

# 2017

## ANNUAL REPORT



**EDAMA**  
Energy, Water & Environment

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## About EDAMA

EDAMA is an Arabic word meaning “sustainability”. EDAMA association is a Jordanian non-profit association established in 2009. As a business association, we are the platform bringing together companies and compounding their ability to influence the direction and trajectory of Jordanian energy, water and environment sectors.

EDAMA's role in the Energy, Water and Environment sectors is centered around encouraging innovative clean technology solutions, as well as increasing private sector competitiveness and stimulating the Jordanian economy. Also, the association aims at increasing the level of awareness and advocating policy interventions that will effectively advance the development of these sectors in Jordan.

This is best reflected in our name: EDAMA Association for Energy, Water and Environment, and slogan for 2017: “Fueling Jordan's Green Economy”. This slogan was adopted as the Association's short and descriptive driving purpose long before Green Economy was adopted as a trend in Jordan.

Our primary stakeholders and beneficiaries are our private sector members. Our membership has been, since its inception, wide and diverse enough to include companies from all sectors of Jordan's economy. EDAMA has a membership of 97 companies who are invested in furthering Jordan's transition to a green economy.

## Our Mission

Maximize the business viability and potential in the Energy, Water and Environment sectors. We do so to enable the growth and maturation of a resilient private sector that plays a leadership role in securing Jordan's energy and water independence, and conserving Jordan's environment.

## Our Vision

Jordan as the regional hub and successful model for green growth. EDAMA is the NGO recognized for creating a thriving green economy, where businesses are empowered to play a leadership role in transforming Jordan's energy, water, waste, food and transport systems.





## Our Services

### Advocacy

EDAMA is the voice of the private sector in Jordan. We represent views, issues, capabilities, and concerns of member companies and work closely with the public sector and decision makers to bring a positive change and create a conducive environment for its members to flourish and be more competitive.

### Networking and Business Development

EDAMA offers networking opportunities throughout hosting the only power breakfast networking event which allows members to meet each other, potential new clients, and key government and industry leaders, not only in Jordan, but from all around the world, while discussing hot topics on sustainable development.

### Marketing of Members Capabilities

EDAMA continuously features its member's success stories through its social media platforms, websites, and newsletters. It also exhibits promotional materials, makes referrals to entities seeking services that can be provided by EDAMA members.

### Capacity Building and Training Courses

EDAMA customizes trainings according to its member's specific needs and market demands, and receive early notifications on internationally certified courses.

### Business Opportunities and Alerts

EDAMA members receive up to date notifications in order to stay engaged with potential business opportunities. These can be observed via EDAMA's

newsletter, website, email alerts, workshops, and social media platforms

### EDAMA Publications

EDAMA provides information on trending issues and opportunities. Articles, white papers and sector reports are collected from an extensive array of industry overviews and sent to our members on a regular basis.

### Job Network

Members can submit their job openings to be placed on EDAMA's website and social media platforms. Resumes are submitted to members to review and consider potential employees.

### Events

EDAMA members receive discounts on registration and exhibiting at the industry's Expos and events in which EDAMA is part of. Moreover, they may also have the opportunity to represent EDAMA as a speaker/moderator of these events.

### Optimize your Input (Eco-Village Initiatives)

EDAMA helps in transforming Jordan's under-privileged villages to an Eco-Village through channeling its members CSR funds towards clean tech solutions that help communities and sustain environment.

### Giving Back

EDAMA is a platform to give back to the environment. By allowing its members to shape activities to demonstrate their environmental stewardship and social responsibility.

TRAININGS

WORKSHOPS  
AND  
SEMINARS

POWER  
BREAKFASTS

01 | JANUARY  
2017

Certified Energy Manager - 18

02 | FEBRUARY  
2017

EDAMA first strategic positioning workshop: discussion on the challenges, trends & socio-economics of EWE

Certified Energy Auditor - 04

03 | MARCH  
2017

Supporting Economic Resilience in Jordan through Private Sector Investment: European Investment Bank's Financial products

Energy Efficiency Practitioner-01

Renewable Energy Professional-09

04 | APRIL  
2017

Greater Amman Resilient and Sustainable City Initiatives & Private Sector Opportunities

Networking Event for Women in Energy sector in the North

Lecture at Jordan University of Science and Technology (JUST)

05 | MAY  
2017

Smart Energy Solutions - Setting Impulses for New Business Opportunities

Al Hussein bin Abdullah II Technical University (HTU) Workshop

Certified Measurement & Verification Professional - 06

Carbon Reduction Manager-04

Certified Energy Manager - 19

Certified Water Efficiency Professional - 01

06 | JUNE  
2017

07 | JULY  
2017

Certified Business Energy Professional - 01

08 | AUGUST  
2017

Opportunities and Challenges Facing the Development of the Renewable Energy Sector in Jordan

