construction, circular production, and water management solutions), varied stages of development (from nascent ventures to well-established enterprises), and presents considerable potential for growth. These businesses operate within a broader ecosystem—the so called “green business ecosystem”—that includes public institutions, financial entities, business support Organisations, and other stakeholders—each providing key enabling services such as funding, education & technology transfer, awareness-raising, and the development of policy and regulatory frameworks.

The landscape of green business in Jordan—although highly diverse—primarily serves three key environmental objectives: transitioning to a circular economy (35%) , climate change mitigation (34%), and sustainable management and protection of water and marine resources (25%). These focus areas are critical given Jordan's limited natural resources and vulnerability to climate change, requiring innovative approaches to resource efficiency, water conservation, and climate adaptation.

An overarching challenge to green business development lies in the lack of conceptual clarity surrounding the term itself. Indeed, interviews conducted for this publication revealed a lack of shared understanding among stakeholders about what constitutes a ‘green business’. This inconsistency hinders overall sector coordination, undermines public awareness, and contributes to a lack of uniformity within the ecosystem, making it difficult for stakeholders to navigate, trust, and effectively support the green businesses landscape. Beyond this conceptual challenge, green business development also encounters several practical barriers, including small size and low demand in the Jordanian market, fragmented and inconsistent regulations, unclear divisions of responsibility among government bodies, and inadequate enforcement of existing policies.

Technological limitations—driven by workforce skill gaps and high cost of technology transition further constrain progress, while essential financial support and professional development infrastructure remain insufficient, despite some gradual improvements. Yet, positive trends are gaining momentum: public institutions are demonstrating increased commitment, and new financial instruments are being developed to support environmentally sustainable enterprises. Furthermore, several high-potential “green” sectors—such as renewable energy, energy efficiency, waste management, water, sustainable agriculture, construction, and transportation—are gaining strategic importance in response to national challenges like resource scarcity and rising energy costs. These key sectors therefore present significant opportunities for green business development and green job creation.

In response to these findings, the report outlines strategic recommendations aimed at strengthening Jordan's green business ecosystem, focusing on the key actors. For government agencies, this includes establishing clear, supportive policies—aligned with a national green taxonomy and tailored to Jordan's context—to define, incentivize, and accelerate green business development. Green businesses themselves are encouraged to enhance their bankability by improving their financial reporting, creditworthiness, and awareness of banking regulations. Moreover, they need to focus on fostering collaboration, expanding market opportunities and increasing the demand for green products and services.

Business support Organisations (BSOs) should facilitate networking by connecting green businesses with financiers, customers, and investors, while also fostering peer exchange to strengthen support services. Meanwhile, international development Organisations could play a critical role by designing sector-specific support Programmes that provide financial and technical assistance tailored to the growth stage of green SMEs. The report also highlights the critical need for awareness-raising efforts and comprehensive understanding of sector-specific challenges as essential enablers of Jordan's transition to a green economy.

Developed within the framework of the GIZ implemented Green Action in Enterprises (GAIN) project, this report functions as a working document rather than a definitive analysis, with periodic revisions anticipated throughout the duration of project implementation until June 2027 . It aims to empower stakeholders to implement targeted interventions and conduct in-depth research that will drive the growth of Jordan's green business ecosystem.

[OBJ]

# List of abbreviations

Abbreviation	Full Form
<b>ASEZA</b>	Aqaba Special Economic Zone Authority
<b>BDC</b>	Business Development Center
<b>BMZ</b>	German Federal Ministry for Economic Cooperation and Development
<b>BSO</b>	Business Support Organisation
<b>CE</b>	Circular Economy
<b>CFO</b>	Chief Financial Officer
<b>EA</b>	Environmental Audit
<b>EBRD</b>	European Bank for Reconstruction and Development
<b>EDAMA</b>	Association for Energy, Water and Environment
<b>ESCWA</b>	United Nations Economic and Social Commission for Western Asia
<b>ESG</b>	Environmental, social, and governance
<b>EU</b>	European Union
<b>EV</b>	Electric Vehicle
<b>GAIN</b>	Green Action in Enterprises
<b>GCF</b>	Green Climate Fund
<b>GDP</b>	Gross Domestic Product
<b>GEFF</b>	Green Economy Financing Facility
<b>GGGI</b>	Global Green Growth Institute
<b>GIZ</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit
<b>GJU</b>	German Jordanian University
<b>GTWG</b>	Green Taxonomy Working Group
<b>HTU</b>	Al Hussein Technical University
<b>ICARDA</b>	International Center for Agricultural Research in the Dry Areas
<b>ICT</b>	Information and Communication Technology
<b>ISSF</b>	Innovative Startups and SMEs Fund
<b>JCI</b>	Jordan Chamber of Industry
<b>JKB</b>	Jordan Kuwait Bank
<b>JEA</b>	Jordan Engineers Association
<b>JGBC</b>	Jordan Green Building Council
<b>JREEEF</b>	Jordan Renewable Energy and Energy Efficiency Fund
<b>JRF</b>	Jordan River Foundation
<b>JSMO</b>	Jordan Standards and Metrology Organisation
<b>KACE</b>	King Abdullah II Center for Excellence
<b>KOICA</b>	Korea International Cooperation Agency

<b>MEMR</b>	Ministry of Energy and Mineral Resources
<b>MIRRA</b>	Methods for Irrigation and Agriculture
<b>MoA</b>	Ministry of Agriculture
<b>MoDEE</b>	Ministry of Digital Economy and Entrepreneurship
<b>MoEnv</b>	Ministry of Environment
<b>MoITS</b>	Ministry of Industry, Trade and Supply
<b>MSME</b>	Micro, Small, and Medium Enterprises
<b>NARC</b>	National Agricultural Research Centre
<b>NDC</b>	Nationally Determined Contributions
<b>NGO</b>	Non-governmental Organisation
<b>OECD</b>	Organisation for Economic Cooperation and Development
<b>PV</b>	Photovoltaics
<b>R&amp;D</b>	Research and Development
<b>ROI</b>	Return on Investment
<b>RSS</b>	Royal Scientific Society
<b>SME</b>	Small and Medium-sized Enterprise
<b>TTI</b>	Technology Transfer Initiative
<b>UNDP</b>	United Nations Development Programme
<b>UoJ</b>	University of Jordan
<b>USAID</b>	United States Agency for International Development
<b>WASH</b>	Water, Sanitation, and Hygiene
<b>WECCC</b>	Water, Environment and Climate Change Centre

# 1 Introduction

## Background

With a GDP growth of 2.5% in 2025<sup>1</sup>, the Jordanian economy is showing a slight reduction in GDP compared to 2021 (3.7%) which can be attributed to regional conflicts. However, Jordan's transition to a green economy has been gaining momentum, driven by increasingly sustainable public policies and enhanced engagement of the private sector. Public commitments are notably shaped by the need to address the impacts of climate change and the growing pressure on natural resources. They are reflected in comprehensive macroeconomic national policies including the Economic Modernization Vision (2023)<sup>2</sup>, the Green Finance Strategy (2023)<sup>3</sup>, the updated Nationally Determined Contributions (NDCs-2021)<sup>4</sup> and the Green Growth Action National Plans (2021)<sup>5</sup>. Tangible progress is already underway, mostly focusing on resource efficiency and the integration of sustainable solutions in key sectors such as energy, transport, and waste management.

Private sector engagement in the transition to a green economy has also gained momentum, driven by several factors—most notably the need for resource efficiency at the operational level, compliance with national regulations and standards, the pursuit of regional and global competitiveness, the attraction of green investment, and alignment with international sustainability standards. Key players in the private sector, including banks, industrial chambers, industrial estates and major manufacturing companies, recognize the need for a deep green transition to support sustainable economic growth.

Supporting green and circular businesses with a focus on SMEs and other green investments to increase their impact and market share at national and regional level remains a priority in the transition to a green economy. Despite the presence of numerous donor agencies and business support Organisations offering mentoring, incubation and acceleration services, the green business support infrastructure remains fragmented and lacks a clearly defined identity. Furthermore, the effort of key enabling actors—offering services such as funding, knowledge transfer, awareness raising, etc.—are not strategically coordinated. Nascent green companies are particularly affected, facing significant barriers in developing their green products and services, notably in terms of access to finance and market penetration.

In this context, the project "Green Action in Enterprises" (GAIN): commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), has been developed to strengthen the Green Economy in Jordan through Policy Advisory and Green Business Development. GAIN is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in partnership with public and private entities with the aim of ensuring that public and private actors develop and use instruments to promote a green economy. GAIN originally focused on the green transition of medium and large industrial companies. However, after three years of implementation, the project recently expanded its scope to strengthen the national ecosystem of green and circular business models with a focus on SMEs and Business Support Organisations (BSOs). This report was developed as part of the GAIN project with the objective of mapping the current state of the green business ecosystem in Jordan. More specifically, the report seeks to:

- Facilitate the elaboration of a definition of what constitutes a “green business” in Jordan;
- To identify and map green businesses as per their green business services/products in Jordan;
- To identify existing and required support of “green businesses” in Jordan, including compiling an overview of available BSOs catering to such support needs of green businesses in Jordan;
- To identify and map key donor activities and Programmes in support of the development and functioning of the green business ecosystem in Jordan;
- To provide recommendations for the GIZ GAIN project and other relevant stakeholders of the green business ecosystem.

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<sup>1</sup> Jordan Strategy Forum economic indicators dashboard

<sup>2</sup> <https://jordanvision.jo/en/media/view?id=7>

<sup>3</sup> [https://www.cbj.gov.jo/EN/Pages/Green\\_Finance\\_Strategy](https://www.cbj.gov.jo/EN/Pages/Green_Finance_Strategy)

<sup>4</sup> <https://jordanvision.jo/en/media/view?id=7>

<sup>5</sup> [https://moenv.gov.jo/EN/List/Green\\_Economy](https://moenv.gov.jo/EN/List/Green_Economy)

The report thus aims to provide the GIZ GAIN project and other relevant stakeholders in Jordan with an overview of the status quo of the green business ecosystem with a focus on small businesses and SMEs. This should enable these stakeholders to undertake more in-depth research and initiate targeted measures that will enable the expansion and strengthening of the green business ecosystem in Jordan.

### Scope and limitations of the report

This report primarily focuses on (green) SMEs within Jordan, in line with the new key target group of the GAIN project—green businesses—that mostly comprises of SMEs and established start-ups. Therefore, this report does not—nor does it intend to—provide a comprehensive overview of Jordan's green economy. Furthermore, given the dynamic nature of Jordan's green business ecosystem, this report should be considered a living document that will be updated over the course of the project's implementation.

Data collection efforts were hindered by the absence of standardized databases or registries of relevant companies, as well as the lack of a shared understanding among stakeholders of what defines a 'green business,' which complicated data categorization. Furthermore, while the interviews covered all key sectors and growth stages, the sample was limited to a select group of companies. The data collected is therefore not fully representative, which may lead to minor discrepancies in the findings. Future editions of this report will strive to cover existing gaps with updated and more comprehensive information.

## 2 Key concepts and definitions

Currently, there is no standardized definition of “green businesses” and its ecosystem in Jordan. To allow for a common understanding, the study first offers a definition of green businesses for the Jordanian context. Secondly, it defines business selection criteria to ensure a consistent analytical framework and allow for more focused project interventions.

### 2.1 Contribution of “green businesses” to environmental objectives

In the absence of a formally adopted national taxonomy for sustainable activities in Jordan, the climate and environmental objectives as defined in the EU green taxonomy regulation have been adopted for this report as a baseline for categorization of environmental objectives served by the products from green businesses or other businesses that produce green products.

Environmental objectives	Description
Climate change mitigation	Aiming to reduce greenhouse gas emissions through sustainable practices, low-carbon technologies, and energy efficiency, contributing to the global effort to limit climate change and its impacts.
Climate change adaptation	Enhancing resilience to climate change impacts by implementing measures to protect human and natural systems from climate-related risks, such as extreme weather events or rising sea levels.
Sustainable use and protection of water and marine resources	Promoting the efficient and sustainable management of freshwater and marine ecosystems, ensuring clean water, reducing pollution, and preserving aquatic biodiversity for future generations.
Transition to a circular economy	Supporting the shift from a linear to a circular economy by encouraging resource efficiency, waste reduction, recycling, and sustainable product design to minimize environmental impact and foster sustainability.

<b>Pollution prevention and control</b>	Preventing, reducing, and controlling environmental pollution, including air, water, and soil contamination, through sustainable industrial practices, cleaner technologies, and adherence to regulatory standards.
<b>Protection and restoration of biodiversity and ecosystems</b>	Safeguarding biodiversity and natural ecosystems by conserving habitats, restoring damaged ecosystems, and promoting sustainable land-use practices to maintain ecological balance and support species conservation.

Table 1: The six climate and environmental objectives, as laid out in the EU Taxonomy Regulation

It is important to note that the Government of Jordan is in advanced stages of developing a national green taxonomy. Once finalized, its guidelines and categories will help refine the environmental objectives listed here to better reflect the country's specific challenges and priorities.

## 2.2 Priority sectors of the green business ecosystem

After defining the environmental objectives served by businesses in section 2.1, it is important to select priority economic sectors where green businesses operate. It is important to note that the categorization of green businesses in this context will not depend on "industrial sectors" (i.e food, pharmaceuticals, etc...) but economic sectors, since green businesses are not only manufacturing or industrial development companies. . . .

Key Jordanian policy documents on sustainable development were examined to identify focus sectors. Amongst the reviewed documents were the "Green Growth National Action Plan 2021-2025"<sup>6</sup>, the "Economic Modernization Vision - Green Jordan"<sup>7</sup> and the 2022 "National Climate Change Adaptation Plan of Jordan"<sup>8</sup>. Agriculture, energy, transport, waste and water were explicitly mentioned as priority sectors in all major national strategy documents. And although only mentioned as a secondary sector, manufacturing was added as a priority sector for this analysis, due to its importance in Jordan's economic landscape (about 24% of Jordan's GDP) and its interconnectedness with other priority sectors identified. Therefore, the following priority sectors were selected with focus on technology solutions and products:

<b>Sector</b>	<b>Sector related opportunities and focus areas</b>
<b>Agriculture</b>	Enhancing productivity, sustainability, and climate resilience through modern technologies, smart irrigation, and value-added agri-businesses, thereby supporting rural development and national food security.
<b>Energy</b>	Transitioning to a low-carbon economy by expanding renewable energy, improving efficiency and technology solutions and reducing reliance on imports, positioning Jordan as a regional hub for green energy solutions.
<b>Transport</b>	Development of integrated, efficient, and sustainable transport sector that supports economic growth, regional connectivity, and improved mobility through infrastructure investments and smart public transport systems with focus on e-mobility technology and infrastructure.
<b>Waste</b>	Prioritization of circular economy principles by improving waste reduction, recycling, and energy recovery, while promoting environmentally sound waste handling practices.
<b>Water</b>	Sustainable water resource management (incl. reuse, conservation and decontamination technologies) to address chronic water scarcity and respond to water demand resulting from population growth.
<b>Manufacturing</b>	Encouraging the manufacturing of green products in sustainable ways through innovation, digital transformation, possibly with an export focus to place Jordan as a competitive player in regional/global value chains.

