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Promoting Sustainable Development in Jordan

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Technische Zusammenarbeit (GTZ) GmbH
- German Technical Cooperation -

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“Ahlan wa Sahlan, Welcome to GTZ Jordan!”



The Hashemite Kingdom of Jordan and the German Technical Cooperation (GTZ) on behalf of the German Government, in particular, the German Ministry for Economic Cooperation and Development (BMZ) have been working together for 35 years. I am happy to celebrate the anniversary as a symbol of an outstanding partnership. Together we have contributed to the continuous modernisation of the country and our many joint projects have helped to develop sustainable capacities throughout the Kingdom.

From the beginning it has been a great privilege and pleasure for our GTZ team to work together with Jordanians be it the governmental, civil institutions or individuals. The positive attitude and the friendly and welcoming style of the Jordanian population provide the foundation on which our excellent and lasting cooperation has been built. This partnership benefits from an open atmosphere which has allowed the creation of many projects, and their successful implementation and conclusion.

Together, we focused not only on development constraints within the country, but rather, as you will see in the brochure, a review of all previous areas of cooperation the German Technical Cooperation has engaged in – and there were many, most importantly in the field of vocational training and in the water sector. Today, we also consider the important role that Jordan plays in the whole Middle East region. Many challenges can only be addressed successfully and sustainably by considering the regional interlinkages, primarily but not only within the water sector. Therefore, our regional programmes, located in Jordan, play an increasing role in addressing regional needs and as such we have dedicated a separate chapter to our regional approaches. Additionally, I would like to highlight the role of private sector engagement as a driving force for development. There are a number of public private partnerships in place that we are also delighted to be able to present.

I am very proud to have had a chance to meet and work with so many dedicated people and I am grateful to our Jordanian partners who have welcomed and accompanied us, for more than 35 years, with their excellent cooperation. We are looking forward to continuing our successful cooperation and are confident that we together with our partners will be able to discover more tailor-made solutions for promoting sustainable development in Jordan.

Andrea Joras

Andrea Joras, Country Director

Our Profile



Our Organisation

As an international cooperation enterprise for sustainable development with worldwide operations, the federally owned Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH supports the German Government in achieving its development policy objectives. It provides viable, forward thinking solutions for political, economic, ecological and social development in a globalised world. Working under difficult conditions, GTZ promotes complex reforms and change processes. Its corporate objective is to improve people's living conditions on a sustainable basis.

Worldwide operations

GTZ has operations in more than 130 countries maintaining its own offices in 87 countries. The company employs nearly 13,000 staff, almost 10,000 of whom are national personnel.

Our Clients

GTZ is a federal enterprise based in Eschborn near Frankfurt am Main. It was founded in 1975 as a company under private law. The German Federal Ministry for Economic Cooperation and Development (BMZ) is its major client. The company also operates on behalf of other German ministries, the governments of other countries and international clients, such as the European Commission, the United Nations and the World Bank, as well as on behalf of private enterprises. GTZ works on a public-benefit basis. All surpluses generated are channeled back into its own international cooperation projects for sustainable development.



GTZ in Jordan – in the past

Over the last 35 years, the content of cooperation between the GTZ and the Jordanian partners has been constantly adapting itself to the changing development needs of the country. During the 35 years evolution interventions, a diverse range of topics has been covered:

1976

Agriculture:

- Advisory Service to the Ministry of Agriculture
- Production of veterinary medicine
- Seed multiplication
- Restructuring of the Jordan agricultural credit system
- Phase-out of the Use of Methyl Bromide in Jordan
- Integrated Pest Management
- Promoting Export of Fruits and Vegetable

Culture:

- Petra Stone Conservation Project

Economy:

- Establishment of free economic zone in Aqaba
- Financial Management Reform
- Management of Public Expenditure

Education:

- Promotion of Scientific Faculty at Jordan University
- Promotion of Pediatric Facilities
- Junior College for Women in Amman

Energy:

- Introduction of photovoltaic pumping stations
- Introduction of solar water heaters and the use of wind energy Zarqa River Basin project
- Cooperation with the Royal Scientific Society
- Use of renewable energies
- Promoting Energy Efficiency

Environment:

- Establishment of forestry training centre
- Institutional development of the general corporation for the environment protection

Health:

- Training of nurses and biomedical engineers
- Projects to improve hospital maintenance within Ministry of Health
- Serum and Vaccine Production

Institutional Building:

- Promotion of the National Information System
- Modernization of the Jordanian Customs Department
- Advisory Service to the Department to Lands and Survey
- Promotion of a National System of Metrology Standardization, Testing and Quality Management (MSTQ)

Poverty Alleviation:

- Poverty Alleviation through Municipal Development incl. Micro-Credits (PAMP)
- Poverty Alleviation through Community Development Projects (PACD)

2009

Water:

- National Water Master Plan of Jordan
- Seawater desalination via solar-heated heat pipes
- Zarqa river basin project
- Reclaimed Water Project
- Middle East regional study on water supply and demand development

GTZ in Jordan – today

In response to the changing needs of the country, the German-Jordanian cooperation concentrates its present interventions on fewer areas of activities in order to deliver more targeted and specialised support.

For this reason, GTZ has stepped up its activities in the water sector and has been focusing on the priority area water, water related environmental and resource protection by promoting sustainable and integrated water management.

GTZ is currently involved in three main development areas:

Management of Water Resources in Jordan

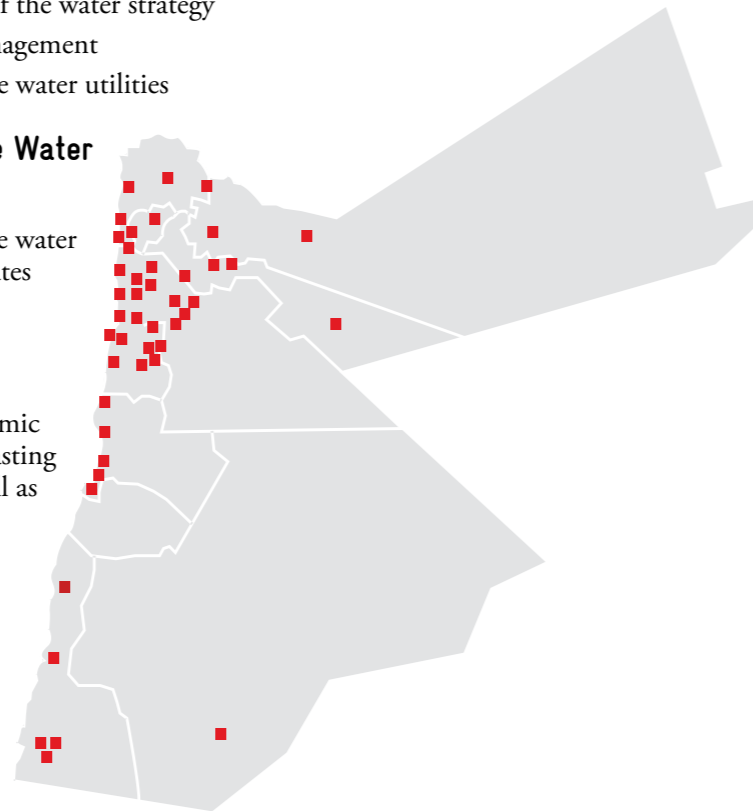
- Advisory services to the Ministry of Water and Irrigation, the Jordan Valley Authority, the Water Authority of Jordan, and the Jordan Food and Drug Administration
- Participatory irrigation water management through the establishment of water user associations in the Jordan Valley
- Enhancement of irrigation practices by using reclaimed water
- Sustainable management of groundwater in the Highlands
- Behavioural Change Communication and awareness campaigns with water utilities
- Advisory support for the implementation of the water strategy
- Improvement of data and information management
- Operation and maintenance support for the water utilities

Improvement of the Energy Efficiency of the Water Authority of Jordan (IEE)

- Reduction of electricity consumption in the water pumping stations in the Middle Governorates

Management of Public Expenditures (MPE):

- Supporting the Ministry of Finance in the budget preparation process through economic and revenue forecasting, expenditure forecasting and introducing expenditure ceilings as well as the introduction of Public Investment Programming



Quotation:
Dr. Izzeddin Kanakrieh
Secretary General of Ministry of Finance

“I am glad to have this opportunity to express my gratitude for the continuous support of GTZ to the Jordanian efforts to reduce the impact of economic challenges facing the country. The Ministry of Finance has embarked on Financial Management Reform in cooperation with the GTZ-MPE Team, who proved to be a solid, dependable and reliable partner. The GTZ contribution is evident.

The road ahead is long. Jordan is still facing economic challenges and our fiscal reform strategy still contains several programs that we need to implement. The German support during this phase is crucial.

