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## **EDAMA Annual Report 2020**

### A Message from our Chairman

EDAMA association for energy, water and environment has been proudly entrusted by the private sector since 2009. In the past Eleven years this association was able to fulfill its members necessities from the Jordanian Market. We further ensured reinforcing our position to fuel Jordan's green economy, through bridging the gap between the public and the private sector.





transforming challenges into opportunities, we sought to enhance our presence in the service by creating an open dialogue through electronic platforms to ensure the continuity of work while preserving health as a priority.

In addition to organizing events via electronic platforms that host international speakers from international companies to exchange experiences in various fields in the energy, water, and environment sectors.

In the 11th anniversary of the foundation of EDAMA, we wish to extend our gratitude to all of those who contributed to the advancement of the energy, water and environmental sectors utilizing their expertise for a greener tomorrow.

# **EDAMA Board of Directors**

EDAMA board of directors is comprised of 9 members in total of which represent various backgrounds (Financial institutions, developers, automation, law firms and electricity companies)



**Dr. Dureid Mahasneh** Chairman of the Board



Mr. Samer Judeh Vice Chairman



Mr. Hanna Zaghloul Board Secretary



**Mr. Fadi Marji** Treasurer



Mr. Saed Karajeh Board member



Mrs. Shermine Al Dajani Board member



Mr. Tareq Khalifeh Board member



Mrs. Reem Hamdan Board member



**Dr. Maher Matalka**Board member

### **Our Executive Team**

Diana Athamneh	Reem Almasri	Abdallah Al Shamali	Yasmin Wadi	Basil Tahboub
Deputy General Manager / Head Of Projects	policy and research spe- cialist	Researcher	Pr & Event Manager	Media Specialist
Mera Abu Al-Hassan	Dina Hinnawi	Mohammad abu Jamous	Muhannad alJayyar	
HR & Administrative Officer	Project Officer	General Accountant	General Accountant	

### Who we are?

EDAMA is a business association that was established in 2009, to service the energy, water and environmental sectors. the name EDAMA was derived from the Arabic word, EDAMA which means sustainably. we are here to cultivate an environment where innovative solutions for energy and water independence and environmental conservation emerge.

Advancing Jordan's movement towards a green economy is an ambitious and priority goal. To be achieved, we need robust knowledge hubs, multi- stakeholder dialogue avenues, and private sector mobilization. EDAMA's niche is in providing a platform agile and inclusive enough to involve a large number of public, private and NGO sector representatives. These key players together discuss and shape the future development of the Energy, water, and Environment (EWE) sectors in Jordan.

### **Our Mission**

We ensure the establishment and growth of a vibrant energy, water and environment sectors in order to secure positive environmental realities for Jordan.

### **Our Vision**

We ensure the establishment and growth of vibrant private Energy and Water sectors reflecting positive environmental realities in Jordan.

# **Strategic Pillars and Goals**



Edama seeks to achieve the goals of sustainable development, the nature of our work with companies and Policy makers in the fields of energy and water and the environment makes it essential to include United Nations development goals in its strategy.

Where EDAMA directly seeks to achieve the following sustainable development goals:

- Ensure access to affordable, reliable, sustainable and modern energy for all.
- Sustainable cities and communities: through CSR projects such as EDAMA's Eco-Villages Initiative.
- Partnerships for the SDGs: EDAMA is strongly committed to forging partnerships with the public and
- private sectors, as well as civil society organizations to advance Jordan's green economy.

### EDAMA's also indirectly supports the following:

Gender Equality, Decent Work and Economic Growth, Industry, Innovation and Infrastructure and Climate Action.

### Advocacy



EDAMA was established with the birth of the EWE economic sectors. We are proud to serve the sector and members' priorities. We do so through the strong working relationships we have formed with various entities from the NGO, private and public sectors. Since then, we have been working with those partners to provide an enabling environment for the private sector to become competitive and innovative. These joint efforts have enabled Jordan to be one of the clean energy leaders in the region.

### Membership:



EDAMA believes that a dynamic green economic sector depends on the willingness of all sector players to work together to achieve a common goal. We work hard to cultivate an active network of highly qualified organizations and individuals in Jordan and around a world.