<sup>6</sup> [https://moenv.gov.jo/EN/List/Green\\_Economy](https://moenv.gov.jo/EN/List/Green_Economy)

<sup>7</sup> <https://jordanvision.jo/en/media/view?id=7>

<sup>8</sup> [https://www.moenv.gov.jo/ebv4.0/root\\_storage/en/eb\\_list\\_page/national\\_adaptation\\_plan.pdf](https://www.moenv.gov.jo/ebv4.0/root_storage/en/eb_list_page/national_adaptation_plan.pdf)

Table 2: The six sectors identified as priority for this green business ecosystem mapping

The sectors selected above represent economic development sectors that are directly related to the objectives of environmental protection and resource efficiency. Moreover, the categorization of green businesses in this approach is based on products and services developed by businesses. A wider definition of green businesses can include “circular business models” which can cover all manufacturing businesses. A circular business model is defined by how a company creates, offers, and delivers value to a wide range of stakeholders while minimizing environmental and social costs. Circular business models that focus on the following: 1) Circular inputs 2) Product Use extension 3) Sharing models 4) product as service and 5) resource recovery. It is defined by how a company creates, offers, and delivers value to a wide range of stakeholders while minimizing environmental and social costs. Circular business models that focus on the following: 1) Circular inputs 2) Product Use extension 3) Sharing models 4) product as service and 5) resource recovery. is defined by how a company creates, offers, and delivers value to a wide range of stakeholders while minimizing environmental and social costs. Circular business models that focus on the following: 1) Circular inputs 2) Product Use extension 3) Sharing models 4) product as service and 5) resource recovery

It is worth highlighting that other developmental sectors are highly aligned with green business development but mainly from the supply side. For example, the tourism sector can be a key recipient of products and services created by green businesses. The urban development sector is a huge demand source for green and sustainable products in energy, waste, water and agriculture and the same applies for the manufacturing sector.

## 2.3 Definition of “green business”

Based on the concepts above, the following definition of ‘**green businesses**’ was adopted, for the purpose of this mapping exercise:

### **Green business**

*Enterprise that develops in a sustainable way, economically viable products and services that contribute to environmental objectives*

The terms used within the definition are defined as follows:

- **Enterprise:** Business Organisations involved in commercial activities
- **Development:** Excluding import and trade companies
- **Sustainable way:** Business operates through entire value chain with minimal negative environmental impact (i.e. Life Cycle Assessment, Resource Efficient and Cleaner Production, Greenhouse Gas emissions mitigation, etc.).
- **Economically viable:** Business generates enough revenue to cover its costs and to grow sustainably
- **Environmental objectives:** In line with the objectives described under table 2 above

This definition, however, may be somewhat restrictive given the nascent stage of Jordan’s green business ecosystem. While it should ideally serve as the ‘standard,’ we may need to broaden the definition for the purposes of this particular assignment. Therefore, we can consider as “Green business” any enterprise that develop economically viable products that are sustainable — where sustainability is defined as either contributing to environmental objectives or being produced using circularity principles. The term “sustainable product” is further defined below.

For example, a business that produces construction materials from recycled raw material is considered a green business under this definition. The same applies for a company that produces hydroponic agricultural systems, or a company that produces digital solutions to be applied in resources efficiency (water, energy).

## 2.4 Framework criteria for “green businesses”

As a foundation for GAIN’s efforts, it is necessary to determine key framework criteria for the selection of businesses (see table 3). These criteria were also used to ensure the further consistent and coherent mapping of Jordan's green businesses.

Criteria	Description
Location	Business is registered and operating in Jordan
Solution	Business develops and offers innovative solutions to environmental challenges
Maturity	Should be in business for the last three years (product in the market)
Economic viability	Business growth potential / scalability & market presence
Company Size	SMEs

*Table 3: Criteria for selection of businesses*

### 2.4.1 Definition of sustainable products:

For the context of this project intervention, we define a sustainable product as:

A product designed, manufactured, and used in ways that minimize environmental, and circularity impacts across its lifecycle — through features such as energy efficiency, durability, repairability, low-impact materials, recycled content, recyclability, and transparent lifecycle information.

Given the absence of a nationally adopted standard, we may refer to the Eco-design requirements for sustainable products according to EU Regulations:

• Durability	• Reliability
• Reusability	• Upgradability
• Repairability	• Possibility of maintenance and refurbishment
• The presence of substances of concern	• Energy use and energy efficiency
• Water use and water efficiency	• Resource use and resource efficiency
• Recycled content	• The possibility of remanufacturing
• Recyclability	• The possibility of the recovery of materials
• Environmental impacts	• Expected generation of waste

In this particular project intervention, we define "sustainable products" is the broader category which we subdivided into two distinct types: circular products and green products. We introduce this subdivision to provide greater clarity in targeting support measures and tailoring interventions more effectively to the specific sustainability strategies adopted by SMEs. Let's define these sub-categories:

- **A circular product** is a product that is designed, produced, used, and managed across its lifecycle in line with the principles of the circular economy, ensuring maximum resource efficiency, minimal environmental impact, and continuous value circulation. Such a product:
  - o Refuse & Rethink: avoids unnecessary resource use, replaces linear consumption models with sustainable alternatives (e.g., product-as-a-service).
  - o Reduce: minimizes material, energy, and water input during production and use.
  - o Reuse: enables multiple use cycles without significant loss of quality or function.
  - o Repair & Refurbish: it is easy to fix, maintain, and upgrade to extend its service life.
  - o Remanufacture: allows components to be reassembled into products with performance equal to new.
  - o Repurpose: can be adapted for new applications beyond its original function.
  - o Recycle: is designed for efficient material recovery at end-of-life, using recyclable or recycled inputs.
  - o Recover: ensure that, where reuse or recycling is not possible, residual energy or materials can still be extracted responsibly.
  
- **A Green product** is a product that uses resources more efficiently and causes less environmental damage along its lifecycle when compared with similar products. As such, these products - by design and through use - serve the fulfilment the environmental objectives specified above (put aside "Transition to a Circular economy", covered by the above category)

## 2.5 The “Green business ecosystem” concept

Some of the key pillars of Jordan’s green transition, as outlined in the National Green Growth Plan, updated NDC and the EMV, include reducing carbon emissions, improving resource efficiency, and enhancing climate resilience. By prioritizing sustainable energy solutions, water conservation, and waste management, Jordan aims to foster a greener economy that not only aligns with global climate goals but also addresses both its current and future domestic needs. Furthermore, the transition to a green economy is not only critical for Jordan’s climate change adaptation strategies but also creates a framework for new economic opportunities, driven by green innovation and investment, to support long-term economic growth. This broader context has laid the foundation of Jordan’s emerging green business ecosystem.

Based on the concepts of “business ecosystem” (Moore, 1993)<sup>9</sup> and “green innovation” (OECD, 2009)<sup>10</sup>, we define the term ‘green business ecosystem’ as:

### **Green business ecosystem**

*The dynamic network of actors – including green businesses, public institutions, research organizations, financial institutions, etc. – that collaborate and co-evolve to develop, implement, and scale environmentally sustainable business solutions*

Furthermore, to distinguish green businesses from other key stakeholders in the ecosystem, we define the ‘enabling Organisations as all non-business actors—such as public bodies, academic institutions, financial Organisations, business support Organisations, etc.—that provide the regulatory, knowledge-based, financial and entrepreneurial infrastructure supporting green innovation.

<sup>9</sup> Moore, J. F. (1993). Predators and prey: a new ecology of competition. *Harvard business review*, 71(3), 75-86.

<sup>10</sup> OECD (2009), *Green Growth: Overcoming the Crisis and Beyond*, OECD Publishing, Paris

Finally, drawing on established business ecosystem modelling approaches—including the Babson College Model, the World Economic Forum framework, and OECD methodologies—the key components of Jordan's green business ecosystem, as defined for the purposes of this report, are as follow:

	Components	Description
Enabling Organisations	Green Businesses	Enterprises that develop in a sustainable way, economically viable products and services that contribute to environmental objectives.
	Business Support	Incubators, accelerators, mentorship services, business associations, networking, and business support Organisations
	Financial Support	Investment, access to funding and financial support Organisations
	Education & Technology	Education institutes, R&D, training, testing, certification and knowledge transfer Organisation
	Culture & awareness	Awareness campaigns, events, competitions & awards
	Policy & Regulation	Policy, regulation and legal environment

*Table 4: Key components of the green business ecosystem in Jordan*

It is important to highlight that this report does not analyse a specific category within Jordan's green business ecosystem: green consultancy firms, which provide advisory services to all members of the ecosystem as service providers. This is because this ecosystem analysis focuses on green businesses that produce green products and/or services.

## 3 Methodology

Based on the key concepts and definitions above, a mapping of the green business ecosystem was subsequently conducted. The members of each stakeholder group were identified using the triangulation of different stakeholder mapping methods (incl. Stakeholder Mapping, Social Network Analysis, Power-Interest Grid, Mendelow's Matrix) as well as through key informant interviews.

In total, 26 interviews were conducted between February and April 2025, including 18 with support Organisations and 8 with green businesses active in Jordan. Interviewees were selected to ensure broad representation across the green business ecosystem. Green businesses were selected from a range of sectors, growth stages, and market focuses, while support Organisations were selected to reflect all key ecosystem components. All interviews were conducted using a semi-structured format and standardized protocols, enabling the collection of consistent and comparable insights into the current landscape, recent developments, challenges, opportunities, and recommendations related to the green business ecosystem.

*The complete list of interviewees is provided in annex 7.3*

### 3.1 Identification of green businesses

The identification of green businesses was carried out through a multi-step process. Desk research was first conducted to gather existing data on green businesses by:

- Reviewing startups and SMEs directories and environmental and industry-specific databases;
- Utilizing beneficiary lists provided by support organisations;
- Reviewing list of businesses that have participated in green Programmes or sustainability-focused initiatives;

- Collecting referrals from green support Programmes and green businesses to expand the dataset.<sup>11</sup>

Subsequently, businesses were categorized by sector and environmental objectives to facilitate a targeted analysis. Only businesses that are active in at least one of the selected priority sectors were considered for the mapping process. Following the data collection, businesses were assessed against the green business definition, priority sectors, and the selection criteria established prior to the research.

*The list of identified green businesses can be found in Annex 7.1.*

## 3.2 Identification of enabling organisations

To identify relevant enabling organisations, both desk research and field research have been employed. It is worth noting that the green business ecosystem in Jordan is still emerging. As a result, although many Organisations are actively contributing to this ecosystem (or planning to do so), they do not necessarily identify themselves as ecosystem enablers.

The following steps were then taken:

- Classifying potential Organisations into primary ecosystem components, i.e. the type of support they provide to green businesses, ensuring a structured representation of the support landscape;
- Selecting Organisations that are actively involved in supporting green businesses, including those providing awareness, financial support, advisory services, technical support, incubation & acceleration, and policy advocacy;
- Organisations providing support across several ecosystem components were classified under the component that represents them most accurately.

*The list of the green support Organisations that were identified can be found in Annex 7.2.*

## 3.3 Identification of donors and international Programmes

International donor partner initiatives were compiled to identify key focus topics (i.e. environmental objectives, sectors). For that, desk research was conducted on past and existing donor initiatives in Jordan, focusing on support in the area of green business ecosystem development, at policy level, business intermediary level and/or green business (SMEs) level.

# 4 Situational analysis

The landscape of green SMEs is highly diverse, cutting across multiple sectors, incl. renewable energy and energy efficiency, sustainable agriculture, green construction, circular production, and water management solutions. It comprises businesses at various stages of development, from nascent ventures to well-established enterprises, and presents considerable potential for growth. These businesses operate within a broader ecosystem—the so called “green business ecosystem”—that includes public institutions, financial entities, business support Organisations, and other stakeholders—each providing key enabling services such as funding, education & technology transfer, awareness-raising, and the development of policy and regulatory

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<sup>11</sup> Directories: [Who's Who in Jordan's Energy, Water & Environment \(EWE\)](#); [Green Economy Ecosystem of Jordan](#); [Ecohubmap](#); [Innovation Resource Center](#); [National SMEs Portal](#); [Companies Licensed to Perform Energy Audit Services](#); [Recycling Service Providers Directory](#); [Startup-Jo](#); [Renewable Energy Ecosystem Map in Jordan \(ESCWA\)](#); [WASH Ecosystem Map in Jordan \(ESCWA\)](#) / Support Programmes: [JordanStart](#); [iPark](#); [TTI](#); [ZINC](#); [Flat6Labs](#)

frameworks. This chapter provides a summary of key findings from the mapping of the green business ecosystem, supported by visual data representations and an infographic illustrating its structure.

## 4.1 Green businesses

Following a detailed scanning of more than 500 SMEs across Jordan, 68 enterprises were identified as “green” according to the working definition established for this report. This represents approximately 13.6% of the business landscape surveyed, highlighting both the emerging nature of the green sector and its significant potential for growth. The key characteristics of the green SME landscape in Jordan, derived from the collected data, are presented below:

### 4.1.1 Trends in the Establishment of Green Businesses

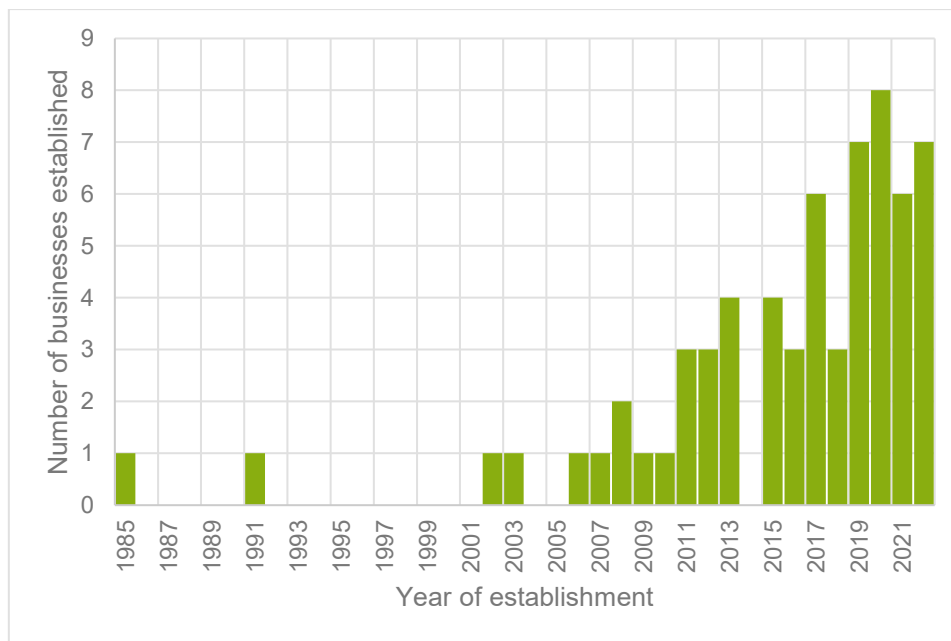


Figure 1: Distribution of establishment years for green businesses

As part of the data collection, the year of establishment for each green company was recorded (companies established after 2022 were excluded, as the target businesses were required to be at least three years old). We observe that the majority of these businesses were established between 2010 and 2022, indicating a growing trend in green business initiatives during this period. There is a notable peak around 2020, suggesting heightened interest or investment in sustainable practices during this time. Although precise data is lacking, the decrease in the establishment of new green businesses after 2020 could be attributed to the impacts of the Covid –19 pandemic, which significantly impacted SMEs and start-ups.