Finally, I thank the members of the GTZ-MPE Team for their diligence and hard work.”

Our regional projects



Jordan is the main pillar of stability in the Middle East. Its ability to integrate Palestinian and Iraqi refugees reflects its economic strength and social openness. In order to maintain its national stability and its good relations with its neighbours it is a vital to strengthen the cross-border dialogue and cooperation in the region.

GTZ supports several regional projects which are designed to meet the needs of communities across borders and to reinforce cooperation and knowledge sharing amongst states and institutions.

GTZ Regional Projects

- Regional Cooperation of Specific Arab States in the Sector of Vocational Education and Training
- Regional Social and Cultural Fund for Palestinian Refugees and the Gaza Population
- Advisory Services to United Nation Relief and Works Agency (UNRWA) regarding Camp Improvement Programmes
- Assistance to the Ministry of Industry in Iraq
- Regional Cooperation with the Economic and Social Commission for Western Asia (ESCWA)
- Open Regional Funds for the initiation of Multilateral Regional Cooperation Projects
- Promotion of Innovation and Technology for Small and Medium Sized Enterprises in Near East

Quotation:
HE Dr. Joachim Heidorn
German Ambassador

“German Development Cooperation has more to offer than knowledge on water and fiscal management, the recent main focus of the German bilateral cooperation with Jordan. I am delighted that GTZ creates links to important related questions such as energy efficiency, renewable energy and climate change, incorporating the capabilities of the private sector through PPP projects, not only by focusing on Jordan, but the whole region.”

Regional Cooperation in the Sector of Vocational Training

A closer look at the project “Regional Cooperation of Specific Arab States in the Sector of Vocational Education and Training” provides a better understanding of how GTZ helps improve working environments in the different countries in the region.

The Situation

The existing vocational training systems in the Mashreq countries currently do not offer school-leavers and other people seeking apprenticeship or vocational training positions sufficient modern training opportunities. Also, the available opportunities do not take into account the current needs of the industry and the labour market. For most of the school-leavers, vocational training is supply-oriented. Better cooperation among the countries is essential in order to exchange information on how to heighten the labour force potential and how to establish a knowledge-based society.

The Program

While the first phase of the project (04/2003 – 03/2007) established the basics for an active network, the second phase (04/2007 – 03/2011) aims at the consolidation of the cooperation network between the five Arab countries (Egypt, Jordan, Lebanon, the Palestinian Territories and Syria). The focus is on the implementation of the agreed priority regional work areas, therefore activities are designed to fall into three main intervention fields:

- Consolidation of the TVET regional network.
Regional use of the Arab Occupational Classification standard (AOC)
- Qualification of TVET multipliers (ToT)

Expected Impact

The project aims to support institutional reforms in the TVET sector and to improve the quality of vocational training and education. Ultimately, the impact will include economic and employment growth and in particular the improvement of employability and job opportunities for young people in the countries of the Mashreq region and neighbouring countries.

Partners

The project is jointly implemented by representatives from ministries, public authorities, private industrial and commercial associations, and agencies of the participating five Arab countries.

Training of the trainers



Capacity Development

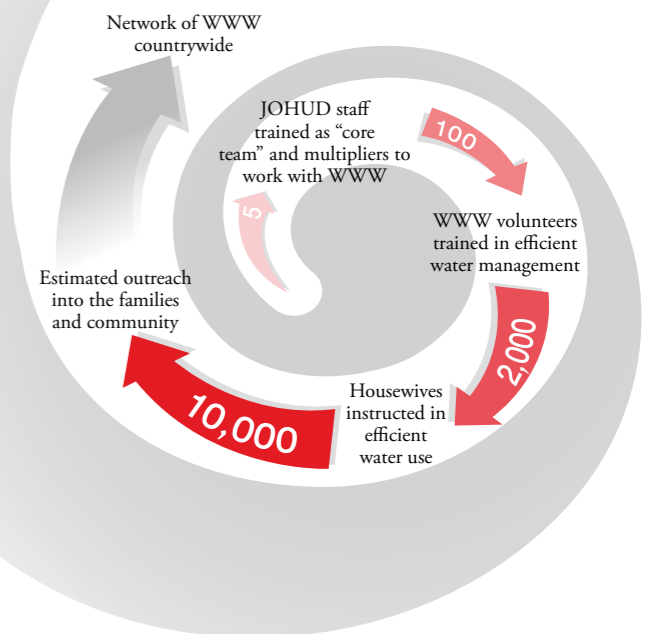


GTZ's understanding of capacity development is tied to its concept of sustainable development. It helps to build capabilities at the individual, organisational and societal level so that partners are able to articulate, negotiate and implement their own reform and development ideas. In so doing, GTZ often assumes the role of facilitator between various state, civil-society and private-sector actors, and of mediator in societal conflicts of interest. The enterprise gears its efforts in these fields to the rule of law, the social and ecological market economy, good governance as well as partner ownership and responsibility for the initiated processes. GTZ shoulders a share of the responsibility for the reform processes it supports. This holistic approach is characteristic of GTZ's international cooperation activities.

