

LevelUP

ADVANCING JORDANIAN INDUSTRIES



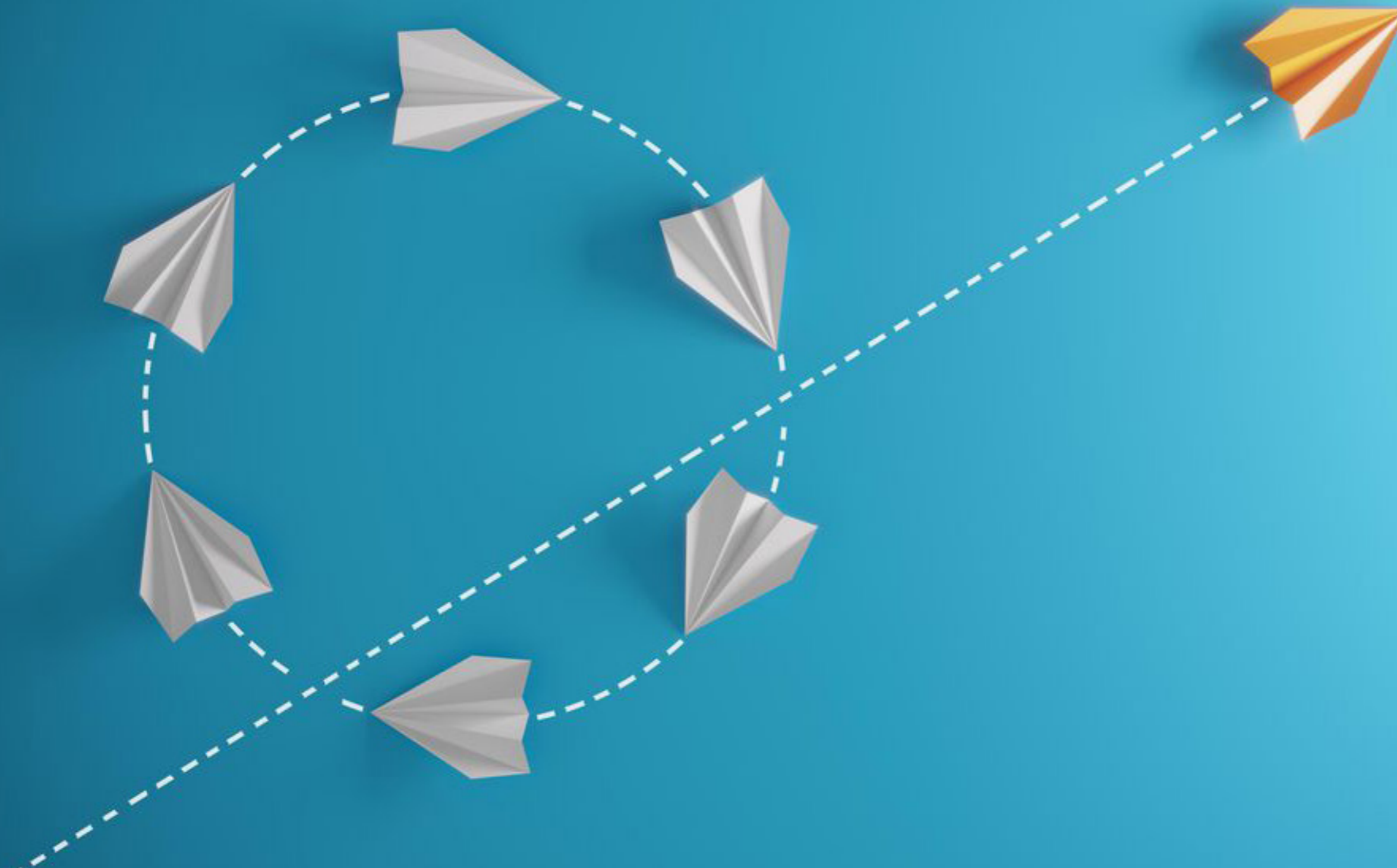
UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



The Hashemite Kingdom Of Jordan
Ministry of Industry, Trade and Supply



ITALIAN AGENCY
FOR DEVELOPMENT





As a response to the challenges imposed by the Covid-19 pandemic, this initiative seeks to strengthen resilience and offer comprehensive and holistic solutions to entrepreneurs, organizations and people.