#### 4.1.2 Sectoral distribution and contribution to environmental objectives

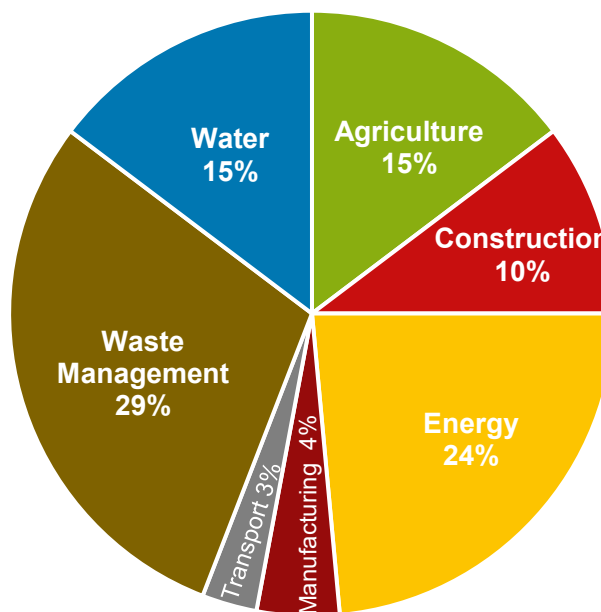


Figure 2: Sectoral distribution of green businesses

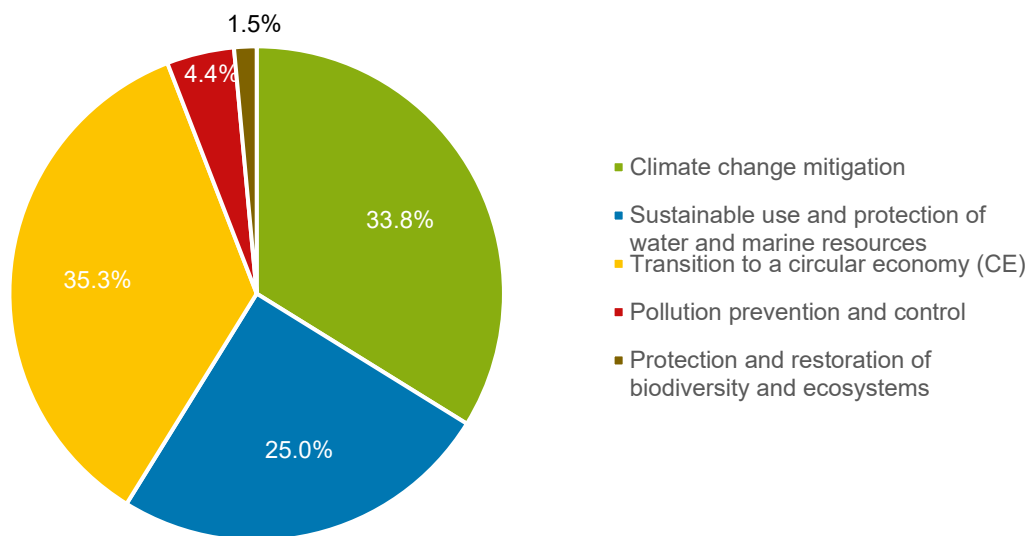


Figure 3: Environmental goals pursued by green businesses

For each identified green SME, the operating sector was documented, as well as the environmental objective addressed by its products and/or services:

- **Waste management** emerges as the leading green sector in this study, representing approximately 29% of the targeted businesses. The identified companies focus on addressing landfill overuse, enhancing municipal waste systems, and promoting sustainable resource use through recycling and material recovery. It is also noted that these businesses are increasingly exploring waste-to-energy technologies, creating valuable intersections with the energy sector. The products and services they offer are largely aligned with the environmental objective of “transitioning to a circular economy”.

- The **energy sector** follows closely, accounting for approximately 23% of the targeted green businesses. These businesses reflect a highly diversified approach to clean energy, offering services or products that range from solar energy development, energy auditing, and energy efficiency solutions to electric vehicle charging infrastructure, and IoT-based energy management solutions. Their offerings are primarily aligned with the environmental objective of “climate change mitigation”, underscoring the sector’s pivotal role in reducing emissions and driving the country’s broader sustainable development agenda.
- The **agricultural sector** represents around 15% of the green businesses identified in this study. Most of these businesses can be categorized as agritech companies, primarily offering water-efficient agricultural solutions such as hydroponics, aquaponics, aeroponics, and smart irrigation systems. Others specialize in the design and supply of IoT-enabled solutions and data-driven monitoring systems to optimize input delivery, enhance productivity, and minimize environmental impact. These green solutions directly address Jordan’s water scarcity challenges and the significant pressure that agricultural production places on water resources. This association of both water and agriculture sectors also supports the need to have a NEXUS approach to address joint water and food security challenges. The product and services offered by these green businesses naturally align mostly with the environmental objective of “sustainable use and protection of water (and marine resources)”.
- **The water sector**, which also accounts approximately 15% of the targeted businesses, once again directly addresses Jordan’s water scarcity challenges. Companies in this sector focus on water conservation, treatment, and reuse, offering green innovations such as decentralized wastewater treatment systems and smart technologies for real-time monitoring of water levels and leak detection. These initiatives not only advance the environmental objective of “sustainable use and protection of water (and marine resources),” but also contribute to the “transition to a circular economy” through resource recovery and reuse.
- **The construction sector** accounts for approximately 10% of the targeted green businesses. Companies in this sector offer products and services focused on energy-efficient designs, thermal insulation, and green building certifications. Others produce recycled and eco-friendly alternative building materials—such as insulation blocks and tiles. Through these efforts, the green businesses of the sector contribute to “climate change mitigation” and supports the “transition to a circular economy”.
- **The manufacturing sector** accounts for approximately 4% of the targeted green businesses. The green businesses notably focus on innovative product design, material substitution, and waste valorisation approaches, mostly contributing to the “transition to a circular economy.”
- Finally, around 3% of the targeted green businesses operate within the **transport sector**. The identified companies contribute to “climate change mitigation” through the provision of services and infrastructure supporting the rise of electric mobility in Jordan.

The landscape of green business in Jordan—although highly diverse—primarily serves three key environmental objectives: climate change mitigation (34%), transitioning to a circular economy (35%), and sustainable management and protection of water and marine resources (25%). These focus areas are critical given Jordan’s limited natural resources and vulnerability to climate change, requiring innovative approaches to resource efficiency, water conservation, and climate adaptation.

Boxes 1 and 2 below present two case studies of existing green businesses in Jordan in the sectors of agriculture and energy.

### Example 1: Organic G company – Turning waste into value for local farmers

**Organic G** was founded by **Mousa Samara** and **Randa Olayyan**. Mr. Mousa grew up near farms and valued eating simple, fresh products. Over time, he noticed local farmers' growing relay on chemical fertilizers. While these inputs boosted yields and lowered costs, they came with hidden health and environmental consequences. When farmers dismissed organic fertilizers as unreliable – citing pests, health problems, and financial losses – Mr. Samara saw both the urgency and the opportunity to change.



**Filling the gap:** Farmers had limited access to reliable organic fertilizers, especially after the increase in fertilizer prices by more than 300% over the past three years, driven by global restrictions on mining and rising fuel prices. Unlike competitors who imported cheaper products, Organic G innovated their products locally that are affordable, effective within days, and made from locally available raw material. Today, it offers compost makers, organic pesticides, and fertilizer, with the compost maker being the most in demand across national markets.

**Innovation through R&D:** over 18 months of research, testing, trial and error, Mr. Samara and Miss Olayyan developed a formula using seafood waste sourced from restaurants, combined with special bacteria to accelerate fermentation. The result was an organic fertilizer that acted within 3-4 days and was affordable to farmers.

**Overcoming challenges:** the company initially struggled with regulatory hurdles, access to data, finding a proper location and lack of tailored services for green businesses. A turning point came when Organic G joined Advance consulting's agricultural innovation programme – by Holland horticulture program-, where presenting directly to farmers triggered high demand and immediate sales. One local farmer testimonial – *“Without your product, I would have left farming years ago. You helped me keep my livelihood”*

**Support received:** the company received advisory and knowledge-sharing support from Al-Fanar, Zain Almadadara, Erada, NARC, and the **Queen Rania Award for Entrepreneurship and Innovation, where it won the first place**. In addition, the Green Economy Competition (by Arab fund for economic and social development) played a critical role, as Mr. Mousa explains, “Knowledge is priceless in the startup journey”. These partnerships provided technical, financial and logistical assistance, helping Organic G grow to the point where demand for its products often exceeds supply.

**Key Lesson:** *“Never stop learning. Understanding the startup journey is more important than chasing funds.”*

**Looking ahead:** over the next two years, Organic G will focus on developing products for the local market to cut farmers' costs, while preparing for regional growth opportunities in the increasingly green-oriented MENA region. Partnerships remain the most needed form of support to scale further. As Mr. Samara reflected – *“The turning point came when I realized that the business earned me more than I used to make in a month”*.

## Example 2: DarbCo company – Robotics for solar energy efficiency

**DarbCo** ,founded in 2016 by engineers **Amjad Khalil** and **Monther Fadel** ,who had been working in the renewable energy sector since 2013 .While working in the field ,they identified a critical challenge :solar panels were losing up to **40% of productivity** due to dust accumulation . Many businesses were unaware of the significant energy and financial losses this caused . Determined to solve the problem ,the founders developed an automated ,water-efficient ,and labor-saving solar panel cleaning robot .By 2018 , their innovation evolved into a fully registered company.



**Filling the Gap:** at that time, solar panel cleaning relied heavily on manual labor and water-intensive processes. DARBCO Robotics disrupted the sector by offering an innovative alternative through extensive R&D. The company introduced three robotic cleaning models—**wet cleaning, dry cleaning, and switchable technology**—alongside **DUST-eye**, a monitoring station that tracks dust accumulation levels. This positioned DARBCO not only as a manufacturer but as a technology leader in solar efficiency.

**Challenges Faced:** raising awareness proved to be the most significant early challenge. Many clients underestimated the scale of dust-related losses, making it difficult to convince them of the cleaning' value. Moreover, like many green startups in Jordan, DARBCO faced broader obstacles such as low recognition of climate change issues. Despite these barriers, the founders persisted, refining their technology and steadily building credibility.

**Recognition and Growth:** DARBCO's persistence quickly paid off. The company's innovative work gained attention from ministries, embassies, and even **King Abdullah II**, who personally visited the startup and recognized it as one of Jordan's most promising green enterprises. By 2022, DARBCO had expanded operations beyond Jordan to **Saudi Arabia, UAE, Oman, Qatar, Iraq, Egypt, Yemen**, and even the **USA** with a soft-landing program.

**Support Received:** DARBCO benefited significantly from incubators and accelerators, which provided mentorship and business guidance. Winning first place in the **Abdel Hamid Shoman Innovation Award** gave the company both financial resources and access to valuable networks. These ecosystem supports, combined with DARBCO's technical innovation, helped secure international partnerships and scale operations sustainably.

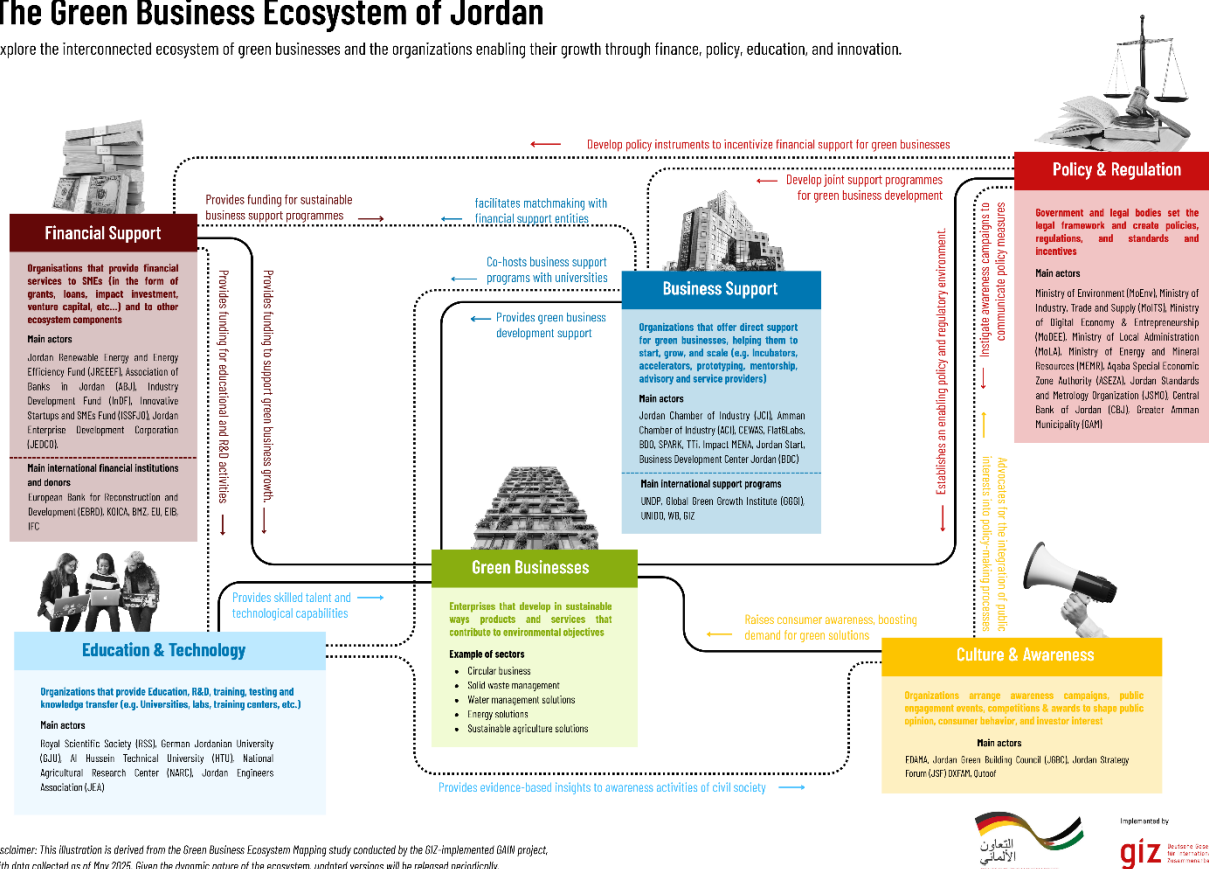
**Looking Ahead & Key Lessons:** continuous R&D remains central to DARBCO's vision. The company sees its greatest growth opportunities in expanding across the US and other global markets. The founders highlight that different stages of growth require different types of support, from mentorship at the ideation stage, to financial backing during manufacturing, to policy and legal frameworks during international expansion. Their advice to fellow green entrepreneurs is clear: *"Validate demand early, invest in your idea, and build strong connections, these are the foundations for growth."*

## 4.2 Enabling Organisations

Enabling Organisations play a critical role in supporting the growth of green businesses. They offer a range of services—such as funding, technology transfer, awareness-raising, and the development of policy and regulatory frameworks—that help create the conditions necessary for green businesses to thrive. Jordan's key enabling Organisations were identified and grouped into five primary components: Policy & Regulation, Financial Support, Business Support, Education & Technology, and Culture & Awareness. The interactions and interdependencies among these components were then analyzed to better understand how they collectively shape and influence the ecosystem. The outcome of this analysis is visually represented in the infographic below (figure 4):

### The Green Business Ecosystem of Jordan

Explore the interconnected ecosystem of green businesses and the organizations enabling their growth through finance, policy, education, and innovation.



Disclaimer: This illustration is derived from the Green Business Ecosystem Mapping study conducted by the GIZ-implemented GAIN project, with data collected as of May 2025. Given the dynamic nature of the ecosystem, updated versions will be released periodically.