One way the GTZ promotes capacity development in Jordan is through a project on Behavioural Change Communication.

Water Wise Women Initiative (WWWI)

The Water Wise Women Initiative is establishing a sustainable mechanism of awareness raising that leads to change in water related behaviour and improved water use efficiency at household and community levels. The WWW Initiative is a joint initiative by the GTZ on behalf of the German Federal Ministry of Economic Cooperation and Development (BMZ) and the Jordanian Hashemite Fund for Human Development (JOHUD), supported by the Jordanian Ministry of Water and Irrigation (MWI) and the Water Authority of Jordan (WAJ). The initiative is currently being implemented in seven local communities throughout Jordan.



Sustainable Development



For GTZ, sustainable development is both a mandate and a commitment, and the foundation of all its work. GTZ's concept of sustainable development articulates three core objectives: promoting economic growth for more prosperity, the different use and conservation of natural resources, and equal opportunities for rich and poor, North and South, men and women. Providing all groups with access to material resources, education, knowledge and legal rights as well as giving them a say in political decisions is an essential prerequisite for achieving these goals. An ongoing process of negotiation and dialogue that balances conflicting interests fairly and peacefully - at all levels of intervention, local and regional as well as national and international - goes a long way to supporting these aims. Development cannot be based on "one-size-fits-all" models, but requires processes of social reflection and learning in order to produce sustainable long-term solutions. The ability to initiate and jointly shape these learning processes is one of GTZ's key strengths.

One of our many different indications of successful capacity development is the training of farmers on the reuse of marginal water in irrigation.

Capacity Building for Farmers

Jordan is one of the most water-scarce countries in the world. The majority of its water resources are used for agricultural purposes. In the Jordan Valley, farmers increasingly have to use brackish and reclaimed water in order to irrigate their fields. These resources, however, require certain procedures to assure their safe use and in order to meet the needs of the crops. Within the framework of German-Jordanian Programme "Management of Water Resources", GTZ has, in close collaboration with the Jordanian authorities, developed guidelines for the use of reclaimed water. On top of this, farmers in the Jordan Valley can attend workshops to receive training on different aspects concerning the use of treated wastewater.

Quotation:
Eng. Mohammed Najjar
Minister of Water & Irrigation

"In our long-term cooperation with GTZ we experienced an atmosphere of continuous and rewarding dialogue and mutual understanding. Bundling of projects into full-fledged programmes with the aim to improve living conditions and reduce poverty facing our serious water management problems was our goal.

The German expertise and their long term commitment made many things possible. It was a balanced approach targeting the ongoing sector reform, supporting organisations and their cooperation, and developing individual skills, respecting our cultural and social characteristics and linking each activity with the development of human resources."

Personal success stories

"Until now our workshops have reached around 850 farmers", says Ahmad Sobh, a GTZ Technical Adviser. During the training the farmers are not only informed about the actual topic – irrigation using reclaimed water – but also about related topics such as nutrients and soil fertility and general topics like the water situation in Jordan. "It is very important to speak the language of the farmers", says Sobh, "and not to act as lecturers who know everything better", he explained. Therefore the workshops are held in a participatory manner and everybody is encouraged to participate, ask questions, or raise concerns.



Awni Saadu Al-Dessouki has learned that his fields are naturally rich in nutrients and he hardly has to apply any fertilisers. This allowed him to save up to JD 7000 (around EUR 6900) within one planting season.



Youssef Musa Hassan Abu Nida tried out the newly acquired know-how and applied it on one of his squash fields. "I only used nitrogen fertilisers, as during the workshop we were taught that the canal water was rich in all the other nutrients", says Abu Nidal and enthusiastically reported that just two weeks later he noticed a higher crop yield.