### **Communications and Networking**



One of the key pillars EDAMA works on to develop the Energy, Water and Environment sector is Networking & Business Development. Networking is the most productive and efficient way to strengthen the social capital of the Energy, Water and Environment Sector. Since 2010, EDAMA has been organizing the only sector-specific Power Breakfasts in the Energy, Water and Environment sector as a way to encourage collaboration and inspire innovation within the sector.

### **Capacity Building**



EDAMA's Capacity Building Department aims to bridge the skills and competencies gap in the Energy, Waster and Environment sectors by providing the highest quality of capacity building and development programs, offered to members and non-members.

The department's mission is to host and provide quality educational courses and professional development opportunities related to the Energy, Water, and Environment (EWE) sectors in Jordan. Through this department, EDAMA aims to contribute to sector growth and help individuals and companies expand their knowledge base and areas of work.

### **Projects**



EDAMA's Projects Department is focused on Implementing and Coordinating various projects that provide sustainable solutions to the sectors of energy, water, and environment which is done occasionally with an international multi-partnership that is playing a crucial role in contributing to achieve the SDGs and the sustainable future of Jordan.

# **Advocacy**

Within the framework of its priorities in serving the green sector, EDAMA seeks to develop and implement action plans, identify and define key initiatives and results, conduct research, write policy papers, and make recommendations for consideration.

### In 2020, EDAMA dealt with several issues, the most important of which is:

- Covid 19 impacts on the energy sector and the companies operating in it.
- Proposed amendments to the guidelines related to renewable energy connection projects.
- Proposed amendments to the instructions for installing solar panels on rooftops.
- Tax exemptions provided for renewable energy projects in accordance with Annex 18 of the Power Purchase Agreement.
- Halt renewable energy projects larger than 1 megawatt and stopping energy storage projects.
- Energy sector strategy for the years 2020-2030.
- Net metering & wheeling projects suspension during the days of a comprehensive ban
- Specifications and standards related to the safety of the PV module and power modifiers.
- Draft regulations of provisions and conditions for exempting energy source systems from customs duties and subjecting them to general sales tax at a rate or zero for the year 2020.

### Most important research and publications in 2020:



### **RE recommendation admist COVID-19**

During the lockdown in the first quarter of 2020, EDAMA provided a summary on the most important challenges that faced the energy sector and the companies that are operating due to the stoppage of work, and also presented many recommendations that explain how to respond to the crisis as well as plan for recovery process in a thoughtful manner taking into account all parties in order to mitigate the effects and the negativity that resulted from this pandemic.



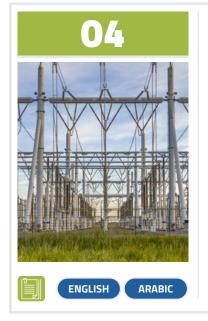
### Jordan Electricity sector survey

EDAMA Association surveyed a large number of interested people, including specialists and non-specialists in the energy sector, asking about their view of the electricity sector in Jordan, and the survey consisted of thirty questions, the most important of points were: the importance of self-reliance, cost reduction, managing the electricity file, decisions and instructions from the Ministry of Energy until the time of conducting the survey, in addition to the important steps that must be taken to overcome the sector crisis and the impact of energy sources on the environment and resources



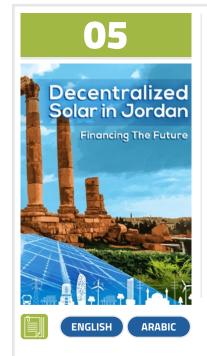
### EDAMA's vision on the energy sector strategy 2020 -2030

In the middle of 2020, Ministry of Energy and Mineral Resources issued its comprehensive strategy for the energy sector for the years 2030–2020, and this was after a full year of its predetermined and previously announced date. EDAMA provided an analysis for the most important items of the strategy in addition to the most important observations that must be taken in the upcoming reviews.



# Position Projects: Renewable Energy wheeling projects disconnection during the Lockdown periods

During the days of the total ban, The National Electric Power Company has disconnected the systems of solar power stations connected to the grid through wheeling and it was done due to decrease in demand for electricity and thus decrease in loads. In this paper, Edama presented an analysis of the situation of the electrical system during the lockdown and suggested solutions to avoid this problem without the need to separate these systems and harm their owners from vital sectors and public utilities.