Certified Energy Manager 20

09 | SEPTEMBER  
2017

Training Needs Assessment Workshop

Certified Energy Manager - 21

10 | OCTOBER  
2017

11 | NOVEMBER  
2017

Seminar on Netherlands Senior Experts Program (PMU)

12 | DECEMBER  
2017

The new city: business case for public engagement

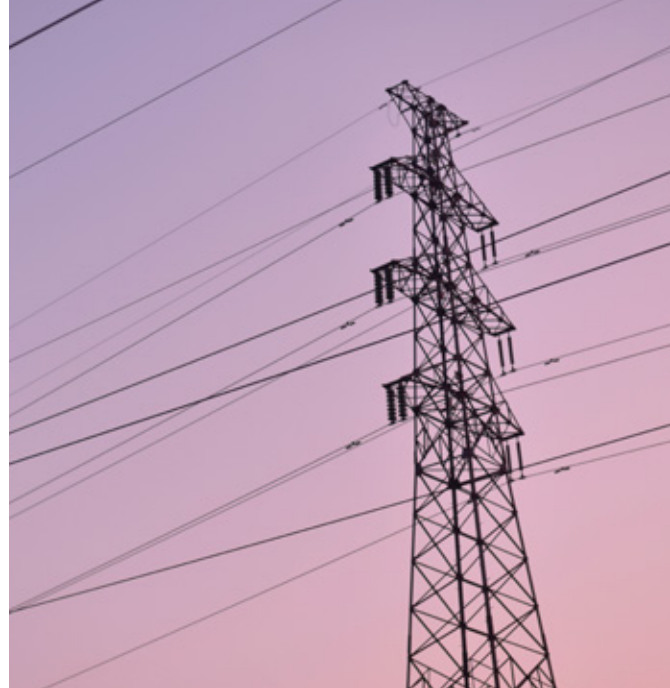
## Publications and Research

Our publications during the year 2017 are:

### 1. EDAMA's Clean Technology Report

EDAMA's clean technology sector report is made up of 2 sections: a qualitative overview of the clean tech sector and the enablers that allowed Jordan to become a destination for clean energy investments. It highlights the progress in the legislative and regulatory framework, workforce development, green financing mechanisms, new market opportunities and many others. In the second part, the report highlights that more than 365 companies operate in the clean technology field, 86 % of which fall within the renewable energy and energy efficiency sectors.

The findings indicate that 82 % of the surveyed companies are fully owned by Jordanians. The report also showed that those businesses employ 12,913 people, 72 % of whom are either engineers or technicians. Only 16 % of the sector's employees are female, while 53 % are reported as engineers. Out of the JD755 million revenues generated by renewable energy and energy efficiency companies in 2015, around 46 % came from professional, scientific and technical services, while a modest 11 % came from manufacturing activities.



### 2. White paper entitled “Renewable Energy Sector in the context of solving Electricity Market Challenges”

EDAMA's white paper provides an assessment of Jordan's renewable energy sector status quo. The paper analyzes the sector's challenges and opportunities, taking into consideration the government's perspective and private sector competitiveness. The paper adopts a holistic approach to solving pressing issues that are currently threatening the renewable energy sector's growth, electricity market stability and NEPCO's ballooning debt.

## Institutional strengthening

In the 3rd quarter of 2017, EDAMA practiced some restructuring activities to enhance the efficiency of its employees and to upgrade the quality of services provided to the members.

The new activates included:



## Power Breakfasts

### 1. Supporting Economic Resilience in Jordan through Private Sector Investment: European Investment Bank's Financial products

The event was held on the 14th of March 2017 and was sponsored by the European Investment Bank (EIB). The event has emphasized on the importance of finance as a key element to support Jordan in its efforts to face economic challenges and to reinforce private sector's ability to develop and adopt green technology and best industrial practices. The key participants in the event were H.E. Eng. Imad N. Fakhoury - Minister of Planning and International Cooperation, Mr. Dario Scannapieco - Vice-President of the EIB, H.E. Mr. Andrea Fontana - EU Ambassador to Jordan and Mr. Heinz Olbers - Director of the Neighboring Countries Department, Directorate General for Operations, EIB. The panel discussion was moderated by H.E. Dr. Yusuf Mansour, Chairman of Board of Directors for Amman Stock Exchange and former Minister of State for Economic Affairs. The event has witnessed the participation of 132 attendees from different companies and institutions.