Acknowledgements

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The context

As the COVID-19 pandemic causes serious public health crisis while upending daily life as we know it, its devastating consequences are ranging from disruption of global economic activity, shuttering of businesses and confinement of millions to their homes, leaving the world's most vulnerable groups exposed to its most destructive effects.

The manufacturing sector is crucial for socio-economic transformation and recovery following the crisis. The UNIDO strategy for combatting Covid-19 uses the language “prepare and contain, respond and adapt, recover and transform”, in assisting the manufacturing sector to keep essential production chains in operation through a tailored portfolio of services for inclusive and sustainable industrial development. Looking forward, the disruption caused by the outbreak presents us with an opportunity to “build back better” by sharing and enhancing knowledge, building competitiveness and resilience and improving quality infrastructure, so that we can address unforeseen events with confidence in the future.

The framework

“Job creation for youth and women through improvement of business environment and SMEs competitiveness”.

The United Nations Industrial Development Organization (UNIDO), in partnership with the Ministry of Industry Trade and Supply of Jordan, is supporting the development of competitive small and medium-sized enterprises (MSMEs) through the project “Job creation for youth and women through improvement of business environment and SMEs competitiveness”. The project is funded by the Italian Agency for Development Cooperation (AICS).

In accordance with the Jordan 2025 Economic Development Plan, the project aims at strengthening Jordan’s private-sector contribution to job creation and the economic inclusion of youth and women - including through self-employment - by supporting the development of competitive small and medium-sized enterprises (MSMEs).

The project consists of two main components:

1. Developing an information system on the industrial sector that supports the production of evidence-based industrial and market intelligence analysis, and that facilitates overall monitoring of industrial development, including its impact on the economic inclusion of women and youth.
2. Enhancing investment and market opportunities in three selected value-chains: Fashion and Garments, Natural Cosmetic and Food supplements industry as drivers of job creation and self-employment for youth and women in both urban and rural regions.

The project will directly serve:

- SDG 5 “Achieve gender equality and empower all women and girls”
- SDG 8: “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”
- SDG 9: “Build resilient infrastructure, promote sustainable industrialization and foster innovation”
- SDG 17: “Foster international cooperation, multi-stakeholder partnerships and the alignment of public and private investments and industrial policies”



The target value chains



Fashion and Garments

More than 60 fashion companies have signed “The Fashion Pact” launched by Kering’s CEO last year, creating a large industry cross-section that’s committed to seven new targets to reduce the sector’s environmental impact.

The industry is working to reduce the environmental footprint of its products.

Ethically-minded fashion brands are rising their competitive influence on the market. While consumers may be willing to pay more for something that is environmentally friendly, the ultimate goal should be for sustainability to be accessible.

Natural cosmetics

Beauty products are placed directly on the skin — so a broad interest in holistic health has triggered a new consumer interest on ingredients and processes. Consumers want to know where ingredients or materials for products are sourced.

The organic and natural sector is the fastest growing sector of the global beauty industry with \$160 billion spent worldwide each year on organic cosmetics, skin-care and treatments.

The global market value for natural cosmetics and personal care expect a positive increase from 54.5 billion dollars for the year 2027.

Food supplements

Worldwide, the lifestyles of some 6.3 billion people rely on the cultivation of plants. Demand for herbal drugs, cosmetics, foodstuffs and other products in this already vast market continues to grow.

There is an expanding interest worldwide in medicinal and aromatic plants (MAPs) due to their use as raw materials in the production of food supplements, medicinal and cosmetic products.

Sustainable plant use contributes to global wellbeing and a healthy ecosystem.