Figure 4: Mapping of the green business ecosystem of Jordan

### 4.2.1 Policy and regulation

Governmental agencies and public organisations play a fundamental role in shaping the ecosystem by establishing the policy and regulatory frameworks within which green business operate. The Ministry of Environment (MoEnv) leads the implementation of environmental regulations and standards, ensuring that ecological and environmental considerations are integrated into business practices. Policy documents developed by the MoEnv usually get discussed with the private sector and green businesses through stakeholders engagement workshops (i.e. National Green Growth Plan, Circular Economy Roadmap). Similarly, the Ministry of Industry, Trade and Supply (MoITS) focuses on enhancing the global market position of Jordanian products by regulating industry standards, thereby promoting sustainable industrial growth and circularity principles in industries. The Ministry of Digital Economy & Entrepreneurship (MoDEE) plays a key role in fostering digital transformation, supporting entrepreneurs. The Ministry of Energy and Mineral

Resources (MEMR) leads the development and oversight of energy policies, including initiatives in renewable energy and energy efficiency Programmes, which are critical for reducing carbon footprints and promoting sustainable energy practices. The Ministry of Agriculture (MoA) provides incubation and business development services to agri-businesses through the National Agricultural Research Center (NARC). The Central Bank of Jordan contributes to the green business ecosystem by co-developing and implementing green financing policies that incentivize banks to provide preferential loans for sustainable projects. The Jordan Standards and Metrology Organisation (JSMO) plays a crucial role in supporting the green business ecosystem by ensuring that products and services meet environmental standards. Furthermore, it is currently leading the development of “Jo eco-label”, the first Jordanian certification mark for products that meet specific environmental performance standards.

Some of the key policy documents currently shaping the green economy transition are:

- Economic Modernization Vision;<sup>12</sup>
- Green Growth National Action Plans;<sup>13</sup>
- NDC document for climate action;<sup>14</sup>
- National Climate Change Adaptation Plan;<sup>15</sup>
- National Climate Change Policy;<sup>16</sup>
- National Energy Strategy;<sup>17</sup>
- National Industrial Development Policy and Action Plan;
- National Plan for Sustainable Agriculture.<sup>18</sup>
- National Green Financing Strategy<sup>19</sup>
- Updated National Strategy for Solid Waste Management

#### 4.2.2 Business support Organisations and Programmes

The green business ecosystem in Jordan is reinforced by a network of business support Organisations and Programmes that provide critical infrastructure, resources, and services to foster sustainable enterprise development. These Organisations and Programmes—ranging from local NGOs and chambers to private sector and international development initiatives—form the backbone of support that enables green businesses to establish, grow, and scale their products and/or services.

##### NGOs

CEWAS, for instance, runs various acceleration programmes across the Middle East and East Africa. In Jordan, Cewas notably supports green enterprises in the Water & Sanitation, Energy, Waste Management and Agri-Tech sectors, offering professional training and in-depth technical assistance consultation, in addition to finance facilitation. iPARK a structure established by the Royal Scientific Society (RSS), manages 2 incubators (iPARK @ KHBP & iPARK @ Aqaba) supporting entrepreneurs by connecting them with potential investors and providing training and legal guidance needed to build and scale their ventures. Furthermore, mySTARTUP (established by INJAZ) and TTi focus on providing incubation services for entrepreneurs, with a particular emphasis on supporting youth, women, and underserved communities. The Business Development Center (BDC) is also a major non-governmental Business Support Organisation; it has notably established a partnership with the German Jordanian University (GJU) to implement the EU-funded Green Entrepreneurship Programme.

<sup>12</sup> <https://jordanvision.jo/en/media/view?id=7>

<sup>13</sup> [https://moenv.gov.jo/EN/List/Green\\_Economy](https://moenv.gov.jo/EN/List/Green_Economy)

<sup>14</sup> <https://unfccc.int/sites/default/files/NDC/2022-06/UPDATED%20SUBMISSION%20OF%20JORDANS.pdf>

<sup>15</sup> [https://www.moenv.gov.jo/ebv4.0/root\\_storage/en/eb\\_list\\_page/national\\_adaptation\\_plan.pdf](https://www.moenv.gov.jo/ebv4.0/root_storage/en/eb_list_page/national_adaptation_plan.pdf)

<sup>16</sup> <https://www.undp.org/sites/g/files/zskgke326/files/2023-03/National%20Climate%20Change%20Policy%20of%20the%20Hashemite%20Kingdom%20of%20Jordan%202022-2050.pdf>

<sup>17</sup> [https://www.memr.gov.jo/EBV4.0/Root\\_Storage/EN/EB\\_Info\\_Page/StrategyEN2020.pdf](https://www.memr.gov.jo/EBV4.0/Root_Storage/EN/EB_Info_Page/StrategyEN2020.pdf)

<sup>18</sup> <https://www.sustainability.gov/pdfs/ggi-jordan-agriculture.pdf>

<sup>19</sup> [https://www.cbj.gov.jo/EBV4.0/Root\\_Storage/EN/FINAL\\_-\\_Green\\_Finance\\_Strategy\\_-\\_English\\_Version\\_-\\_10\\_Nov\\_2023.pdf](https://www.cbj.gov.jo/EBV4.0/Root_Storage/EN/FINAL_-_Green_Finance_Strategy_-_English_Version_-_10_Nov_2023.pdf)

## **Chambers of Industries**

Jordan, Amman, Zarqa and Irbid Chambers of industries play a key role in representing the different industrial sectors and most of them have developed institutional structures and Programmes to enhancing industrial transition to sustainability and green economy. For instance, the Center for Energy and Environmental Sustainability of Jordan Chamber of Industry (JCI) supports industrial firms in improving energy efficiency and environmental performance.

## **International development initiatives**

Entrepreneurship has long been a priority on the agenda of international development actors in Jordan, and this commitment is currently reflected in the current implementation of three major donor-driven initiatives. The EU-funded Green Forward project implemented by SPARK and the United Nation Development Programme (UNDP) aims at strengthening the capacities of (BSOs) as key ecosystem enabling Organisations. Under KOICA funding, the Global Green Growth Institute (GGGI) and CEWAS are implementing a 'green accelerator' that offers tailored support to green enterprises and MSMEs, with a focus on the energy efficiency, waste management, and water conservation sectors. UNDP's Green Growth and Jobs Accelerator is a regional initiative supporting SMEs to transition towards sustainable operations while creating green employment opportunities for youth and women. GIZ implemented projects in Jordan offer a variety of support services to the private sector in green transition. Projects implemented in the Employment Cluster focus on private sector development. I-FIN supports the development of green financial services for SMEs with special focus on climate risks and impacts. E4DE is supporting the general entrepreneurship ecosystem in Jordan including green entrepreneurship and startups. GAIN is supporting an enabling environment for policy cohesion, access to finance and direct technical support to private sector in green transition pathways. In the waste cluster, SoWAS project is supporting policy development in waste management with a streamlined contribution to supporting private sector engagements and investment in several waste management innovations.

## **Private sector initiatives**

Impact Mena, VentureX, Flat6Labs and Jordan Start are key private business support Organisations of the ecosystem, offering business acceleration services, providing essential resources and facilities, and either investing venture capital directly or facilitating access to investment opportunities. Although they share common objectives, they are currently engaged in distinct initiative. Jordan Start is recognized as a pioneer in business incubation with a strong focus on the northern part of Jordan; VentureX leads the country's first AgriTech accelerator, HASSAD; Flat6Labs currently supports the implementation of UNDP's Green Growth and Jobs Accelerator; and Impact MENA facilitates the EU-funded "SheVenture" Programme, which focuses on incubating women-led businesses.

### **4.2.3 Financial support**

Although a wide range of local and international financial instruments and institutions—such as the GCF, CBJ, the World Bank, and various donors—are mobilized to support Jordan's transition to a green economy, the list of actors directly supporting Jordan's green business ecosystem is more limited.

Commercial banks play an important role in financing SMEs. According to CBJ data, the quarterly percentage of total credit facilities granted to MSMEs (including green businesses) oscillated between 9 and 11% from 2016 to 2024<sup>20</sup>. Some banks, such as Jordan Ahli Bank with its 'My Green Project' and Jordan Kuwait Bank (JKB) through its 'Sustainable Supply Chain Finance' Programme, are actively supporting green businesses by providing tailored financial solutions. Moreover, the recent issuance of Jordan's first green bonds by JKB could create momentum, encouraging other banks to follow and further mainstream green business finance. Alongside commercial banks, government initiatives like JEDCO, JREEEF, and ISSF are essential in supporting green SMEs with financial services. JEDCO offers grants and loans to boost innovation and sustainable practices, while JREEEF focuses on financing renewable energy projects and energy efficiency initiatives, enabling SMEs to reduce their environmental footprint. The ISSF provides equity investments and venture capital to early-stage startups and SMEs, helping them scale. The SME Fund provides support to SMEs in general and could have a strong potential for enhancing green SMEs with a special focus. The Jordan

<sup>20</sup> [https://www.cbj.gov.jo/ebv4.0/root\\_storage/en/eb\\_list\\_page/esmes62024.pdf](https://www.cbj.gov.jo/ebv4.0/root_storage/en/eb_list_page/esmes62024.pdf)

Investment and Capital Fund is another potential financing source for SMEs. Green Bonds present more opportunities for green financing although the potential for SMEs needs to be investigated. Guidelines for a sovereign green bond in Jordan have been issued, the sovereign green bond will be structured in full alignment with internationally recognized standards, including the Green Bond Principles (GBP) of the International Capital Market Association (ICMA), and with Jordan's Green Taxonomy and other relevant frameworks.

Furthermore, some key financial partners in Jordan—primarily international development agencies or development banks—actively support additional components of the green business ecosystem. For example, several green 'education and technology' Programmes are financed by development agencies. The renewable energy and energy efficiency-focused Green Skills Training Programme, co-implemented by GGGI and Al Hussein Technical University (HTU), is fully funded by the Korea International Cooperation Agency (KOICA). Similarly, the German Federal Ministry for Economic Cooperation and Development (BMZ) funded the establishment of the Jordanian-German Center of Excellence for Solar Energy, which provides training and certification in solar energy technologies. These financial partners also tend to play a key role in the funding (and in many instance the design and implementation) of green business development Programmes, such as described in the above section "Business Support Organisations and Programmes".

#### **4.2.4 Education, Research & Technology**

Universities, research institutions, and capacity-building providers form a key part of Jordan's green business ecosystem, supporting the growth of green SMEs through technical assistance, knowledge transfer, and specialized education.

Jordan's leading universities—including the German Jordanian University (GJU), Al Hussein Technical University (HTU), and the University of Jordan (UoJ)—offer academic Programmes focusing on sustainability and environmental sciences. For instance, UoJ hosts the Water, Energy, and Environment Center (WEE-Center), an interdisciplinary research unit working on the issues of water resource management, renewable energy and environmental protection. GJU also ventures into applied research for green innovation, with notably the establishing the so-called 'C-Hub', envisioned as a pioneering facility for the sustainable management of spent electric vehicle (EV) batteries. Tafila Technical University, the Jordanian-German Center of Excellence for Solar Energy, and the German Energy Academy further advance technical education on renewable energy and energy-efficient systems.

Other research-oriented Organisations like the Royal Scientific Society (RSS) and NARC offer research and development support, aiming to address challenges in water management, agriculture, and environmental sectors. Non-profit entities such as Methods for Irrigation and Agriculture (MIRRA) and Jordanian Association for Quality Environment support research & development in Jordan's agricultural sector and implement sustainable initiatives.

Finally, the Jordan Engineers Association (JEA) upskills engineers on renewable energy technologies and their integration into sustainable development through training and the promotion of best practices fostering green innovation.

#### **4.2.5 Culture and awareness**

The transition to a sustainable economy relies heavily on cultural change and public awareness. NGOs and civil society Organisations therefore play a vital role in the ecosystem as cultural catalysts, employing public outreach, education, and community involvement to promote environmental awareness and encourage the adoption of green solutions. While many NGOs in Jordan offer awareness and educational Programmes on environmental issues to support local communities, only few actively engage with the green business sector or contribute to its development. Qutoof is one of the exceptions: it implements specific circular economy training and awareness activities targeting SMEs. Also, some NGOs with private sector membership—such as the Jordan Strategy Forum (JSF), the Jordan Green Building Council (JGBC) and EDAMA—channel topic-specific awareness and educational activities to their members and other representatives of the private sector.

They also act as think tanks and advocacy/ pressure groups to push for policy recommendations that improve public private partnerships in green economy and open up opportunities for the private sector to engage more effectively with the green economy transition. Some international NGOs (e.g. Oxfam) provide training and awareness activities targeting several ecosystem stakeholders, including businesses.

## 5 Challenges and opportunities

While challenges persist, the green business ecosystem in Jordan holds great potential. With strategic policy development, enhanced stakeholder coordination, and international collaboration, Jordan can effectively harness its potential to have a leading regional role in green business practices. This chapter presents current challenges that green businesses in Jordan are faced with and opportunities to overcome these and expand the sector in the future.

### 5.1 Challenges

Jordan's green business ecosystem is still emerging and must address several challenges for it to grow and thrive. Two major overarching bottlenecks were identified:

Firstly, several interviews conducted for this study revealed a lack of shared understanding among stakeholders about what constitutes a 'green business.' While some define green businesses solely by the characteristics of their products and services, others take a broader view, incorporating sustainable processes and social impact. Moreover, some businesses market themselves as "green" without adhering to clear benchmarks. As a result of these inconsistencies, the green business ecosystem remains partially fragmented, support initiatives are poorly coordinated, and consumer awareness and trust in green products and services may be weakened.

Secondly, the economic situation is also a major factor influencing consumer choices. Although Jordan is showing signs of economic recovery, the Ipsos' Jordanian Consumer Sentiment Index (Q1 2025<sup>21</sup>) indicates that the high cost of living and inflation remain top public concerns together with the persistent unemployment. As a result, business-to-consumer (B2C) sectors may be experiencing reduced consumer demand. Although consumer behaviour was not directly examined in this study, it is reasonable to assume that this trend presents particular challenges for green businesses, as green products and services often entail higher upfront costs. Amid inflation, the generally higher cost of sustainable options can therefore turn consumers away, limiting green consumption in Jordan.

While these two overarching challenges stand out, interviews revealed specific obstacles and areas for improvement within each enabling component of the ecosystem:

#### 5.1.1 Policy & Regulation

Aside from the well-established renewable energy sector, most of the sectors explored in this study lack comprehensive regulations that govern private sector investments. Interviewees attributed this gap to the limited data on green businesses, which, in turn, hampers the development of effective policies. In addition, the implementation of policies and regulations addressing green business development is fragmented, with responsibilities dispersed across various government ministries. The absence of a designated coordinating body results in overlapping mandates, conflicting interests among stakeholders, bureaucratic complexity and a lack of comprehensive incentives to support green businesses. Furthermore, interviewees also pointed out

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<sup>21</sup> [Ipsos' Jordanian Consumer Sentiment Index Q1 2025](#)

that existing (environmental) regulations—such as the Waste Management Framework and Sustainable Public Procurement<sup>22</sup>—are often not enforced effectively.

Since green SMEs are distributed among many economic sectors, there is no entity that can present their demands and interests in negotiations and partnerships with the private sector. However, green SMEs must have a place on the table on national dialogue for green policies impacting various economic sectors. This can be established through chambers of industry and commerce as well as some private sector associations. In many cases, green businesses in general are not aware of the opportunities available for engaging in policy dialogues and there should be a more focused effort by the government to enhance its connection to green business and increasing their awareness of possible consultation opportunities for policy development.

