

YOUTH DEVELOPMENT/
AFTERSCHOOL/VIOLENCE

PHOTOCOPY
PRESERVATION

**JORDAN: LAUNCH OF INJAZ [IN-JAZ]
Scene-setter to Launch INJAZ (Achievement) for Youth Program
Institute of Banking Studies, Amman**

Event: Formal Launch of INJAZ ["Achievement" in Arabic] Economic Opportunities for Jordanian Youth Program, operated by SAVE the Children USA.

Description of the Site: The Jordan Institute of Banking Studies (IBS) is located about 15 minutes from the center of Amman in an urban area. The event will take place in the IBS cafeteria which is adjacent to the IBS auditorium. You will be escorted from the Auditorium to the Cafeteria by SAVE Jordan Executive Director, Golda El-Khoury. You will be seated together with Queen Rania and the Master of Ceremonies, Hala Ghosheh. Since simultaneous translation is not available at this site, Golda El-Khoury will translate.

Context of the Event: This 15 minute event is an opportunity to showcase U.S. support for a \$5 million program aimed at developing a basic understanding of economic and business skills among 14-24 year-old Jordanian youth. The program, modeled on the U.S. Junior Achievement program, is implemented by SAVE the Children USA and is funded under a USAID grant. It started this school year in Amman and Ma'an[MA -AN], a town in southern Jordan. The program will expand into several more cities next school year. Invitees, estimated at 30 people, will include Ministry of Education, Ministry of Youth, and school officials cooperating with the program, participating youths, volunteer teachers, business volunteers, SAVE staff, parents of participating youth, as well as local and foreign press.

The objective of the program is to foster entrepreneurship among Jordanian youth and to provide a means for interaction between the business community and education establishment. This is the first nationwide effort to develop direct linkages between the business community and both public and private local schools. Program activities include: training, technical assistance and curriculum development necessary for Jordanian teachers and business volunteers to train youth in the principles of economics and business. INJAZ provides practical hands-on experience in the operation of a youth owned "business." The program also offers opportunities to older youth for internships and actual job placement through a program-operated "Youth Job Bank" and referral system. More than half of the youth who have indicated an interest in the program are girls. SAVE expects the rate of involvement for girls to increase in subsequent years. The program aims to reach 56 schools and around 10,000 youth nationwide by the end of 2003. There are ongoing efforts to develop alternative sources of financial support to assure long-term sustainability of the program.

What you will do: Accompanying HM Queen Rania after the Microfinance event which is held at the same site, you will meet youth involved in the Economic Opportunities for Jordanian Youth program. Local SAVE staff will introduce one girl, one boy, one volunteer teacher and one business volunteer who will each speak for two minutes to describe what the program means to them and communities. Neither you nor HM Queen Rania will be required to make formal remarks. You will be given a gift by the two youths commemorating the event.

Participants: Her Majesty Queen Rania; SAVE Jordan Executive Director, Golda El-Khoury; Master of Ceremonies and INJAZ Program Director, Hala Ghosheh; selected Government of Jordan ministers and officials; SAVE Jordan board members; two students and two adult volunteers; and, the students' parents.

Objectives:

- Provide official public "launch" of INJAZ .
- Unveil new INJAZ Logo, highlight U.S. support for youth entrepreneurship, especially for girls. Recognize SAVE Jordan staff and local volunteers for their commitment to develop a sense of entrepreneurship among Jordanian youth.
- Encourage and recognize participating youth and their parents. Jointly observe with Queen Rania the brief two minutes "expressions of appreciation," for INJAZ. Hand out INJAZ event T-shirts with new logo to participating students and volunteers.

Talking Points:

- Compliment the two youths for their initiative in getting involved in INJAZ and offer them praise for their willingness to learn new things about the world of business which can benefit both them and their country.
- What kind of work do you want to do when you are an adult?
- Have you ever thought of working in business before you became active in INJAZ?
- This program's focus on disadvantaged youth is a great way to couple private sector approaches with a social welfare dimension. In doing so, you address youth constraints to entry into the workplace and expand career choices.