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manifesto

Digital infrastructures, global platforms and e-commerce are dramatically increasing SMEs' reach in sourcing and selling, including through Global Value Chains, and facilitating access to distant markets

Advancing digitalization in SMEs is a promising approach to enhance international and national competitiveness

Digitalization is changing the nature and set of skills required to perform in data driven and digital-enhanced markets

The effective adoption of digital technology across SMEs can spur the whole economy and make it more competitive both nationally and internationally

Design Thinking has become a mainstream approach in product development to meet consumer expectations

levelUP the accelerator for SMEs and Digital Innovators

Supports SMEs, start-ups and organizations to build game-changing and successful business models to enter global markets by adopting the design thinking approach for creating human-centred products, services, solutions and experiences.

01 Enhance industry (VCs) through digital transformation

02 Boost digital entrepreneurial culture

03 Foster SMEs competitiveness through innovation

vision

04 Use design thinking to enhance brand awareness and meet customer's needs

05 Improve access to finance

06 Improve digital marketing strategies

07 Foster the internationalization processes

The approach

In an effort to boost the growth of the Jordanian private sector in the context of Covid-19 worldwide economic crisis UNIDO in cooperation with the Ministry of Industry Trade and Supply of Jordan, has designed the **levelup accelerator** to facilitate the creation and growth of sustainable and inclusive businesses.

Focusing on three manufacturing value chains, fashion and garments, natural cosmetic and food supplements sectors the initiative provides women- and youth-led leading high-potential businesses with the tools to expand their ambitions and cultivate their businesses globally.

From seed to markets

The **levelup accelerator** aims to award 10 Champions of Digital Change, among visionary youth and female entrepreneurs who possess a tremendous desire to develop innovation capacity that turns in tangible business benefits.

The program is built around a 5 gates' selection process in which entrepreneurs, start-uppers and organizations will benefit from a fully-fledged acceleration program including industry-immersion internships and fundraising boot camps experiences in Jordan and in Europe.

Fashion designers, craftspeople, manufacturers of garments, natural cosmetics and food supplements as well as talented entrepreneurs, NGOs and Innovation Hubs are invited to apply to the initiative and become mentors of **levelup accelerator**.

By acting at private and public levels, the accelerator which will award the 10 Champions of Digital Change, intends to establish fruitful partnerships between Jordanian and European entrepreneurs, financial investors and potential traders, academia and business associations to scale businesses from seed to markets.

To achieve this goal, the program aims to promote digital innovation among SMEs and start-ups by providing services and funding opportunities to build trade networks and gain access to digital markets.