### Decentralized Solar in Jordan: Financing the Future

This report comes within a series of reports that aim to encourage the deployment of decentralized solar systems in Jordan by providing recommendations and proposing solutions to the obstacles that hinder the development of small and medium solar energy projects. The first report dealt with administrative procedures and made recommendations on how to improve them in order to achieve the maximum level of social and economic returns, while this report deals with financing these projects and provides an evaluation of the programs and institutions operating in this sector. At the end of the report, recommendations were added on the mechanisms that could be added in order to contribute on increasing the volume of investment and increasing the decentralized funded projects.

### Media Campaign

**Duration Time** 

Estimated Reach **UP To 25K** 1000+

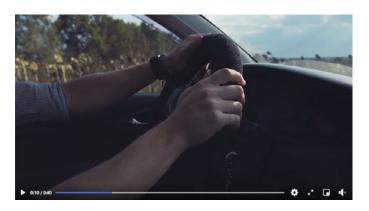
**Engagments** 

Views 50k+

With the rise of the clean energy market, many misconceptions came to surface, due to the highly complex energy sector with its constantly increasing number of different actors, in addition to the existing challenges resulting from the heavy reliance on the imported fuel and the interruption of the Egyptian gas that incurred Jordanian treasury losses of about 5 billion Jordanian Dinars,. mixing up facts, and the lack of knowledge and information about the newly developed sector contributed to the spread of misconceptions.

EDAMA in collaboration with Friedrich-Ebert-Stiftung launched a renewable energy media campaign aiming at enhancing the public image of renewable energy resources, highlighting the importance of depending on local and sustainable energy resource, revealing the socioeconomic benefits accompanied with the increased deployment of renewable energy resources, in addition to promoting the importance of switching to green and sustainable energy tools and solutions and raising awareness about renewable energy misconceptions.

### Videos





### **Images**



















# Membership



Since 2009, EDAMA has sought to increase and diversify its membership. EDAMA has been able to establish links with members from various sectors.

EDAMA members represent various parts of the supply chain. Over the years the diversity has become apparent. This will engage the largest number of sectors to participate in fueling Jordan's Green Economy.

Our role is to deliver an accurate representation of the status quo within the legal framework. As a business association EDAMA holds the responsibly of bridging the gap between governmental entities and legislators and our member organizations.

### **New Member**

In the year 2020, and in its continuous endeavor to partner with high-quality members and make an impact on the green sector at the global level,

Edama is pleased to have joined one of the most important international companies in the field of energy **JinkoSolar**,



# JinkoSolar is currently the world's largest solar panel manufacturer. Headquartered in Shanghai, China.

JinkoSolar operates one of the industry's largest R&D centers and UL certified module testing facilities with over 250 scientists and solar experts.

Now, JinkoSolar holds the world record for P-type Poly PERC and Mono PERC cell efficiency at 22.04% and 23.95% respectively, JinkoSolar also announced that the 60P version of its P-type PV module peak power broke the world record again with power exceeding 370w and the N-type PV module peak power reaching 378.6w.



### **Our Members**



























































































































# **Communication and Networking**

### **EDAMA Events 2020**

Believing in the service of the green sector our association is keen to continue communicating with its members and partners, as we have held virtual meetings and events through electronic platforms:

# Future of Natural Reserve in the Context of Sustainable Development

### Power Breakfast.

EDAMA Association for Energy, Water and the Environment held an energy breakfast entitled "Future of Natural Reserve in the Context of Sustainable Development"

" in cooperation with the Royal Society for the Conservation of Nature and the German Agency for Development. The discussion revolved around the importance of natural reserves in Jordan and the most important legislative frameworks that must be activated to ensure the sustainability and protection of biological diversity in these Sanctuaries.





# The Norwegian Experience in Renewable Energy & Environment

### Power Breakfast.

Where the meeting discussed the impact of Corona on companies, which indicated that companies were greatly affected by the interruption and decrease in revenues from them, and that the average period in which companies can fulfill their obligations will not exceed four months in the best case, and also indicated the need for most of these companies in the next stage for assistance on the form of low interest loans so that it can continue its business