Mohamed Abdel Karim Al-Malahi: "The project staff seemed to be very interested in us as farmers and in our living conditions", he says. This positive impression motivated him to continue working with GTZ year after year. Presently, he uses about 75% less fertiliser than the amount he once used. Due to this reduction, the father of nine has managed to increase his net profit by more than 15% per year.



Mikhled Mohamed Sulayman Ad-Dayyat Also feels obliged to convince his colleagues of the advantages of the new techniques. He has been working with the GTZ since 2007. He describes it as an adventure when asked about the implementation of the new techniques. In his opinion "Jordanian farmers are fighters who are always looking for innovations in order to improve their living conditions". The adventure was worth it. By applying fertigation techniques (combination of fertilisation and irrigation), he was able to reduce his use of fertilisers by 60% which led to a 20% increase in his net profit. He and the others wish that more farmers were able to learn about the guidelines. With this in mind, he suggests organising more workshops, with the old participants and the new farmers. "This way, we will be able to exchange our experiences with each other, which will lead to a win-win situation for everybody".



German Development Cooperation

Achieving goals together

The close cooperation between the different German Development Organisations is a vital and strategic characteristic of the German Development Cooperation. Alongside close cooperation with partners on site, there is intensive coordination with other German and international organisations enabling optimal use of available resources and sustainable development in the country concerned.

To consolidate the wide-ranging knowledge and sustainably and effectively overcome obstacles to development, the German development cooperation employs a multifaceted organisational structure.

Within this, GTZ is one of a number of players that include KfW Entwicklungsbank (KfW Development Bank), Capacity Building International (Inwent), German Development Service (DED) and Centre for International Migration and Development (CIM).

The harmonisation of our approaches and alignment of our programmes ensure the results-oriented focus of all German development cooperation activities in Jordan.

In the water sector for instance, the close cooperation between the different organisations allows for a holistic approach including financial, technical and personal assistance at different levels of interventions, ranging from the policy and institutional to the individual and local level.

Centre for International Migration and Development
a joint operation of GTZ and the German Federal Employment Agency

Public Private Partnerships (PPP) as new forms of cooperation

In order to widen the scope and intensify the impact of its projects, GTZ aims to increase its cooperation with the private sector and other donors through Public Private Partnerships (PPP) and co-financing mechanism.

Public Private Partnership projects combine business interest with development policy goals in for instance the fields of environmental protection, education, training, water and energy supply. PPPs are jointly planned, financed and implemented by all involved actors.

Innovative Greywater Recycling in Jordan

Water is a scarce commodity in Jordan, as Ramzi Nazzal, the owner of the Dead Sea Spa Hotel at the Dead Sea, knows only too well. In the middle of the desert, where summer temperatures can reach 45°C, the refreshing blue of the hotel pool could almost be a mirage. During peak season, the hotel manager has to hire private water suppliers to fill the hotel's water tank up to ten times every day.

The business costs and environmental impacts are considerable. The public water supply is available at a significantly cheaper cost, but it comes nowhere near to satisfying the needs of this four-star hotel. Yet, without its swimming pools and hydrotherapy facilities, the Jordanian tourism would lose an important attraction point. Ramzi Nazzal's company would not be the only one affected; the entire region would suffer significant economic damage. After all, tourism, alongside mining and the construction industry, is the country's most important economic sector.

Approximately 80% of the waste water generated daily by each hotel room at a wellness facility like the Dead Sea Spa Hotel takes the form of greywater. This water comes from baths, showers and washbasins, and can be treated and reused. When the growing stream of tourists made it necessary to expand the hotel complex in 2008, Ramzi Nazzal was eager to try new ways of managing water at his hotel.

The Dead Sea Spa became a pilot operation and the first company in the Arab world to install a modern greywater recycling plant that allows the water to be reused within a single building.

GTZ and Pontos GmbH have joined forces in a Public Private Partnership to ensure that hotel staff and Jordanian plumbing companies receive training in assembling the plant and carrying out maintenance work independently.

The Jordanian water authorities are supporting the project as a subsidiary of Hansgrohe AG by providing the necessary technology.

Quotation:
Dr. Stefan Gramel
KfW Development Bank

“Usage of reclaimed water in agriculture, reduction of drinking water losses, improvement of energy efficiency in the water sector - to name only some of the most relevant fields of GTZ and KfW Development Bank's cooperation with our partners in Jordan regarding one of the crucial challenges for the country: water. Our complementary approach and the excellent spirit of cooperation are essential in making our work a success!”



Team Jordan