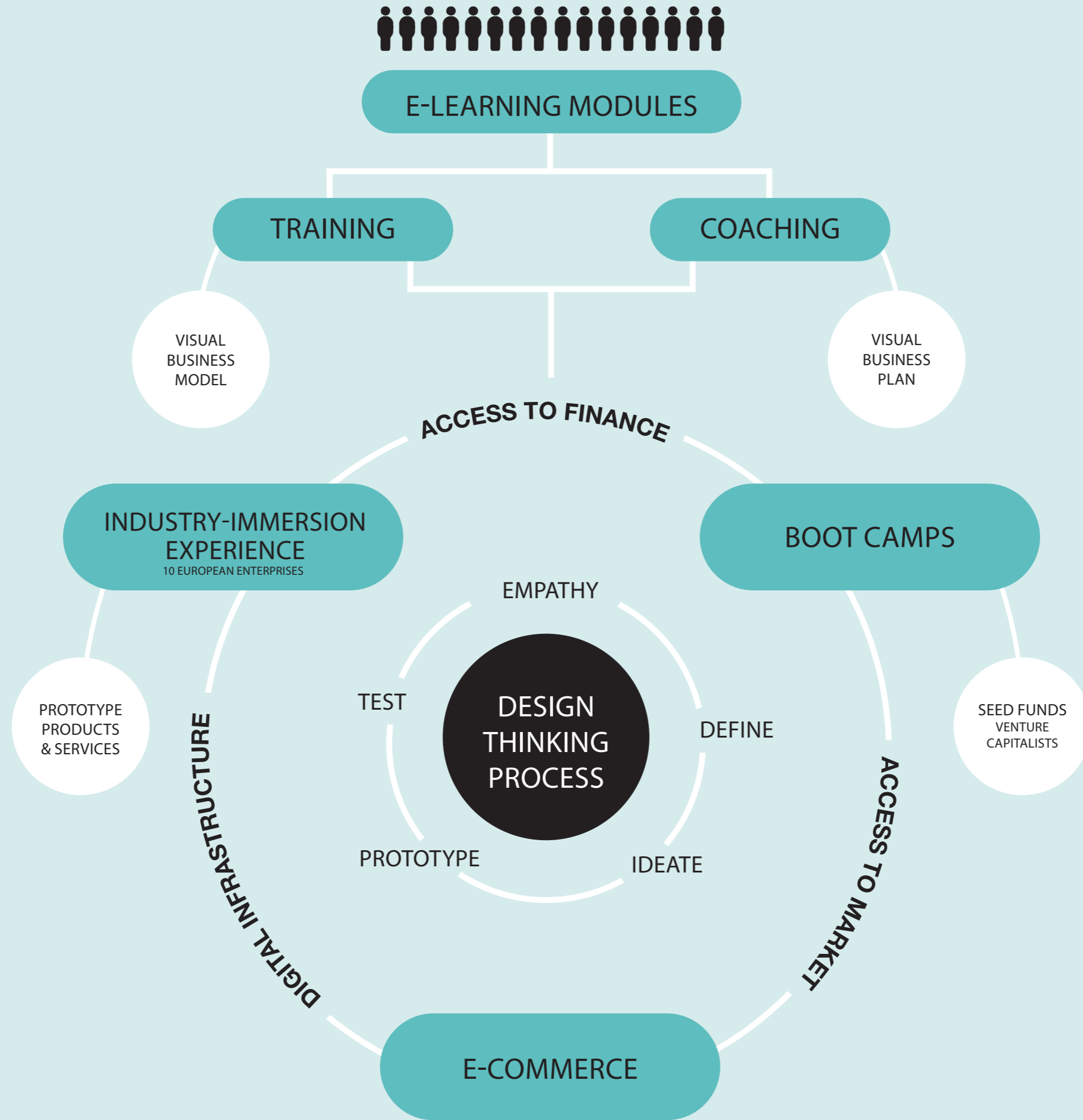
Key goals

To acquire a broader entrepreneurial vision that allows businesses and organizations to compete, grow and thrive on the global markets

To move beyond the traditional business models and focus on consumers' empathy to come up with innovative ideas and solutions that speak to global customers

To advance by partnering with leading European businesses and potential investors

The accelerator ecosystem





SMEs & Start-up

Women & youth open-minded entrepreneurs and change makers



Fashion designers

beneficiaries

Craftspeople



Garment manufacturers

Natural cosmetic manufacturers



Food supplements manufacturers



Export Consortia, NGOs Innovation Hubs and any organization, whose actions have a positive impact on the selected value chains

target audience

Key stakeholders international corporates

Economic and business associations

Academia

Vocational training centres

01

Trade buyers
Distributors
Retailers

02

03

Business angels
Investors
Financial institutions

04

Public & private organization

Core Partners



Jordan Enterprise Development Corporation (JEDCO)

JEDCO is a nationally mandated business support organization that builds on accumulated experience in the area of supporting the upgrading, modernization and development of start-ups and SMEs. This includes upgrading of technology, IT systems, production and services processes, technology, machinery, certification (CE, HACCP, ISO, GMP), quality assurance, marketing, on innovation implementation, on access to finance; and on market and export development. JEDCO provides policy advice to public and private sector stakeholders.