March 3, 2020

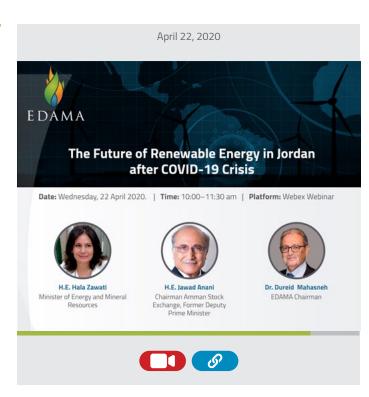




# The future of the renewable energy sector in Jordan after the Covid-19 pandemic

### Webinar

Where the meeting discussed the impact of Corona on companies, which indicated that companies were greatly affected by the interruption and decrease in revenues from them, and that the average period in which companies can fulfill their obligations will not exceed four months in the best case, and also indicated the need for most of these companies in the next stage for assistance on the form of low interest loans so that it can continue its business

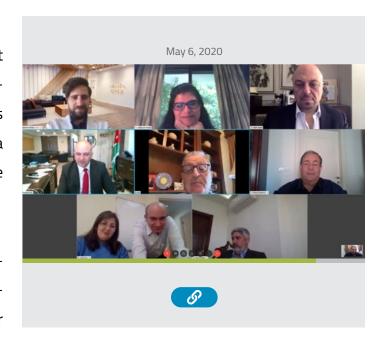


# Jordan's Economy Electrification via Digitalization

### Webinar

HRH Princess Sumaya bint El Hassan, President of the Royal Scientific Society enriched our Webinar in cooperation with intaj ICT entitled: Jordan's Economy Electrification via Digitalization with a detailed presentation showcasing the renewable energy sector and how it intersects with digitization.

The webinar was attended by around 300 participants from the ICT and energy, water environmental sectors. In this webinar, H.E. Karim Kawar moderated the discussion and H.E. Mothanna Gharaibeh was a panelist.

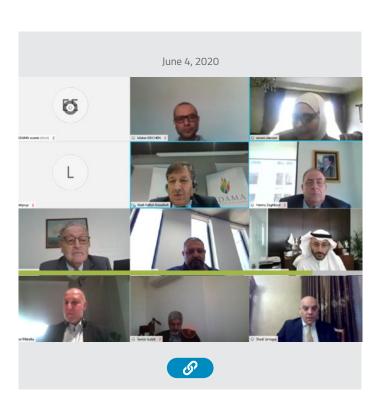


The welcoming speech was conducted by Dr. Dureid Mahasneh, EDAMA chairman of the board, where he confirmed the importance of seizing the recent business opportunities that appeared due to the current situation of COVDI-19 the world has been facing.

# Electrical interconnection and renewable energy

### Webinar

Edama Association, in cooperation with Adara Investment Company, held a discussion session via the WebEx application, and hosted speakers from Saudi Arabia, Morocco, Tunisia and Jordan. The dialogue was moderated by Eng. Abdel Fattah Al-Daradkeh, the former director of the National Electricity Company, and in the presence of a large number of interested parties to discuss the prospects for electrical interconnection in the Middle East and North Africa and how this connection will contribute to supporting and promoting renewable energy on electrical networks.



# A discussion session on energy storage in Jordan

### Webinar

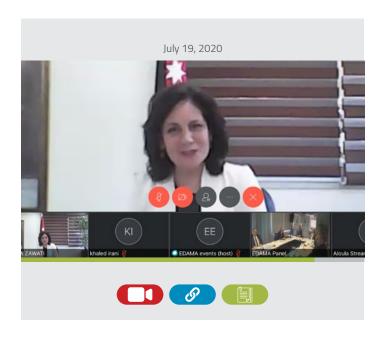
Edama Association held a discussion session through visual communication technology on energy storage and the challenges and opportunities associated with it, and it hosted a number of local and international specialists to discuss the importance of storage systems and their role in increasing the percentage of renewable energy and enhancing network stability and the role of legislative frameworks and financing mechanisms in contributing to its spread.



# Edama holds a discussion session on the energy sector strategy for the years 2020-2030

### Webinar

His Excellency the Minister of Energy and Wealth indicated that what distinguishes this strategy is that it is based on expectations of energy demand growth until 2030, taking into account various sectors such as transport, water, industry, agriculture and the environment. She added that this strategy was prepared in partnership with all parties from the public and private sectors. She explained that this strategy was accompanied by a detailed implementation plan for projects and measures that would achieve the goals that the



strategy came to cover all sectors and all of that comes under the umbrella of the approved scenario, which is increasing self-reliance with a guarantee Diversity of local energy sources such as renewable energy and oil shale, in addition to traditional local energy sources of oil and gas.