### **5.1.2 Business support Organisation and Programmes**

Most existing enabling Programmes were characterized by interviewees as repetitive, overly superficial, frequently failing to move beyond awareness-raising and thus providing limited value to entrepreneurs. Interviewees also noted that the Programmes often involve lengthy application processes, creating significant barriers—particularly for small start-ups with limited resources—and raised concerns that many of these initiatives tend to prioritize performance metrics and beneficiary numbers over meaningful impact. Most of the enabling Programmes for green businesses are donor-driven and focus on issues such as climate change, carbon emissions and plastic waste reduction. Some other Jordanian (policy) priorities, including socio-economic and environmental challenges such as sustainable water management, food security and renewable energy, receive less attention. In other words, the current offering of Programmes shows significant limitations. There is a need for more context-specific and in-depth enabling Programmes. Furthermore, tailored one-on-one support mechanisms, which are currently hardly available, should be mainstreamed to effectively develop individual green businesses. The mapping exercise has indicated that most of the BSOs are operating in Amman with stronger networks compared to BSOs in governorates. There is a need to strengthen BSOs presence and impact in the governorates.

### **5.1.3 Financial support**

Access to finance remains a major challenge for SMEs in Jordan. Although they represent around 90% of all businesses, employ 60% of the workforce, and contribute approximately 50% of GDP, SMEs receive only a small share of commercial bank lending. From 2016 to 2024, the share of total credit facilities extended to MSMEs (including green SMEs) ranged between just 9% and 11%, highlighting a significant imbalance between their economic importance and the financial support they receive.

Access to finance is a common challenge for SMEs across Jordan, with structural barriers—such as strict collateral requirements, conservative lending, and limited tailored financial instruments—being the most significant. Banks' reliance on standard risk models often excludes SMEs with irregular cash flow or intangible assets. Green SMEs may face additional difficulties—particularly those operating in sectors such as sustainable agriculture and water efficiency—as they often involve substantial upfront investments, depend on advanced infrastructure and technology, and require longer return on investment timelines. These characteristics, combined with the sector's long-term outlook, contribute to its perception as high-risk, making it less attractive to investors who often favour sectors like ICT, which are more established and typically generate faster returns.

This concurs with observations from green business interviewees, who noted that their sectors are frequently viewed as high-risk by commercial banks, leading to reluctance in providing financial support. On the other hand, a local association of banks highlighted that a key barrier to accessing available financing—especially in the green sector—is the limited number of investment-ready and financially mature SMEs. Many SMEs in Jordan struggle with inadequate financial documentation, low scalability, and a lack of familiarity with banking regulations and financing requirements. In other words, it seems that many SMEs are unaware of the

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<sup>22</sup> [https://www.moenv.gov.jo/ebv4.0/root\\_storage/ar/eb\\_list\\_page/waste\\_management\\_framework\\_law\\_no\\_16\\_of\\_2020.pdf](https://www.moenv.gov.jo/ebv4.0/root_storage/ar/eb_list_page/waste_management_framework_law_no_16_of_2020.pdf)

appropriate financial products and lack the knowledge needed to meet commercial financing standards. In conclusion, while SME financing is already limited, it seems that the few available opportunities are often out of reach due to the low financial literacy and preparedness of many (green) SMEs.

Finally, an additional key challenge within the financial support component of Jordan's green business ecosystem is its heavy reliance on international development aid. Foreign grants and other forms of foreign impact investment remain significant sources of funding for green SMEs. However, this dependency introduces instability, as funding levels are subject to shifting donor priorities and broader geopolitical or economic changes. This vulnerability was recently illustrated by the disruption caused by the phase-out of several USAID-funded Programmes in Jordan (e.g. the "Recycling in Jordan Activity", the "Water Efficiency and Conservation Activity"—including the H2JO Accelerator, and the "Energy Sector Support Activity"). Therefore, it is all the more important to strengthen commercial financing solutions to ensure more stable and sustainable support for green businesses.

#### **5.1.4 Education & Technology: Talent and technological deficits**

Several interviewees from green businesses and support Organisations emphasized that the green business ecosystem in Jordan suffers from a shortage of skilled talent. Reasons cited for this were the lack of adequate technical and vocational training and higher education in Jordan and the migration of skilled professionals to Gulf countries. Among other things, this means that start-ups, for example, must often invest in expensive external knowledge to drive their growth (e.g. in the form of consultants or interim high-level staff, etc.), ultimately reducing their profitability. This expertise deficit may be particularly critical in certain domain—such as the development of services for renewable energy technologies—where green businesses must navigate a dual transformation: digitalization and sustainable development. Interviewees also described a general lack of prototyping and testing facilities in Jordan. The connection between technical universities with focus on research & development and green business needs to be enhanced to provide businesses with the tools, technology and co-working spaces to develop prototypes and quality testing of their products. As the majority of green businesses are technology based, they are facing the high transition costs in applying new technologies in various business development stages.

#### **5.1.5 Culture & Awareness: Low demand for green products and services**

Many interviewees described a low demand by customers in Jordan for green products and services as a major obstacle for the further development of green businesses. The low demand for green products can be attributed to several factors, including limited public awareness of the benefits of green products, higher purchase/upfront costs compared to conventional alternatives, and restricted availability outside major urban centres. Demand is also hampered by the low size of the Jordanian markets, which forces SMEs to explore regional and international markets and address the ever-increasing conditions for export for such markets.

### **5.2 Opportunities**

The ongoing development of Jordan's National Green Taxonomy presents a strategic opportunity to strengthen and formalize the country's green business ecosystem. While the official priority sectors have yet to be confirmed, members of the Green Taxonomy Working Group (GTWG) have identified Energy, Transport, Industry (including manufacturing), Agriculture, and Water as the five sectors<sup>23</sup> most likely to be prioritized. Although Waste Management and Construction were not highlighted as primary sectors, they have been acknowledged by GTWG members as important secondary areas. As such, strong alignment is anticipated between the sector prioritization in the forthcoming green taxonomy and the priority green sectors identified in this study (see Section 2.3). The adoption of the national green taxonomy would mark a significant milestone for Jordan's green businesses, as it would formally recognize their contribution to environmental objectives and establish a clear benchmark for defining which business operations or practices can be categorized as

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<sup>23</sup> Ricardo (2025). *Inception Report – Support for the Development of a National Green Taxonomy in Jordan*. Prepared for the World Bank. Issue 1, 11 March 2025.

“green activities”. It would also provide a robust foundation for fostering a shared understanding among stakeholders of what constitutes a green business.

Furthermore, new financing channels for green businesses are expected to emerge by attracting increased green capital, as the national taxonomy is set to serve as a key tool in leveraging investment from international financial institutions and mainstreaming green finance across the market. Therefore, the National Green Taxonomy is expected to foster a collaborative and dynamic environment that encourages cross-sector engagement and actively involves the private sector in advancing national sustainability goals, thereby strengthening Jordan’s overall green business ecosystem.

In addition, respondents in the data collection context highlighted the potential of the green business ecosystem to create jobs and help retain talent within the country. Many emphasized that Jordan’s dynamic young workforce, combined with its strategic geographic location, positions it well to become a regional hub for green practices. This represents a further transformative opportunity—not only for economic development but also for positioning Jordan as a leader in sustainable innovation across the region.

Beyond these strategic opportunities, additional opportunities have been identified within several key components of the green business ecosystem:

### 5.2.1 Green Businesses

Jordan presents significant potential for green business development across multiple sectors. In particular, energy efficiency, waste management, water treatment and reuse, agriculture, and environmentally friendly construction and housing have been highlighted as areas with especially high growth opportunities:

- **Energy efficiency:** The sector has strong growth potential in Jordan due to high energy costs, government incentives and demand in the industrial and commercial sectors. In 2024, the Renewable Energy and Energy Efficiency Fund (JREEEF) signed 66 agreements with industrial facilities to introduce energy efficiency technologies with the aim of achieving energy savings of up to 60% for the participating facilities.<sup>24</sup> There is a growing demand for professional energy auditing services; although currently, only 9 companies are certified to provide such services in Jordan.<sup>25</sup>
- **Waste management & recycling:** Jordan has seen a high surge in waste volumes during the past decade, with double the amounts forecasted in the next 15 years. Most of the unsorted waste, including hazardous waste, is transferred to landfills.<sup>26</sup> Recycling, reuse and circularity of waste could provide a high potential for retaining materials in the economy and maximum use of waste as inputs.
- **Solar panels:** Total installed grid-connected photovoltaics (PV) capacity reached 2,073.86 MW by the end of 2024, contributing 28.2% to Jordan’s electricity generation mix (3Q/2024). The PV systems of most solar power megaprojects in Jordan will reach the end of their service life this decade.<sup>27</sup> This results in two business opportunities: firstly, new PV modules are needed, and secondly, large quantities of PV “waste” are generated – the old PV modules will have to be processed, recycled or used for other purposes (reuse).
- **EV batteries:** The rapid increase in EVs in Jordan (>130,000 EVs) has outpaced the development of infrastructure for sustainable disposal and end-of-life processing. This is where green business providers could step in and build a corresponding reuse and recycling infrastructure. The interviewees also saw opportunities for Jordan to establish itself as a leading regional hub in the field of second-life EV batteries, building on significant growth opportunities in the EV market, inside but also outside of Jordan.
- **Water desalination, treatment and reuse:** Jordan is one of the most water-scarce countries in the world for renewable freshwater with around 61 cubic meters per capita per year (Absolute scarcity threshold: 500 cubic meters per capita). Water treatment and recirculation are therefore essential for

<sup>24</sup>[https://www.memr.gov.jo/En/NewsDetails/JREEEF\\_signs\\_66\\_agreements\\_with\\_industrial\\_facilities\\_to\\_implement\\_energy\\_efficiency\\_technologies](https://www.memr.gov.jo/En/NewsDetails/JREEEF_signs_66_agreements_with_industrial_facilities_to_implement_energy_efficiency_technologies)

<sup>25</sup> الشركات المرخصة لممارسة نشاط تقديم خدمات التدقيق الطاقى - وزارة الطاقة والثروة المعدنية

<sup>26</sup><https://www.giz.de/en/downloads/giz2024-en-factsheet-SoWas.pdf>

<sup>27</sup><https://www.ecomena.org/progress-of-solar-pv-sector-in-jordan/>

meeting the country's current and future water needs and thus represents a significant growth opportunity for companies.

- **Agriculture:** With over 90% of land being arid or semi-arid, and rainfall patterns becoming increasingly erratic due to climate change, the sector is highly vulnerable. Currently, agriculture uses around 52% of Jordan's scarce water resources, with a large share being lost to inefficient irrigation practices. Facing the need to reinvent itself, Jordan's agricultural sector presents strong opportunities for green business development—particularly through innovations in water management, climate-smart farming, land reclamation and sustainable practices.
- **Construction & green buildings:** the Jordan Green Building Council (JGBC) estimates that construction and demolition waste accounts for about 43% of total municipal solid waste. However, despite great cost saving potential, only a marginal share of this waste is being reused or recycled. In the context of rising costs of construction material, the reuse/recycling of construction and demolition waste presents a relevant opportunity for alternative green business models.
- **Climate change:** The current and potential contribution of green SMEs to Jordan's efforts in climate change mitigation and adaptation is not clear and documents. Although GHG emissions from SME operations might be small, SMEs are in a healthy position to contribute to the overall efforts in mitigation and adaptation through their products and services across the value chains. An increased commitment by the public and private sector for low carbon development will mean more demand for green products and services produced by green SMEs

More generally, beyond specific sectoral opportunities, a cross-sectoral analysis of supply and demand for green products presents a valuable opportunity to drive the growth of Jordanian green businesses. By identifying specific needs across various industries, businesses can better understand where green solutions are most in demand. This need-based insight allows for a more precise matching of green products and services with the requirements of larger industries and consumers and accordingly establishing enabling conditions for green SMEs to integrate their products and services in the value chain of large industries.

Innovative green businesses often develop proprietary technologies, circular product designs, or process improvements that require intellectual property (IP) protection to scale and compete regionally and globally. However, limited awareness, high registration costs, and procedural complexity often prevent SMEs from registering patents or securing IP rights

### 5.2.2 Policy & Regulation

The government's commitment to sustainability is growing, as evidenced by Jordan's climate action pledge through its NDC<sup>28</sup> to reduce greenhouse gas emissions by 31% by 2030. And the transition to a green economy is a key pillar of the government's sustainable development strategy as reflected in the National Green Growth Plan and the Economic Modernization Vision (EMV). Furthermore, the EMV's Executive Programme<sup>29</sup> clearly acknowledges the key roles of innovation, entrepreneurship, and SMEs, and outlines targeted measures to support their development through access to finance, capacity-building, and regulatory reform. In other words, there is strong political momentum in Jordan for enabling SMEs, entrepreneurs, and innovators to become key drivers of the country's transition to a green economy.

Furthermore, as Jordan's green economy regulatory framework is still under development, the key stakeholders have the opportunity to shape it in line with international best practices. By aligning with global trends such as carbon divestment or carbon emissions trading, Jordan can position itself to attract sustainable investment and increase the international competitiveness of its green sectors.

The forthcoming roll-out of the "Jo Ecolabel" also offers promising potential for product-oriented green businesses. Although it is a national eco-label, it is being developed in alignment with the ISO 14024 international standard and may therefore help position Jordanian green products to meet the expectations of export markets with stricter environmental entry requirements.

<sup>28</sup> <https://unfccc.int/sites/default/files/NDC/2022-06/UPDATED%20SUBMISSION%20OF%20JORDANS.pdf>

<sup>29</sup> [https://www.mop.gov.jo/EN/Pages/Economic\\_Modernisation\\_Vision\\_Executive\\_Programme\\_20232025?View=4141](https://www.mop.gov.jo/EN/Pages/Economic_Modernisation_Vision_Executive_Programme_20232025?View=4141)

The regulatory framework aimed at encouraging companies to develop and adopt Environmental, Social, and Governance (ESG) targets will also play a key role in further mainstreaming international corporate sustainability standards in Jordan. A notable example is the “Climate-Related Disclosures Regulatory Framework,” which mandates that companies listed on the ASE20 Index of the Amman Stock Exchange comply with specific climate-related reporting requirements. While this obligation currently applies only to a select group, companies are increasingly choosing to adopt ESG practices on a voluntary basis. This growing momentum may strengthen the green business ecosystem and drive greater demand for green products and services.

Recently, the Public Procurement Department has issued a green procurement policy which emphasizes the need to prioritize green public procurement and is currently developing specific guidelines and standards for implementing this policy.

### **5.2.3 Financial support**

Lastly, interviewees emphasized that early-stage support for startups in Jordan is increasingly accessible, providing a solid foundation for catering to the specific needs of green businesses. This was also supported by an interview with an association representing local banks in Jordan, which highlighted that commercial banks in Jordan are increasingly interested in green financing and are open to financing green SMEs, recognizing the sectors potential for sustainable growth.

Several interviewees expressed the hope that the upcoming National Green Taxonomy will offer a clearer framework for green business classification and financing, paving the way for targeted investments. In addition, a National Green Finance Strategy has been published, providing guidance for commercial banks. Moreover, interviewees highlighted that the increasing collaboration with international partners like the World Bank, the EBRD and the Green Climate Fund (GCF) is strengthening Jordan’s green finance and support infrastructure.

In addition to efforts by local banks, interviewees also pointed to international initiatives such as the GCF and the Green Economy Financing Facility (GEFF), which offer valuable technical and financial support that can help de-risk investments in and enhance the bankability of green SMEs.