## 2. Greater Amman Resilient and Sustainable City Initiatives & Private Sector Opportunities

The event was held on the 19th of April 2017, and was sponsored by the Greater Amman Municipality (GAM). The event has discussed the role of cities as engines for sustainability and quality of life improvement. It has also discussed the directives of the Municipal affairs and the mechanisms adopted to enable municipalities and local authorities to attract green investments. Additionally, the event has focused discussions on the required legislative framework, financial support and capacity building to support cities while transition into sustainable cities, GAM has also presented success stories and lessons learned about their sustainable projects implemented in the EWE sectors. The key participants in the event were H.E. Dr. Youssef Al Shawarbeh - President of Greater Amman Municipality Committee, former Minister of Energy and Mineral Resources and Minister of Environment. The event was moderated by H.E. Eng. Khaled Irani - President of the Royal Society for the Conservation of Nature, and was attended by around 60 participants from different sectors.



### 3. Smart Energy Solutions

#### - Setting Impulses for New Business Opportunities

The event was held in the 15th of May 2017, in partnership with Friedrich Ebert Stiftung – FES. The event has discussed the opportunities associated with the linkage between the energy and the information technology sectors, and how the private sector can benefit from investing in such innovative integration of these two sectors. More than 100 participants and professionals from both private and public sectors have attended the event. The key participants in the panel discussion were Mr. Ralf Schröder - Deputy Head of Mission; German Embassy, Mr. Richard Probst - FES Deputy Resident Director, Prof. Manfred Fischeidick Scannapieco - Vice-President of the Wuppertal Institute, Dr. Bernhard Brand, The Wuppertal Institute, Consultant for renewable energy projects and Dr. Tareq Emtairah, Former Executive Director of Regional Center for Renewable Energy and Energy Efficiency (RCREEE, Cairo), the panel was moderated by Mr. Basim Al Saleh, Managing Partner – GreenTech.



#### 4. Opportunities and Challenges Facing the Development of the Renewable Energy Sector in Jordan

The event was held in the 29th of August 2017, and was sponsored by Alcazar Energy & Catalyst Investment Management. The key participants in the event were H.E. Dr. Saleh Kharabsheh - Minister of Energy and Mineral Resources, H.E. Eng. Abdel Fattah Al-Daradkeh - CEO; National Electronic Power Company (NEPCO) and Mr. Isam Qadmani - Economic Editor, Al Rai Daily Newspaper, the panel discussion was moderated by H.E. Dr. Maher Matalaka, board member and co-founder of EDAMA Association for Energy, Water & Environment, board member and co-founder of Clean Energy Concepts (CEC). The event was attended by more than 100 representatives from the private and public sectors.





## 5. The new city: business case for public engagement

The event was held in the 3rd of December 2017 in cooperation with Greater Amman Municipality. A panel discussion on the main implications of the new city business case to provide a better lifestyle for citizens, while improving services and offering residences with lower cost. The key participants in the panel were H.E. Dr. Youssef Al Shawarbeh, President of Greater Amman Municipality Committee and Dr. Eng. Murad Kalaldeh, Urban Planning Expert & Architect. The panel discussion was moderated by Mr. Isam Qadmani; Economic Editor, Al Rai Daily Newspaper. The event was attended by more than 90 representatives from the public and private sectors.





## Workshops and Seminars

### 1. Al Hussein bin Abdullah II Technical University (HTU) Workshop: to discuss the future of green technology in Jordan.

As part of this workshop held on 23rd of May 2017, HTU and EDAMA signed MoU to cooperate on green technology education and certification programs that respond to market needs and support the movement towards green economy. The key participants in this workshop were HTU's President and faculty, EDAMA board, CEO and selected member companies as well as representatives from the Association of Technical Institutes (IUT) in France and the French Embassy in Amman.

### 2. Training Needs Assessment Workshop

This workshop was held on 24th of September 2017 as part of the UN environment program, EDAMA Association is currently working on a Solid Waste Management project funded by UN Environment, to improve the solid waste management in Aqaba Hotel Industry. The project's main objective is to institutionalize solid waste management concepts and practices in the Hotel industry to reduce the amounts of waste generate while adopting sustainable solid waste management practices. EDAMA will also build the capacity of the relevant hotel staff to raise their capabilities for implementing and sustaining the project's outcomes. One of the major activities of this project was to assess the training needs for hotel staff regarding solid waste

management, through facilitating the gathering of information from the various stakeholders in Aqaba with regards to solid waste knowledge and practices and enable the various stakeholders to present those gaps, and assets to other groups of stakeholders, the launch event will be held on a larger scale to include hotel staff from all pilot hotels, CBO representatives, representatives from Universities, government regulatory and others.