### **EDAMA's General Assembly 2020**

### Webinar

Edama Energy, Water and Environment Association held its regular annual general assembly meeting on Thursday, September 3, 2020, and the members approved the financial and administrative report of the society's board of directors and the financial statements.



# A discussion session on the environment file between strengthening the powers and multiple institutions.

### Webinar

EDAMA Society for Energy, Water and the Environment, in cooperation with the Royal Society for the Protection of Nature, held a session to discuss the effects of the recent decision to establish the Quality and Consumer Protection Authority on the environmental file in Jordan

# October 8, 2020

# Hydrogen Technologies & Initiatives: the promise for future carbon

### Webinar

The webinar touched on several axes, discussed several topics such as Clean hydrogen economy – a snapshot, The role of hydrogen in the energy transition, Hydrogen will soon be competitive with natural gas, How to make hydrogen fuels? and reviewed the strategies of Europe, The hydrogen economy in North Africa and the Middle East and why hydrogen in Jordan . In addition to interesting and rich discussions



### A discussion session on Eco-tourism

### Webinar

Edama Association held a seminar entitled Ecotourism: The National Perspective from Politics to Practice, and hosted the Minister of Tourism, Dr. Nayef Al-Fayez, the former Minister of Environment and Energy, Mr. Khaled Al-Irani, and Ms. Reem Bseiso. . She is a member of the Environmental Reform Council and Agricultural Engineer Abeer Al-Jabji.



### **Social Media Platforms**

Spreading awareness to all segments of society is one of our goals, so social media has received attention from us.

### **Our Social Media Platforms**



**Posting Photo** 

43%

**Posting News** 

37%

**Posting Videos** 

30%

# **Capcity Bulding**

Developing the skills of our team is one of our priorities.

### **EDAMA Trainings**

Developing the skills of employees and raising their practical competencies Choosing the right courses for our employees

### **Advanced Training Course 2020**

### Organized by RES4 Africa Foundation

The Advanced Training Course 2020 course providing participants with a set of technical, economic and regulatory core competences and

advanced tools to assess and deploy the most appropriate solutions in different African energy contexts for an efficient and effective integration of renewables in emerging electricity markets, whilst nurturing an international network of experts.

The training session is addressed primarily to high-achieving individuals able to shape and deploy the future of energy systems in the Africa Region.



### **Participants:**

Dina Hinnawi (Projects department), Bruno Idini (Policy & Research department), Noor Eldin Alkiswani (Policy & Research department).

### **Green Business Model Training of Trainers Module**

Organized by The Business Development Center, in partnership with the (Sustainable Production and Consumption - Regional Activity Center SCP / RAC), is implementing the "Green Entrepreneurship" project approved by the Spanish Switch-Meds and funded by the European Union for the Mediterranean countries.

Ideas from different governorates of Jordan

Green entrepreneurs were trained and supported to acquire applied skills

And the process that they need during the period of establishing their own green projects by specialized trainers in the field of green entrepreneurship, and then incubating them in accelerators and Business incubators, providing financial support services, and helping them establish a network of relationships that would contribute to expanding their business, thus creating opportunities for Jordanian young people. and create green projects that contribute to preserving the environment and supporting.

Wheel of economic progress

A training of trainers certificate (TOT) was obtained in the field of developing green entrepreneurship projects















### **Participants:**

Reem Almasri , Noor Eldin Alkiswani (Policy & Research Department)

### **Capacity Built Up**

Within its societal responsibilities, and its contribution to the adoption of young people, developing their skills, and the contribution to reducing unemployment in our beloved country EDAMA worked on :

1. Edama Association believes that developing the capabilities of youth and contributing to providing them with job opportunities, especially in light of the difficult economic situation, is one of its most important goals. For this reason, EDAMA worked in partnership with the Jordanian Engineers Association (Training for employment program) to train Jordanian youth, develop their skills, and then provide them with job opportunities in the association

Lara Ismail - (Project Officer) + Noor Elddin Al Kiswani - (Junior Research Analyst)

### 2. Internship

Department	Department
Jumana Sawalha	Policy and Research
Aseel Rayan	Policy and Research
Amjad Almohtaseb	Policy and Research
Bruno Idini	Policy and Research

### Memoranda of Understanding

Signing memoranda of understanding with the aim of expanding the horizons of cooperation to serve the green sector:

Memorandum of Understanding between Princess Sumaya University for Technology and "Edama" Society for Energy, Water and the Environment.