CBJ is driving the growth of Green Finance in Jordan, through its Green Finance Strategy, with a target of green finance reaching 30% by 2028. It also promotes “inclusive green finance”, calling for existing financing tools for micro-, small, and medium enterprises (MSMEs) to be adapted

Moreover, CBJ is developing upcoming programs within the national financial inclusion strategy work plan (finance from banks pillar) with the following activities :1. Develop specialized training programs on green products as part of the strategic measure:1- Develop financial capacity-building programs for MSMEs. 2. Launching the Green Credit Guarantee program under the strategic measure Enhance role of JLGC. Also, in the non-bank finance pillar it includes activity (Training sessions about new topics such as climate change and its risks and how to manage it, green finance and financial inclusion) under the strategic measure Hold capacity building and training sessions for the staff of finance companies. Also, the I-FIN follow-on commission approach project that starts in November 2025 will include in its project structure a component to strengthen MSME capacities to access inclusive green finance.

GIZ implemented SoWas project in the waste cluster started with the MoInv to develop a clear investor journey or guideline for an investor to better be able to invest in SWM. The MoInv is currently working on updating and streamlining its processes and are considering using the niche SWM to test their process with.

## 6. Recommendations

Drawing on interviews with green businesses and BSOs, along with the analysis of the green business ecosystem—its challenges and opportunities—we identified practical recommendations to support its growth in Jordan. These are presented below – organized according to central stakeholder groups that are decisive for the implementation of support measures: governmental agencies, support Organisations and green businesses in Jordan as well as the GAIN project and other international development Organisations.

The recommendations are further categorized based on their urgency and implementation timelines, reflecting their criticality and the complexity of execution:

- **Immediate actions:** These measures are of the highest priority and can be implemented promptly to address pressing gaps or deliver tangible, short-term results.
- **Strategic priorities:** These actions necessitate careful planning and resource allocation but are essential for fostering medium-term growth and strengthening the ecosystem.
- **Sustainable foundations:** These measures are foundational for ensuring long-term success and sustainability, though they are not immediately critical.
- **Critical but complex:** These actions are urgent in terms of planning and preparation; however, their implementation requires significant time and resources due to their inherent complexity.

### 6.1 For governmental agencies in Jordan

To foster the growth of green businesses in Jordan, several strategic actions and policy recommendations are proposed. These aim to create a supportive policy environment for sustainable practices while addressing current challenges within the green business ecosystem. By addressing these key areas, Jordan can create a thriving green business ecosystem that supports sustainable development and accelerates the country's green growth transition.

#### Immediate actions (high urgency, short-term)

1. **Policy development and clarity:** Establish clear and supportive policies to encourage the growth of green businesses, including the introduction of tax incentives and subsidies. Aligning these policies with the forthcoming National Green Taxonomy will ensure alignment with international standards while promoting a formal framework to define what constitutes a “green business”. Policy alignment is also crucial at the level of key climate and green policies (i.e: EMV,NDCs, Green Growth Plans, etc...) to integrate green businesses as a driver for private sector led green transition and low carbon/climate resilient economic growth.
2. **Streamlined public institutional support:** Green businesses are registered and classified under various economic sectors, but they do not form a cohesive economic structure regulated by a central ministry or public institution. Although this allows for innovation and diversity, it also puts green businesses in a vulnerable position, since they are required to adapt to varying public policies and regulations. There is a need to have a streamlined public approach towards green businesses that enhances their growth potential and provides supporting mechanisms. Three ministries in particular can play a coordinated role in streamlining institutional support for green businesses, namely: Ministry of Environment, Ministry of Industry and Trade and Ministry of Digital Economy and Entrepreneurship. The green economy unit at the MoEnv, in particular, has the potential to play a leading role in streamlining support for green businesses.
3. **Addressing gaps in government support:** While public financial support for green business models has recently increased (i.e. Industrial Development Fund, JREEEF) the main sources for financial support are coming from both international development partners and private sector financing.

Learning from donor-driven initiatives could provide valuable insights on how to attract and maximize climate and green financing in Jordan.

4. **Improving regulatory framework with more incentives:** Streamline the development of regulations and incentives by clearly defining responsibilities across ministries, ensuring regulations are concise, comprehensive, and actionable. Providing BSOs and green businesses with market based and tax incentives would tremendously help in expanding the scale of innovation and solutions generated by the private sector to address environmental challenges. This can include increasing the size of green public procurement from total public procurement annually.

#### **Strategic priorities (medium urgency, medium-term)**

5. **Leveraging National Green Growth Plan (2021 - 2025):** Utilize the revision of the National Green Growth Plan (2021 - 2025), implemented by the MoEnv and the GGGI, to align recommendations with the green business ecosystem's priority needs. This includes supporting the proposed development of a Green Growth Index to measure Jordan's green transition and introducing new policy measures. Key regulatory advancements could include standardized eco-labelling and eco-management schemes (e.g. ISO14001), ensuring alignment with national policy priorities.
6. **Formalizing networks and knowledge exchange:** Foster collaboration by establishing a formal network for policy and advocacy that connects government entities with green business support Organisations. This network would facilitate the exchange of practical implementation experiences, support the development of consistent and effective regulations and strengthen advocacy efforts.
7. **Integration of private sector led green growth in the EMV:** As the Government of Jordan is currently in the process of updated the executive programme of the EMV, it is a golden opportunity to integrate strategic objectives and implementation measures that unlock the potential of private sector led green economy growth in Jordan.

#### **Sustainable foundations (low urgency, long-term)**

8. **Building a comprehensive green business database:** Develop and maintain a registry of green businesses in Jordan that would provide a foundation for informed decision-making and targeted policy interventions.
9. **Increasing demand for green products and services:** Boost demand for green products and services through government-led green procurement initiatives. Incentivize the adoption of green products in governmental operations to set a precedent for sustainable practices as well as strengthening green SMEs eligibility to compete in public procurement tenders.

Some of these recommendations could be integrated into a broader, cohesive green entrepreneurship strategy. This strategy would formalize and guide the implementation of key measures, such as the introduction of green subsidies and the mainstreaming of green public procurement. It should also clearly define stakeholder roles, responsibilities, and timelines for implementation. To ensure effectiveness and alignment with global best practices, such a strategy could incorporate principles from international frameworks, including those developed by the OECD<sup>30</sup>.

## **6.2 For Business Support Organisations and Programmes in Jordan**

Support Organisations in Jordan play a crucial role in fostering the development of green businesses and SMEs. To maximize their impact, the following recommendations focus on building upon past business support

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<sup>30</sup> <https://www.oecd.org/en/topics/sub-issues/greening-smes/green-entrepreneurship.html>

initiatives, tailoring support to sectoral needs, and aligning financing strategies with the realities of green businesses. By implementing these measures, support organisations can significantly enhance their effectiveness in nurturing Jordan's green business ecosystem, driving sustainable development, and advancing the country's green economy.

#### **Immediate actions (high urgency, short-term)**

1. **Building on existing initiatives:** Leverage previously and currently implemented programmes and initiatives to avoid duplication of efforts and promote knowledge sharing. A consolidated approach ensures that resources are utilized efficiently, and past learnings are incorporated into future strategies.
2. **Facilitating national and regional networking and collaboration:** Organize networking events that connect green businesses with financing institutions, potential customers, and investors. Additionally, establishing an exchange network among BSOs implementing green support programmes can enhance collective learning and improve the effectiveness of support services. Exchange networks can be created between Jordanian BSOs and regional ones in MENA to exchange best practices, lessons learned and maximize resource efficiency. The same approach can be utilized to build South-South cooperation modalities between Jordan and other emerging and developing economies.
3. **Improving investment readiness Programmes:** Expand the scope of investment readiness programmes for green businesses and financing institutions beyond training and knowledge dissemination. These programmes should include support for creating investment pitch decks, establishing relationships with investors, and providing guidance on terms negotiations. Investment opportunities in SMEs can be increased with the adoption of ESG integration into their operations. ESG adoption can also result in enhanced resource efficiency within the SME operation.
4. **Enhance the capacity and outreach of BSOs outside Amman:** invest in capacity development support for BSOs outside of Amman based on their specific regional needs and comparative advantages and creating regional networks for green businesses and innovation in governorates.

#### **Strategic priorities (medium urgency, medium-term)**

5. **Tailored support based on sectoral needs:** Conduct comprehensive needs analysis across different sectors and SMEs to design more targeted support Programmes. Funding for these programmes should be distributed based on assessments and milestones achieved, rather than equal distribution, ensuring that resources are allocated where they can have the most significant impact. Standardized definitions, eco-labelling schemes, or other benchmarks should be adopted to evaluate and compare company impacts effectively.
6. **Targeted business development support:** Move beyond generic and repetitive mentoring training by providing one-on-one, tailored support for businesses, particularly as they progress beyond their initial start-up phase. This approach will enable more effective business development and growth.
7. **Aligning accelerators with academic institutions:** Promote greater collaboration between accelerators and academic Organisations to provide integrated services for green SMEs and start-ups. This alignment can bridge the gap between theoretical knowledge and practical business development. This could include creating a co-working space that allows green businesses to utilize technological infrastructure available at universities for R & D purposes.

#### **Sustainable foundations (low urgency, long-term)**

8. **Integrating green financing with financial inclusion:** Ensure that green financing initiatives are integrated with financial (social) inclusion strategies to prevent widening the financing gap for underserved segments, such as women-led green SMEs. Develop sector-specific business cases for areas like water, circular economy, sustainable agriculture, and ecotourism to attract financing beyond the renewable energy sector.

9. **Enhancing green financial instruments:** Business support organisations should provide commercial banks with the guidance needed to tailor green financial instruments to the operational and financial realities of green businesses. This includes offering low-cost credit, incorporating risk-sharing mechanisms like loan guarantees, and providing technical support to help SMEs meet banking standards and financing requirements. Strengthening financial tools, such as credit history systems and asset registries, will also enable banks to evaluate SME loan applications more accurately. Some innovative financing products can be developed to meet the requirements of green businesses, including climate and inclusive insurance schemes.

#### **Critical but complex (high urgency, long-term)**

10. **Empowering businesses for financial independence:** Equip companies with consultancy and training to improve their ability to secure funding from banks and through fundraising efforts. Specialized financial training will empower businesses to navigate these processes more effectively. A cost-sharing approach in supporting green SMEs can also ensure beneficiaries' commitment and seriousness. Furthermore, all private sources of finance—including commercial banks, venture capital, impact investors, and others—should be thoroughly explored and mapped to help Jordan's emerging green businesses unlock green financing opportunities.
11. **Improving businesses' export readiness:** Educate companies on green standards that are recognized internationally and/or in major exporting countries and enable access to relevant auditing and certification procedures (e.g. through financial or technical support). Obtaining internationally recognized certifications or meeting relevant standards would enable Jordanian green businesses to access global markets

### **6.3 For green businesses in Jordan**

To drive the growth and sustainability of green businesses in Jordan, it is essential to focus on fostering collaboration, expanding market opportunities, building financial resilience, and increasing the demand for green products and services. Below are key strategies for green businesses themselves to achieve these objectives. By implementing these strategies, Jordan's green businesses can strengthen their market presence, enhance their financial resilience, and contribute meaningfully to sustainable development and economic growth.

#### **Immediate actions (high urgency, short-term)**

1. **Improving financial resilience:** To secure funding and scale effectively, green businesses must focus on becoming more bankable. This includes improving financial reports, enhancing creditworthiness, and building overall banking profiles. SMEs need better awareness of banking regulations, financing requirements, and the financial products most suited to their needs. This could also include Green financial education and access to available green financing opportunities and instruments.

#### **Strategic priorities (medium urgency, medium-term)**

2. **Market development for green products:** Expand market access for green products both locally and internationally. This can be achieved through targeted marketing campaigns, participation in trade shows, and leveraging opportunities in promising sectors identified in market assessments (please refer to chapter 5.2, where particularly promising sectors were highlighted). Emphasizing the unique value of green products and services will enhance their appeal and competitiveness in both domestic and regional markets
3. **Boost growth with expert support and appropriate business models:** Leverage temporary, high-level expertise to strengthen critical business functions by hiring part-time professionals such as interim CFOs or Sales Directors. SMEs could, for example, consider utilizing an Entrepreneur in

Residence (EIR) structure, where experienced entrepreneurs collaborate with support Organisations (e.g. incubators or accelerators) to help startups develop products, expand to new markets, and secure investments, maximizing access to expertise and resources, with a focus on both sustainability and economic growth.

#### **Sustainable foundations (low urgency, long-term)**

4. **Networking and collaboration:** Establish networks or clusters of green businesses to encourage collaboration, shared learning, and innovation. These platforms can facilitate the exchange of best practices, foster partnerships, and create opportunities for joint ventures. A well-connected green business ecosystem will accelerate the transition toward sustainable practices and amplify collective impact. This could be initiated by business associations in collaboration with a few highly committed green businesses and BSOs.

#### **Critical but complex (high urgency, long-term)**

5. **Increasing demand for green products and services:** Green businesses can take proactive steps to boost demand for green products and services, including:
  - **Public awareness campaigns:** Educate consumers and businesses about the environmental and economic benefits of green products.
  - **Green procurement policies:** Advocate for government-led initiatives that prioritize green products in public sector purchasing.
  - **Sustainability branding:** Integrate sustainability into the businesses branding and marketing strategies, appealing to the growing segment of environmentally conscious consumers.
  - **Integration of green products in the value chains of larger industries:** Identify market needs by large industries to be addressed by green SMEs and increase strategic connections between large and small businesses in Jordan. This can also include integrating green products in the upcoming infrastructure projects related to water treatment/desalination and rainwater harvesting and management and forestation and agricultural soil preservation.

### **6.4 For GAIN project and other international development Organisations**

GAIN project aims to empower green SMEs in Jordan by addressing their diverse needs through capacity building, tailored support Programmes, partnerships, and linkages to funding opportunities. Below are the key recommendations for the GAIN project and other similar initiatives by international development Organisations to promote the growth of the green business ecosystem in Jordan. Through capacity building, tailored support, strategic partnerships and financing opportunities, international development Organisations can empower green SMEs to drive sustainable development, create jobs and address environmental challenges.

#### **Immediate actions (high urgency, short-term)**

1. **Capacity building for green skills:** Develop and implement training Programmes to enhance the technical and operational skills of local businesses and support Organisations in green technologies and sustainable practices. Programmes should include hands-on training in areas such as Impact Measurement and Management, Resource Efficiency, Cleaner Production, and Waste Management.
2. **Tailored support for SMEs:** Design sector-specific support Programmes for green SMEs, starting with a diagnostic of their needs and growth potential. Provide financial and technical assistance that balances support for business development with inputs on how to reduce the environmental impact, while addressing specific needs at different stages of business maturity.

3. **Partnership facilitation:** Foster partnerships between local green businesses and international companies to promote knowledge exchange and technology transfer. Collaborate with existing Programmes and Organisations in Jordan, such as EBRD Start Venture and the Water, Environment and Climate Change Centre (WECCC), to ensure complementary efforts and effective resource utilization. Collaborate with Organisations already active in Jordan's green ecosystem by complement existing services with implementation support to maximize impact.
4. **Funding opportunities and networking events:** Identify and promote funding opportunities for green businesses by facilitating collaborations between international donors, financial institutions, and local stakeholders. Organize targeted networking events that connect green businesses with financing institutions, potential customers, and investors. These events should focus on specific sectors or value chains to maximize impact.
5. **Enhanced coordination between donors/development partners:** Create a sustainable coordination platform between donors and international development partners to better support the green business network in Jordan. This platform can function to optimize delivery efficiency and create updated knowledge products and monitoring trends in the green business ecosystem.