### **3. EDAMA first strategic positioning workshop: discussion on the challenges, trends & socio-economics of EWE**

The workshop was held on the 4th of February 2017 in cooperation with Societies Empowerment Fund - USAID-Civic Initiatives Support Program. The main objective of the workshop was to facilitate the stakeholders and members engagement in the strategic review process for EDAMA Association towards the development of a three-year strategic and business plans and reflecting on recent progress in the energy, water and environment sectors and lessons learned by the Association.

### **4. Networking Event for Women in Energy sector in the North**

The event was held on 22nd of April, and featured discussions on the opportunities available in the sector, workplace rights and the Flexible Working Hours by-law for 2017, EDAMA hosted this event in partnership with the

USAID Energy Sector Capacity Building Program.

### **5. Lecture at Jordan University of Science and Technology (JUST)**

EDAMA has presented a lecture at the University of Science and Technology (JUST) on the sustainability of energy, water and environment in Jordan on 18th of April 2017, and many faculty members and students under the patronage of Dr. Omar Al- Jarrah, president of JUST have attended the lecture.

### **6. Inauguration Ceremony of the Twelve Round One PV Solar Projects**

In cooperation with the developers of round one projects EDAMA has organized Inauguration ceremony of the twelve round one PV solar projects, under the patronage of his majesty King Abdulla II.

### **7. Seminar on Netherlands Senior Experts Program (PMU)**

The event took place in the Amman Chamber of Commerce on 16th of November 2017 in cooperation with the Embassy of Netherlands Kingdom and Jordan Europe Business Association (JEBA). All of EDAMA's members were invited to the event to introduce them to the PMU program, which aims at providing the Jordanian institutions with the needed technical and consultation assistant delivered by Dutch Experts in different areas and specialties.

## Projects

### Completed Projects

#### 1. USAID Civic Initiatives Support Program-Phase I

The Project is expected to be completed on September 2018, UNITAR, the Ministry of the Environment of Jordan and EDAMA are working together for the translation of the first 6 core modules of the UN CC: Learn Introductory e-Course on Climate Change to Arabic and disseminate it in the Jordanian and Arabic-speaking market.

#### USAID Civic Initiatives Support Program-Phase II

Through SEF Grant, EDAMA launched a Clean Technology Training Academy. In its first year and through the grant, the Academy developed its business model and action plan, customized a training that is certified in the area of installation, commissioning and maintenance of PV systems with a special focus on climate adaptation. EDAMA also conducted a Community Mapping exercise in one governorate (Irbid) where the training was given.

Finally. Through the Academy, EDAMA plans to improve the workforce capacity of the Jordanian labor force in the clean sector to ensure that Jordanian employees (private and public) and businesses, including those outside Amman are equipped and competitive enough to meet the market demand and take advantage of the business and employment opportunities opening in Jordan.

#### UNHCR Project

The project aims at promoting Energy Efficiency and Electrical Hazard Prevention Measures at Azraq Refugee Camp, and the its main outcomes was the energy Awareness Campaign at Al Azraq Refugee Camp targeting camp residence and INGO staff working at the camp.



## Ongoing Projects

### 1. UNITAR Project

The Project is expected to be completed on September 2018, UNITAR, the Ministry of the Environment of Jordan and EDAMA are working together for the translation of the first 6 core modules of the UN CC: Learn Introductory e-Course on Climate Change to Arabic and disseminate it in the Jordanian and Arabic-speaking market.

### 2. UNEP Project

EDAMA is working on a project funded by the United Nations Environment Programme (UN Environment) to train relevant stakeholders on sustainable waste management. The project has two main components:

First Component: Improving Solid Waste Management in the Hotel Industry at Aqaba.

The objective of this component is to institutionalize solid waste management concepts and practices in the Hotel industry to reduce the amounts of waste generate while adopting sustainable solid waste management practices. Additionally, the project is envisioned to contribute to job creation of the local communities through exploring viable scenarios from recycling and other management themes and attract investments from local companies through



Public Private Partnership Approach.  
Second Component: Development of a National Solid Waste Management Training Program.

The objective of this component is to develop a national certification program in solid waste management. The training program will provide participants with technical know-how on the essential aspects of municipal solid waste management and the advantages and limitations of available solid waste treatment alternatives.