Jordan Exports (JE)

Jordan Exports is a national export promoting company, responsible of promoting and developing the export sector in Jordan. In accordance with this, JE leads policy advocacy, develops programs, capacity building and measures for the active promotion of exports. Exploration of markets through the organization and facilitation of participation in international trade fairs and exhibitions abroad is one of primary duties for JE.



The Business and Professional Women Association – Amman (BPWA)

BPWA Jordan is a dynamic, innovative, member-based organization and a business association of dedicated female professionals established in 2003 by a number of professional and pioneering women in Jordan. The Association supports Jordan's vision of a stronger economy through increased participation by women in business and the workforce by providing Jordanian women with a pathway to business and career success.



ChangeLabs


ChangeLabs builds the MENA region's leading virtual learning programs, accelerators, incubators, hackathons, and workshops leveraging experts and global mentors. The programs are SDG-aligned and help entrepreneurs launch and scale up their businesses while developing new skills.



Bridge for Billions

Bridge for Billions is a digital ecosystem of programs for early-stage entrepreneurs. In collaboration with Bridge for Billions, UNIDO developed the IDEA App, the virtual incubation platform that provides tailor-made localized business developed modules comprising step by step interactive learning-by-doing methods. The platform serves to connect young entrepreneurs with national and international mentors to accelerate growth of new entrepreneurship communities and foster an entrepreneurial culture. This web-based service seeks to provide highly structured and qualitative digital mentoring and incubation experience through all-in-one access to one-to-one mentoring, a step-by-step incubation methodology with key definitions, business cases, and data visualizations.





How does the levelup accelerator work?