Princess Sumaya University for Technology and the "Edama" Association signed a memorandum of understanding opening horizons for cooperation in developing the energy, water and environment sectors in Jordan, developing innovative solutions to current environmental problems, and improving the use of green energy sources.

the association's board of directors, Dr. Duraid Mahasneh



The memorandum was signed by the university president, Prof. Mashhoor al-Rifai, and the chairman of

# **PROJRCTS**

### **Partners**







### 2020 Projects Donors











### 2020 Projects Partners







### EU- Value Chain of RE and EE Projects in Jordan -Socio Economic Study For MEMR

Technical support of edama to reeeii-ta and memr to perform the study on the value chain of renewable energy and energy efficiency projects in jordan local value, gender and youth employment.

### **Outputs**

 Value Chain of RE And EE Projects In Jordan -Socio Economic Study For MEMR



### **Donor**

Technical Assistance to Renewable Energy and Energy Efficiency Program in Jordan (REEE II TA)

### **Partners:**

MEMER

### **Budget:**

3,500 EU

### Renewable Energy Media Campaign Project.

Create digital content that aims to increase the level of knowledge of the jordanian people in renewable energy technology and benefits and encourages them to use renewable energy resources and to advocate for its increased implementation. Target group for this content are, the average jordanian citizen, public sector workers and the civil society. The content topics

Are the socioeconomics and environmental advantages of renewable energy.



### Donor

Friedrich-Ebert-Stiftung

### Partners:

**FFS** 

### **Budget:**

8,000 EU

### **Outputs**

- Production of 10 short videos for social media posting, related to renewable energy use,
- Design of 30 social media posts, that includes text and a visual presentation of information in form of info graphs.

# Promotion of Decentralized Solar in Jordan Project: Addressing the Financial Challenges"

Policy paper in english and arabic; promoting decentralized solar in jordan, by first reviewing worldwide best practices on the financial instruments used to promote decentralized solar and an overview in the mena region and evaluate the jordanian experience and give recommendations on the financial instruments that might help in the next stage.

### **Outputs**

 Study Report Decentralized solar energy in Jordan: financing the future



### Donor

Friedrich-Ebert-Stiftun

### Partners:

FES, Solar Power Europe, Finergreen

### **Budget:**

10.000 EU

### **Building Back Better Post COVID - 19 (BBBPC)**

Edama association with the support of the british embassy in amman signed grant agreement for implementing the "building back better post covid-19" project. This project aims at creating a waste management program for the contagious wastes that are being produced due to the pandemic, specifically the disposable masks and gloves. In parallel, the project is focusing on encouraging behavioral changes that the community have adopted during the pandemic, and specifically the lockdown, that have created positive environmental impacts. Within the project activities, a pilot scale waste management program will be implemented in an educational institutional



and in a governmental entity, with room for expansion. The project would be the first step towards creating more resilience to not only the shock of the corona virus but any future shocks our society might encounter.

### **Outputs**

### Component I:

Building Back Better post pandemic awareness campaign.

Covered topics: Work from home, use electric cars, use reusable shopping bags, adopting water efficiency and waste minimization practices.

### Component II:

Develop a waste management guide for pandemic related waste in buildings.

Create and implement an integrated pandemic-related waste management program that focuses on items such as gloves and masks that may be contaminated with COVID-19. Waste Containers will be purchased and distributed in three locations while also coordinating with municipalities about proper waste pick-up, transport, and disposal practices.



# **Our Impact**

For more than 11 years, we are here to cultivate an environment where innovative solutions for energy and water independence and environmental conservation emerge.

Advancing jordan's movement towards a green economy is an ambitious and priority goal. To be achieved, we need robust knowledge hubs, multi- stakeholder dialogue avenues, and private sector mobilization. Edama's niche is in providing a platform agile and inclusive enough to involve a large number of public, private and ngo sector representatives. These key players together discuss and shape the future development of the energy, water, and environment (ewe) sectors in jordan.



### Memoranda of Understanding

Signing memoranda to serve the sector.



### **Research and Publications**

Write policy paper, make recommendations for consideration.



### **Training and Internship**

Develop youth skills and motivate them to an interest in the sector



### Membership

Expand our network of members in various sectors



### **Projects**

We seek to get involved in project that serve the green sector.