#### **Strategic priorities (medium urgency, medium-term)**

6. **Advanced training for green ecosystem:** Provide technical training for both green businesses and support Organisations, focusing on practical implementation and facilitation of sustainable practices.
7. **Sector-specific value chain development:** Support the full value chain by adopting a market-based approach that connects supply and demand while enhancing collaboration across stakeholders. Build on existing Programmes to ensure continuity and address gaps.
8. **Exchange of regional best practices:** Utilize the accumulated knowledge gained by different active donors and development partners in supporting green business ecosystems in the MENA region to create exchange and learning activities that disseminates best practices for BSOs and green businesses in particular. **Sustainable foundations (low urgency, long-term)**
9. **Review past green support Programmes:** Conduct a comprehensive review of already implemented or terminated green support Programmes, such as those by USAID, to assess progress and identify opportunities for international development partners to build on achieved outcomes.

#### **Critical but complex (high urgency, long-term)**

10. **Long-term partnerships for knowledge sharing:** Establish long-term partnerships between international and local stakeholders to ensure sustainable knowledge transfer and the development of green business ecosystems.

## 7. Annex

### 7.1 List of green businesses in Jordan<sup>31</sup>

Sector	Enterprise	Description
Agriculture	<a href="#">Sinnara</a>	Hydroponic / Aquaponic farming solutions for rooftops, based in Gaza refugee camp in Jordan
	<a href="#">Smart Green</a>	Smart Green for AgriTech Solutions digitizes agribusiness using Industry 4.0 technologies, helping farmers optimize water, fertilizer and energy use, saving up to 70% of water consumption in closed systems and 30% in open fields.
	<a href="#">World of Plants</a>	leverages AI to provide real-time plant disease diagnostics and customised treatment recommendations. This innovative approach reduces the need for broad-spectrum pesticides, promotes sustainable farming practices, and enhances crop resilience,
	<a href="#">Al Maida</a>	Olive pomace drying to convert Pomace by-product from our mill into animal feed.
	<a href="#">Ivvest</a>	Smart, plug-and-play, indoor container for vertical farming unit.
	<a href="#">iPlant</a>	iPlant is developing innovative agritech, combining vertical and hydroponic farming. iPlant focuses on offering sustainable and smart agricultural solutions for companies and individuals in the private and public sectors
	<a href="#">HypoFarm</a>	Use of aeroponics technology to enhance plant growth while conserving up to 95% of water and eliminating insecticides. Supplies hydroponics nutrient inputs and hydroponics farming
	<a href="#">Smart Control Technology</a>	Provides sustainable, innovative, environmentally friendly productivity and irrigation solutions and wide range of services to farmers, including digital farming, greenhouse, micro and community irrigation solutions. In addition, it provides IoT-based services such as sensor-based agriculture, weather-based agriculture and climate adaptation.
	<a href="#">OLITEC</a>	Provides hardware and software and data management solutions for agricultural development with focus on olive oil sector
	<a href="#">OrganicG</a>	Provides organic fertilizers for use in farms
	<a href="#">Nexus Nature</a>	A company specialized in providing custom solutions to the agricultural sector to empower it to operate it in a more sustainable manner (Won Abdul Hameed Shoman Innovation Award 2024)
Construction	<a href="#">Al Aghsan and Al Karma</a>	Organic fertilizer cooperative specialised in Green Compost, Vermicompost, Mushroom compost, Biochar, Mushroom. Converts agriculture waste to biochar
	<a href="#">Green Building For Insulation Blocks</a>	Producing insulating blocks and lightweight concrete

<sup>31</sup> Disclaimer: This list is not exhaustive and includes solely information on the companies reviewed in this current report and meet all the criteria for a green business including product maturity. It will be updated and revised on an ongoing basis.

Sector	Enterprise	Description
	<a href="#">Ploro Construction</a>	Ploro is an innovative startup launched to utilize recycled plastic as raw material for the production of roof and floor tiles and bricks, providing a cost-effective alternative to producing tiles and bricks relying on recycled plastic for better insulation.
	<a href="#">Almethalia for green building (ECO panels)</a>	Almethalia is a company specializing in green building solutions. They offer products and services designed to minimize environmental impact and promote sustainable construction practices. This includes eco-friendly building materials and energy-efficient consultation
	<a href="#">Steps of Creativity for Artificial Stone</a>	Produces eco-friendly artificial building stones as a sustainable alternative to natural stone
Energy	<a href="#">ION</a>	The leading EV charging platform in Jordan & MENA, pioneering turnkey integrated solutions provider in EV charging.
	<a href="#">Nawar El Hussein for green Technology (Green Globe)</a>	Provides Smart, innovative and affordable solutions to reduce Energy, Water and Materials consumption & waste recycling.
	<a href="#">Algebra Intelligence</a>	Algebra Intelligence specializes in IOT-based solutions for energy, maintenance and operation management systems
	<a href="#">Exelx</a>	A Regenerative Batteries technology company utilizing science, technical knowledge and continuous multidisciplinary R&D. Exelx is part of Integracast Holding
	<a href="#">SatchNet Electronic Systems</a>	Solution provider for Integrated Environmental Control, Security and Energy Management
	<a href="#">Taqatuna</a>	Taqatuna is a premier developer and energy service provider, delivering exceptional turnkey energy-saving solutions. Taqatuna provides end-to-end services for solar and wind energy projects, MEP systems, and construction ventures
	<a href="#">Ampere Environmental Consultancy</a>	Ampere provides consultation services in the fields of Renewable Energy, Energy Demand and Waste Management to help ensure client best interest from both financial technical point of view
Manufacturing	<a href="#">DARBCO Robotics</a>	Delivering cutting-edge, cleaning robots to clean solar panels without any human interaction, reducing water consumption by 80% compared to traditional cleaning
	<a href="#">Twelve Degrees</a>	Twelve Degrees is a product design and innovation studio specialize in delivering innovative, user-focused designs through product creation, expert consultations, and training Programmes—transforming ideas into impactful solutions.
Transport	<a href="#">Box Box Industries</a>	An integrated factory to produce the latest electric car charging systems. Made in Jordan with the highest standards of quality, safety
	<a href="#">Safe and Clean</a>	Waste management company with a unique approach to managing waste for a friendlier environment. We specialize in total waste management and recycling management services
	<a href="#">Aqaba Gateway for recycling waste</a>	A start up converting textile cutting waste into multi-purpose products
	<a href="#">E-tafkeek</a>	E-TAFKEEK is the 1st Jordanian company specialized in recycling electronic waste, established in response to the urgent need to process e-waste in a friendly environment manner to be sold as useful recyclable materials in Jordan and abroad

Sector	Enterprise	Description
	<a href="#">First Recycling Co</a>	The First Recycle is a specialized paper and carton recycling company that produces various recycling and upcycling products
	<a href="#">Jordanian Company for Carton Industry (JCCI)</a>	Produce eco-friendly packaging solutions (won "Our Green Future" SME award by Etihad bank)
	<a href="#">Qineneh</a>	Recycle plastic bottles to produce 3D printer filament
	<a href="#">Repaira</a>	Repurposes fabric scraps and transforms them into industrial polyester and eco-friendly fillings
	<a href="#">Neomup</a>	Energy company specialised in solutions in e-waste reuse.
	<a href="#">Experts Plastic Industry</a>	Experts Plastic Industry specializes in recycling plastic waste at all stages, from collection to the production of new consumer products.
	<a href="#">Waste Recycling Cooperative Association</a>	The Waste Recycling Cooperative Association (WRCA), operates across the recycling value chain, from waste collection to producing consumer goods
	<a href="#">iPrint company</a>	Specialises in printing solutions from reused materials
	<a href="#">The regional company</a>	The company specialises in transforming food processing byproducts and agricultural residues into high-quality aquaculture feed.
	<a href="#">Arkan</a>	Specialized in producing fertilizers from organic materials
	<a href="#">Studio Raa</a>	Offers unique, high-quality products tailored to the needs of brands, fashion designers, packaging solutions for handicraft producers, exhibitions, publishing houses, and companies aiming to enhance their brand with environmentally friendly and socially responsible solutions
	<a href="#">Al Moasron for Plastic Bags Manufacturing</a>	Establishing new product out of recycled plastic to produce woven plastic bags
Water	<a href="#">Petra Gce</a>	Manufacturing company specialized in producing environmentally friendly solutions in the water Sectors. Product: Patented Reverse Osmosis (RO) water filter technology that significantly minimizes wastewater generated during filtration
	<a href="#">Adadk</a>	Reliable and accurate solution for water leak detection
	<a href="#">Smart WTI</a>	SmartWTI tackles water scarcity and inefficient water management by providing IoT based smart water management systems to provide real-time monitoring, leak detection, and optimized irrigation
	<a href="#">Smart Eye</a>	Provides advanced IoT and AI-based solutions for energy and water management.

## Annex 7.2 List of enabling Organisations

Ecosystem Components	Organisation	Description
Business support Organisations and Programmes	<a href="#">CEWAS</a>	CEWAS is the world's first Organisation exclusively focused on supporting entrepreneurs in Water, Sanitation, and Hygiene (WASH). CEWAS offers professional training, coaching, mentorship and consulting. CEWAS ME implements GGGI Green Accelerator, Funded by GGGI / KOICA
	<a href="#">Jordan River Foundation (JRF)</a>	JRF is not for profit NGO with a focus on child safety and community empowerment, and sustainable growth. JRF implements GGGI Green Incubator, Funded by GGGI / KOICA
	<a href="#">Impact Mena</a>	Impact Mena is a regional consulting and advisory firm, supports stakeholders in the entrepreneurship and innovation ecosystem. Impact Mena implements H2JO Accelerator (funded by USAID), dedicated to addressing Jordan's water scarcity.
	<a href="#">Flat6Labs</a>	Flat6Labs is the MENA region's leading seed and early-stage venture capital and business accelerator firm. Flat6Labs is implementing Green Growth and Jobs Accelerator, Funded by UNDP/Danish-Arab Partnership Programme
	<a href="#">Jordan Start</a>	Jordan Start is the leading industrial business accelerator and Digital Fabrication facilities in north of Jordan. It provides Hard Tech entrepreneurs with a comprehensive supporting ecosystem including access to 1st FabLab in Jordan, FabLab Irbid
	<a href="#">iPark - RSS</a>	iPARK supports entrepreneurs through matchmaking, advisory, legal support, and capacity building through multiple incubators across Jordan. iPARK provides services to institutions and donors seeking to establish impactful entrepreneurship support. Part of the Royal Scientific Society (RSS)
	<a href="#">mySTARTUP</a>	Promotes entrepreneurship and enable startups to become a driving force towards the enhanced and equal participation and economic development of youth and women. In 2021 mySTARTUP launched a three-year initiative focusing on environmental conservation and educational technology, funded by ISSF
	<a href="#">TTi</a>	TTi is a non-profit Jordanian Organisation with the mission of spreading Entrepreneurship and Innovation culture among youth and women living in disadvantaged communities. TTI ran different green incubation Programmes
	<a href="#">VentureX</a>	VentureX seeks to launch theme-based Startups & SMEs accelerators across the Arab World. It runs HASSAD, an acceleration programme designed for the Agritech and Agri-food value chain
	<a href="#">Jordan Chamber of Industry (JCI)</a>	JCI is dedicated to supporting and representing industrial sector in Jordan. It plays a crucial role in fostering industrial growth, enhancing competitiveness, and advocating for policies that promote sustainable and green manufacturing practices. It hosts Energy and Environmental Sustainability Center

Ecosystem Components	Organisation	Description
	<a href="#">Amman Chamber of Industry (ACI)</a>	ACI provides technical support for industries located in Amman and the South. It manages the industrial symbiosis platform focusing on exchanging information on waste streams by Jordanian industries and how can they be used as raw material.
	<a href="#">Spark</a>	SPARK promotes sustainable jobs creation and economic prospects for youth in post-conflict regions through the improvement of higher education and the development of local private sector. Spark is a main implementing partner of the EU-funded Green Forward Programmeme—which aims to foster a green and circular economy. It is designed to strengthen the capacity of business support Organisations (BSOs) to act as key ecosystem enablers.
	<a href="#">Business Development Center (BDC)</a>	Jordanian non-profit Organisation dedicated to fostering sustainable socio-economic development through employability and entrepreneurship training Programmes, social enterprises support hand-in-hand with a strong team of experts and pool of trainers
	<a href="#">Adaa</a>	Consultancy company to optimize the quality of buildings by providing Design Optimization, Green Building Certification consultancy, and Capacity Building to shape a more sustainable future.
	<a href="#">Dimoma for Sustainable Facilities Management</a>	Provides Sustainable facilities management consultation, training and certification services
	<a href="#">Amman Vision for Investment and Development (AVID)</a>	Amman Vision Investment & Development (AVID) has been launched in 2018 in line with Jordan's vision for growth and sustainable investments for investors keen on diversifying their assets to yield attractive returns. As a fully owned company by the Greater Amman Municipality (GAM), AVID focuses on investment and development in the recycling and waste management sectors.
	<b>Business Support Programmes</b>	
	<a href="#">UNDP</a>	UNDP is funding/implementing Green Growth and Jobs Accelerator Programmes in Jordan. It also implements with ASEZA the "Catalyzing a Transformative Model for Circularity through 9R's in Aqaba", a project that aims to develop a green, environmentally sustainable, and socially inclusive circular economy in Aqaba.
	<a href="#">UNIDO</a>	The United Nations Industrial Development Organisation (UNIDO) is a specialized UN agency that assists countries in economic and industrial development. It is a main implementing partner of the EU-funded Green Forward Programmeme.
	<a href="#">Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Jordan</a>	Implements projects on Sustainable infrastructure, Environment and climate change, Economic development and employment and social development in collaboration with local partners. Some of the green business support Programmes being implemented are: Green Action in Enterprises (GAIN) / Entrepreneurship for Sustainable Economic Development and Employment (E4DE)
	<a href="#">CoWater International</a>	Cowater is a Canadian global leader in management consulting services, focusing on developing and emerging economies. CoWater implements Sustainable Energy and Economic Development (SEED) project that promotes sustainable and inclusive economic growth in the Jordan Valley through the uptake of low carbon renewable energy technologies.
	<a href="#">Global Green Growth Institute (GGGI)</a>	Intergovernmental Organisation dedicated to promoting green growth. It provides technical support, research opportunities, and stakeholder collaboration focusing particularly on the needs of developing countries
<b>Policies &amp; Regulations</b>	<a href="#">Ministry of Environment (MoENV)</a>	MoEnv is responsible for setting up all environmental regulations, standards and policies for all environmental sectors in Jordan. It also manages the "Jordan Environment Fund (JEF) that supports activities that contribute to environmental protection and conservation, and development of environmentally friendly practices.
	<a href="#">Ministry of Industry, Trade and Supply (MoITS)</a>	The Ministry is responsible for enhancing the position of the Jordanian product in global markets. The Ministry takes on the responsibilities of regulating the industry by type, classifying and registering it according to an internal regulation
	<a href="#">Ministry of Digital Economy &amp; Entrepreneurship (MoDEE)</a>	The Ministry of Digital Economy and Entrepreneurship has its role towards creating the policies to enable the transformation towards a digital economy and to overcome the challenges faced by entrepreneurs
	<a href="#">Ministry of Energy and Mineral Resources (MEMR)</a>	Oversees energy policies, including renewable energy initiatives and energy efficiency Programmes