www.levelupjordan.org

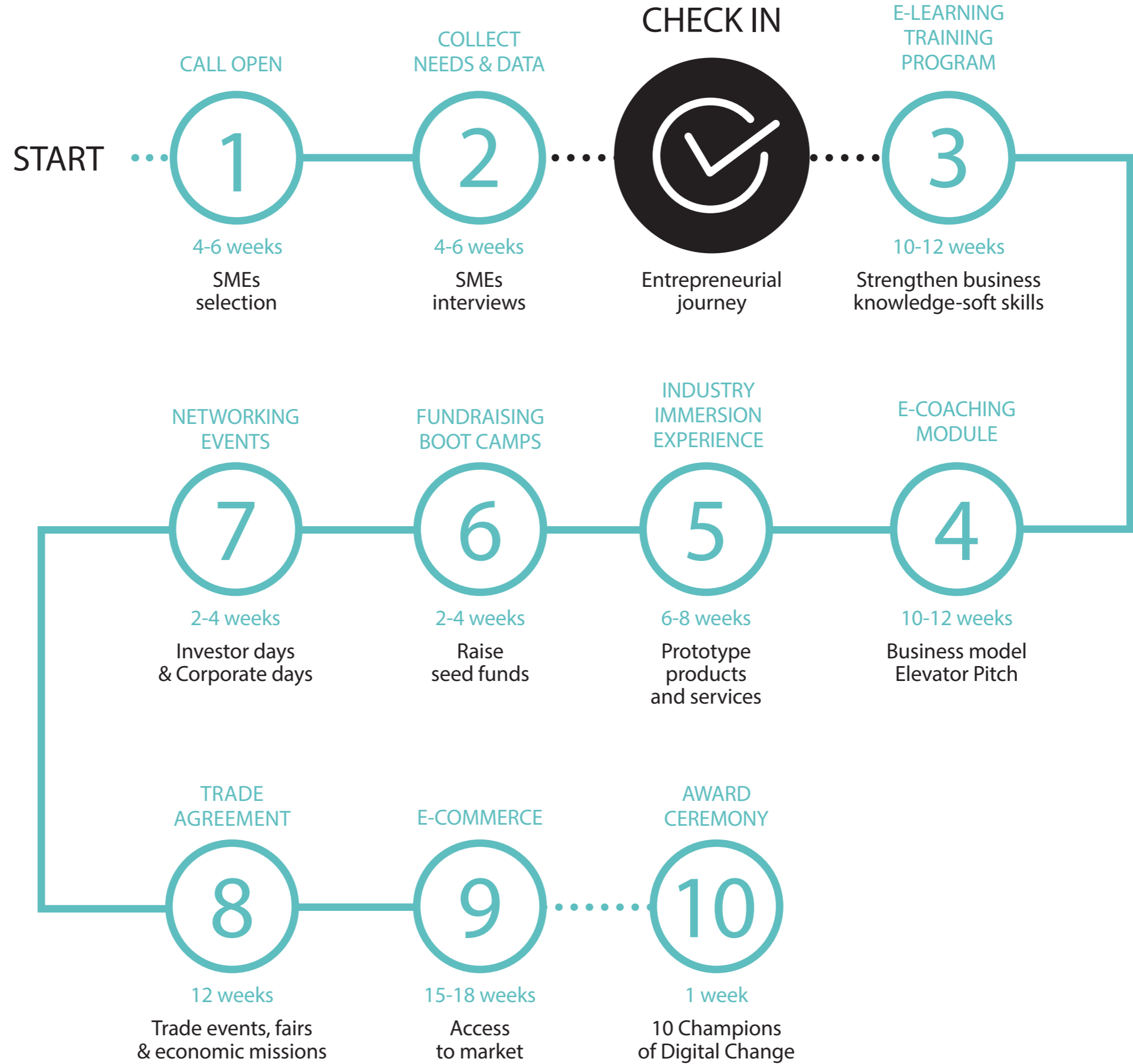
The five gates of acceleration

levelup accelerator
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(*) developed in collaboration with Bridge for Billions

The accelerator grow-flow



SMEs selection process

gate 02

50
Training

gate 03

15
SMEs
at mature
stage

gate 03

35
SMEs
at early
stage

gate 04

gate 05

10

Champions
of Digital Change

gate 01
Jun — Jul

gate 02
Aug — Sep

gate 03
Sep — Dec

gate 04
Jan — March

gate 05
Feb — July

2021

2022



timeline 2021—2022

Jun — Aug 2021
14 weeks

gate 01

Call for applications

Open Days & Masterclasses

Online

Aug – Sept 2021
7 weeks

interviews

Selection process completed by end of Sept

Online

selection process
Oct — Dec 2021
10-12 weeks

gate 02

E-learning training program

50
Beneficiaries

Online

selection process
Dec — Jan 2022
SMEs at early stage
10-12 weeks
SMEs at mature stage
4-6 weeks

gate 03

E-learning coaching program and one-to-one mentoring

35
SMEs at early stage
15
SMEs at mature stage

Online

selection process
Jan — March 2022
10-12 weeks

gate 04

Industry-immersion experience

10
Champions of digital change

Europe and Jordan

Feb — July 2022
18-20 weeks

gate 05

E-commerce and trade events

Access to market

10
Champions of digital change

the accelerator expected impact

- 200  Businesses involved
- 50  Entrepreneurs trained
- 5  Mio Euro funds mobilized
- 10  Business Schools, Academia and vocational training centres and NGOs involved
- 10  Partnership agreements signed
- 15  Target Countries served
- 500  Traders and buyers linked
- 50  Economic & Trade associations linked
- 250  New jobs generated
- 6  Strategic partnerships established with regional institutions in Europe
- 10  Public institutions involved in Jordan and in Europe

Key performance indicators

According to SDG 5, SDG 8, SDG 9 and SDG 17, the initiative will be assessed against the following key performance indicators 24 months after the end of the program:



5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



17 PARTNERSHIPS FOR THE GOALS

Number of businesses financed of which Youth-led and Women-led (incl. young women)

Jobs opportunities created for youth and women, including self-employment in supported companies

Access to markets in the target countries

Number of supported companies signing new deals for export sales

Seed capital raised

Impact on Jordan innovation ecosystem (e.g.n. individuals involved in fablabs, new start-ups launched through the initiative)

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[www levelupjordan.org](http://www.levelupjordan.org)



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Cooperation
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