Ecosystem Components	Organisation	Description
	<a href="#">Ministry of Water and Irrigation</a>	Responsible for planning and management of all water resources in Jordan including water demand management and allocation for different sectors
	<a href="#">Ministry of Agriculture</a>	Responsible for planning and implementation of agricultural development policies, strategies, regulations and standards as well as supporting the competitiveness and Technological dimensions of the agricultural sector
	<a href="#">Ministry of Local Administration (MoLA)</a>	Responsible for planning and implementing different comprehensive waste management plans including improving infrastructure, promoting recycling and reuse, and raising public awareness about waste reduction. It is also involved in establishing facilities for processing and producing treated organic fertilizers
	<a href="#">Jordan Standards and Metrology Organisation (JSMO)</a>	public Organisation responsible for setting and enforcing standards, ensuring quality, and promoting metrological accuracy in Jordan
	<a href="#">Central Bank of Jordan (CBJ)</a>	The Central Bank of Jordan has main duties include the release and distribution of the Jordanian currency and the maintenance of a national reserve of gold and foreign currencies. The bank also maintains and ensures the safety of the banking environment in Jordan and has developed Jordan's Green Finance Strategy.
Finance	<a href="#">Jordan Renewable Energy and Energy Efficiency Fund - JREEEF</a>	Provide necessary funding for Energy Efficiency EE and Renewable Energy RE measures at end-user's level
	<a href="#">Cities and Villages Development Bank</a>	Providing banking services, credit facilities and technical support to customers to create resilient and sustainable development in accordance with best practices. Provides green funding and support being an accredited facility under the Green Climate Fund (GCF).
	<a href="#">Association of Banks in Jordan (ABJ)</a>	Professional Organisation that represents and supports the interests of banks operating in Jordan, promoting cooperation among them and working to enhance the development and stability of the banking sector.
	<a href="#">Commercial Banks in Jordan</a>	Commercial banks in Jordan are increasingly incorporating green finance into their portfolios by offering loans tailored for renewable energy, energy efficiency, and environmentally sustainable projects. Some have already partnered with international donors and development banks to provide concessional financing and technical assistance –including but not limited to- <i>Bank Al Etihad</i> offers green loan to individuals and businesses for the installation of solar energy systems – in partnership with international donors (e.g. GIZ and EBRD). Also, <i>Arab Bank</i> launched the “Eco Banking” initiative which tailors the financial needs for green buildings, electric vehicles, and renewable energy projects.
	<a href="#">Tamweelcom</a>	Green financing for Jordanian SMEs is US\$ 4 million package includes US\$ 1 million in co-financing from the GCF and incentive grants provided by the EU, as well as technical assistance supported by the EBRD, EU and GCF.
	<a href="#">Microfund for Women</a>	The Organisation is dedicated to empowering entrepreneurs, and women in particular, through an array of financial and non-financial services designed to support their businesses and livelihoods while helping them achieve financial Inclusion. Currently implementing a green finance project funded by EBRD and GCF.
	<a href="#">Scientific Research and Innovation Support Fund</a>	The Fund focuses on supporting innovation, entrepreneurship and emerging R&D outcomes
	<a href="#">Jordan Enterprise Development Corporation (JEDCO)</a>	Supporting MSMEs to enhance their productivity, marketing & raise competitiveness locally and internationally

Ecosystem Components	Organisation	Description
	<a href="#">Innovative SMEs and Start Ups Fund (ISSF)</a>	The ISSF is committed to facilitating funding for Jordanian early-stage startups and SMEs through investments in venture capital funds as well as direct investment in startups. As an investment fund and a Fund of Funds (FoF) ISSF has a strategic interest to invest in green businesses.
	<b>Main international financial institutions and donors</b>	
	<a href="#">KfW (Kreditanstalt für Wiederaufbau)</a>	German development/reconstruction bank that supports various projects and Programmes, particularly in developing countries, to promote sustainable development. Primarily active in the water and energy sectors in Jordan.
	<a href="#">German Federal Ministry for Economic Cooperation and Development (BMZ)</a>	Planning and implementing Germany's development policy, with a focus on promoting sustainable economic, social, and environmental development worldwide. Funds a variety of development project, incl. green initiatives.
	<a href="#">European Union (EU)</a>	Funds initiatives related to environmental protection, renewable energy, and sustainable economic growth
	<a href="#">USAID</a>	Supports Programmes aimed at water conservation, energy efficiency, and environmental sustainability including the "Recycling in Jordan Activity", the "Water Efficiency and Conservation Activity"—including the H2JO Accelerator, and the "Energy Sector Support Activity". Some of the projects have been suspended as of Q1 2025
	<a href="#">European Bank for Reconstruction and Development (EBRD)</a>	International financial institution founded in 1991 as a multilateral developmental investment bank, the EBRD uses investment as a tool to build market economies. Its Star Venture Programme targets promising start-ups, accelerators and local consultants to unleash their full potential, running special calls for green businesses in Jordan. And the Green Economy Financing Facility (GEFF) helps Jordan businesses invest in high-performing sustainable technologies by providing financing through local participating financial institution.
Culture and Awareness	<a href="#">Renewable Energy Establishments Society (REES)</a>	REES is a non-profit Organisation dedicated to fostering growth and excellence in the renewable energy and energy management sector. REES serves as umbrella Organisation for renewable energy services and energy management companies
	<a href="#">Jordan Strategy Forum (JSF)</a>	An economic think tank providing in-depth research, policy papers, networking and awareness raising services to the private sector and the Jordanian economic community. It acts as a connector between public and private sector for shared policy development and regulatory reform including green economy, sustainability and circularity topics.
	<a href="#">Dibeen for Environmental Development</a>	The association is concerned with protecting the environment and conserving natural resources as well as the development of capacities and skills to improve and upgrade the environmental reality by empowering local communities
	<a href="#">WADI for sustainable development</a>	A national NGO focusing on promoting best practices in the production of high-quality native plants and the restoration of degraded ecosystems while actively engaging the local communities to ensure its activities' long-term sustainability.
	<a href="#">Qutoof</a>	Qutoof is a non-profit professional development Organisation acting as a centre of excellence in Jordan for achieving sustainability and green growth indicators with extra emphasis on developing the sector of waste management and the recycling industry in the region
	<a href="#">OXFAM</a>	Oxfam is a global confederation of independent charitable Organisations focused on alleviating poverty, addressing inequality, and promoting social justice. Oxfam has actively promoted environmental awareness in Jordan
	<a href="#">EDAMA</a>	EDAMA Association is a Jordanian NGO aims to maximize the business viability and potential in the Energy, Water and Environment sectors
	<a href="#">Green Generation Foundation</a>	Youth Environmental Organisation aims to empower a new generation that is able to adapt and understand ongoing global environmental changes, it is a formal accepted authorized representative board member of the World Green Building Council in Jordan. Their mission is to promote and advocate for the adoption of green built environment practice especially in the Jordanian building and construction sectors.

Ecosystem Components	Organisation	Description
	<a href="#">Good Neighbors International</a>	Good Neighbors is a South Korea based, global NGO dedicated to improving the lives of children and communities in over 50 countries. Good Neighbors is funding Socio-Green-Economy Empowerment of Refugees and Vulnerable Jordanians
	<a href="#">Plan International - Jordan</a>	Global NGOs dedicated to advancing children's rights and gender equality. Plan International Jordan primarily focus on supporting refugee and host communities
	<a href="#">Mercy Corps - Jordan</a>	Global humanitarian Organisation that works to alleviate poverty, promote economic development, and build resilience in crisis-affected communities. In Jordan, it implements Programmes focused on sustainable agriculture, water security, such as Livelihoods and Environmental Actions for Development (LEAD)
	<a href="#">Abdul Hameed Shoman Foundation</a>	Abdul Hameed Shoman Innovation Award. The award is designed to promote innovation in Jordan and Palestine covering six fields including Green Technology and Environmental Sustainability
	<a href="#">Jordan Green Building Council (JGBC)</a>	An NGO that focuses on green buildings and has established criteria for sustainable construction and building operations, including energy efficiency, water conservation, and waste reduction.
Education & Technology	<a href="#">Jordan Engineers Association (JEA)</a>	The Jordan Engineers Association was established as an association of engineers to lead professional engineering work with best practices and leading Jordanian engineers towards a globally competitive engineering community.
	<a href="#">German Jordan University</a>	German-Jordanian University is a public university located near Madaba, Jordan. It offers more than 20 Programmes to over 6,000 students, primarily from Jordan and the Middle East. It also hosts the Circularity Hub for Spent EV Batteries to strengthen local value creation from spent EV batteries in a sustainable and economically feasible way.
	<a href="#">Al Hussein Technical University (HTU)</a>	HTU is a vocational university aims to redefine STEM education in Jordan, blending academics with hands-on experiences to prepare future leaders for dynamic industries. Driven by innovation, sustainability, and employability. Hosts German Energy Academy
	<a href="#">The University of Jordan</a>	The leading university in scientific, technological, economic, social, and cultural transformation. Hosts Water, Energy, and Environment Center
	<a href="#">Tafilah Technical University (TTU)</a>	The leading technical university in Jordan, offering a range of engineering, applied sciences, and technical Programmes. Hosts the Energy, Water & Environment Research Center
	<a href="#">Jordanian University for Science and Technology (JUST)</a>	JUST has a specialized centre for environmental and water studies that provides technical services on various environmental topics including support to the private sector
	<a href="#">Al-Balqa Applied University (BAU)</a>	Al-Balqa Applied University (BAU) offers different academic degrees on Engineering and Environmental Studies, they have also the following scientific centres: "The International Center for Research on Water, Environment and Energy", "Environmental Monitoring Center (EMC)" and "Innovation, Creativity and Entrepreneurship Center"
	<a href="#">Hashemite University</a>	The university has established Prince El-Hassan Bin Talal Faculty of Natural Resources and Environment, to strengthen the involvement of Hashemite University in local, regional and global environmental challenges.
	<a href="#">National Center for filling and Packaging - JoPack</a>	The centre provides a range of specialized technical services in the field of packaging
	<a href="#">Royal Scientific Society (RSS)</a>	Royal Scientific Society aims to be the knowledge leader for science and technology locally and regionally. The RSS uses excellent scientific and engineering research to power economic development and social progress. It hosts the Water, Environment and Climate Change Centre
	<a href="#">The Inter-Islamic Network on Water Resources</a>	An autonomous, intergovernmental Organisation functions as a proactive "Think and Do Tank," advancing sustainable water management through policy development, applied research, and regional dialogues.

Ecosystem Components	Organisation	Description
	<a href="#">Development and Management (INWRDAM)</a>	
	<a href="#">National Agricultural Research Centre (NARC)</a>	A distinguished agricultural scientific research centre to achieve sustainable development and has a technological hub for agricultural innovation by private sector.
	<a href="#">Methods for Irrigation and Agriculture - MIRRA</a>	A not-for-profit research and development association works toward the implementation of sustainable development initiatives in Jordan by addressing the challenges facing the water, agricultural, and environmental sectors
	<a href="#">Advance Consulting</a>	A consulting and training association that provides support to farmers and private sector on sustainable agricultural practices and technologies
	<a href="#">Jordanian Association for Quality Environment</a>	Non-governmental Organisation located in the Southern Shuna, with the aim of contributing to providing aid and assistance to the local community, raising the standard of living and spreading environmental awareness. It hosts "Greening the Desert Project"
	<a href="#">BDO</a>	BDO is an international network of public accounting, tax, consulting and business advisory firms. BDO Jordan "Green and Sustainability Services (GSS) provides innovative and sustainable solutions, empowering businesses to achieve their goals and make a positive impact
	<a href="#">Jordanian-German Center of Excellence for Solar Energy</a>	Center specialized vocational training centre that provides training courses for the rehabilitation of young men and women to work as professionals in the installation and maintenance of solar energy systems
	<a href="#">German Energy Academy in Jordan</a>	German Energy Academy in Jordan is an educational institution established under cooperation between governments in Germany and Jordan, focused on capacity building in renewable and energy efficient energy infrastructure in the region
	<a href="#">FAO</a>	Actively promotes climate smart agriculture in Jordan through research and knowledge dissemination. Further mainstreams climate smart practices through its "Farmer Field School" curricula
	<a href="#">United Nations Economic and Social Commission for Western Asia (ESCWA)</a>	The role of the Commission is to promote economic and social development of Western Asia through regional and subregional cooperation and integration
	<a href="#">International Center for Agricultural Research in the Dry Areas (ICARDA)</a>	International Organisation that has undertaken research-for-development for over four decades to provide innovative, science-based innovation and agricultural solutions that improve the livelihood resilience of rural dryland communities. HQ in Beirut, Lebanon with office in Amman

## 7.2 List of interviewees

### Enabling organisations

Ecosystem Components	Organisation	Contact Person	Position
Business support organisations	CEWAS	Maisam Otoum	Country Director, Jordan
	Impact Mena	Farhan Kalaldehy	Co-Founder, CEO
	Spark	Afef Ajengui Randa Awad	Regional Programme Manager Senior Project Officer
	UNIDO	Sulafa Mdanat Ayman EL Zahaby Nasifeh Zabaneh	Country Representative Regional Project Advisor
	Recycling in Jordan Activity	Sharaf Obeidat	Market Systems and Value Chain Specialist
Policies, Regulations	Ministry of Environment (MoEnv)	Maha Al Ma'aytah	Director of Policies and International Cooperation
	MODEE / Innovation Management Unit	Farah Arabiat Omar AlWaked	Head of IMU Green Digital Economy Specialist
	MODEE / Investment and Entrepreneurship Department	Sarah Fanous	Head of IED
	Global Green Growth Institute (GGGI)	Emma Findlater Alaa Al-Nuimat Wa'ed T. Al ja'afreh	Senior Green Jobs Officer Programme officer Environmental Consultant
Finance	Central Bank of Jordan (CBJ)	Mohammed Amaireh	Head of Financial Stability
	European Bank for Reconstruction and Development (EBRD)	Khaled Alsaheb Nadine Khayri Loay saeedi	National Programme Manager Advisory Support for SMEs & Startups SME Finance and Development Analyst
	Jordan Enterprise Development Corporation (JEDCO)	Lana Zubi Osama Makki	Head of International Cooperation Director of International Cooperation
	The Association of Banks in Jordan (ABJ)	Hisham Shatarat Saleh Abu Hijleh	Policy & Communications Manager, ABJ Environmental Technical Advisor, GIZ JO
Culture and Awareness	Jordan Green Building Council (JGBC)	Ghayda Salameh	Executive Manager
Education & Technology	RSS / Water, Environment and Climate Change Centre	Rana Ardah	Manager of Water Studies
	National Agricultural Research Center (NARC)	Ammar Hattar	Director of IPR Unit
	German Jordanian University / Circularity Hub for Spent EV Batteries	Dr. Fadwa Dababneh	Director C-Hub

	BDO	Azzam Hamaideh	Partner, Director of Green and Sustainability Services Department
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### Green Businesses

Sector	Green Business	Contact Person	Position
Construction	Adaa	Maysoon Al-Khuraissat	CEO, Founder
	Dimoma Facility Management	Yaser Al Sharif	CEO, Founder
Waste Management	Safe and Clean	Dr. Mohammad Tarawneh	CEO, Founder
Energy	Algebra Intelligence	Ahmad Altawafsheh	CEO, Founder
	Nawar El Hussein for green Technology	Nawar El Hussein	CEO, Founder
Agriculture	iPlant	Omar AL Bawab	CEO, Founder
Manufacturing	Darbco	Monther Fadel Farah Odeh Gana Salieby	CEO, Co-Founder Business Development Officer Business Development Engineer
	Box Box Industries	Ahmad Nabil	CEO, Founder