Internal



HR Policies



Financial Policies



Business Model



New offices



Doubled number of staff

External



Held 5 power  
breakfasts



Engaged more  
than 600  
stakeholders in  
our events



Raised the  
capacity of 119  
Individual



Held 5 workshops



Conducted 11  
training sessions



Surveyed more than  
200 individuals to  
enhance our  
services

Our membership base until December 2017









## Our Board Members

The general assembly meeting has taken place on (), and the following board members were selected

**1. Dr. Dureid Mahasneh**

(CEO at Tawfiq Gargour and Fils)

**2. Mr. Samer Judeh**

(Chairman of Jordan Wind Project Company)

**3. Eng. Hanna Zaghloul**

(CEO at Kawar Energy)

**4. Mr. Alaa Qumsieh**

(CEO at Capital Bank of Jordan)

**5. Eng. Suhl Dodin**

(Managing Director of Ayla Oasis Development Company (AODC))

**6. Mr. Saed Karajah**

(Founder and Managing Partner at Saed Karajah & Partners LLP)

**7. Dr. Maher Matalaka**

(board member and co-founder of ConsultUs, a board member and co-founder of Clean Energy Concepts (CEC))

**8. Eng. Reem Hamdan**

(Director General Assistant for Regulation and Planning at EDCO)

**9. Mr. Ahmad Khalifeh**

(General Manager of Jordan Bromine Company)

## Our Executive staff

**1. Mrs. Ruba A Zu'bi**

EDAMA CEO (1st of Jan 2017- 30th of Sep 2017)

**2. Eng. Rund Awwad- EDAMA CEO**

(1st of Oct 2017- until now)

**3. Mrs. Lulwa Saffarini**

Projects Director

**4. Mrs. Duha Ali**

Membership officer

**5. Mrs. Dalia Al-Asali**

Training officer

**6. Mrs. Juliette Barham**

Event coordinator

**7. Mrs. Bushra Hattab**

Training manager

**8. Mrs. Bana Abu Yousef**

Project Coordinator

**9. Eng. Reem Al Masri**

Research and Strategic Planning Specialist.

## **Ambition and long-term strategies**

As EDAMA strives to impact Jordan's energy and water security and environmental sustainability, it focuses on enabling a more conducive environment for green growth through:

### **1. Strengthen the policy and legal enabling environment towards transformation into a green economy**

We believe in the power of dialogue to improve policy making and effectiveness of implementation. Through enhancement of dialogue among various stakeholders and specifically between public and private sectors, EDAMA influences national policies, strategies and regulatory frameworks to enable and incentivize green development.

### **2. Increase the penetration of green technologies and adoption of green behavior within market sectors with opportunity**

Market transformation towards green economy requires change in the production and consumption patterns. Through awareness raising and networking, EDAMA aims to create the demand for cleaner technologies and solutions and encourage environmental-friendly behavior within various groups. Moreover, providing access to market knowledge and credible up-to-date information that is tailored to each market segment (i.e. hotels, hospitals, households) where an opportunity to invest in water and energy solutions is feasible is an essential driver of applied research and innovative solutions.

### **3. Develop skills of the workforce based on market needs to increase competitiveness of the sector, and increase green jobs**

The maturity of the energy, water and environment sectors is usually dependent to the advancement of their workforce. EDAMA is committed to provide locally and internationally-certified courses that meet market needs and equip professionals and graduates with the knowledge needed for the future. As a founding member of the Coalition of Energy Service Associations (CESA), EDAMA is supporting energy efficiency and renewable energy service providers in upgrading their performance and enhancing the sector's competitiveness through CESA's voluntary accreditation system.

### **4. Encourage the participation of the private sector to advance Jordan's green economy**

EDAMA believes that its members should lead the sustainability pathway. Through our Eco-Villages Initiative, EDAMA enables private businesses to maximize their impact on the social and environmental aspects via the design and implementation of sustainable green projects. EDAMA helps member companies become pioneering 'Sustainable Businesses' through designing CSR initiatives that have long-term socio-economic and environmental impact to help under privileged communities around Jordan and promote social and green innovation and entrepreneurship.

## **5. Develop the institutional capacity of EDAMA**

EDAMA believes that to serve the sector and its members and build a community of green thought leaders, the organization should develop and sustain the internal capacity and service delivery during the coming three years.

In 2016, the association went through a comprehensive and systemic process of institutional capacity assessment (ICAT) that highlighted priority areas that needs to be improved over the coming 2-3 years such as development of HR and financial policies and procedures, a communication strategy, operational strategies, and M&E policies and procedures. EDAMA will strive to improve its capacity in these areas hoping to apply for King Abdullah II Award of Excellence as a step to measure and celebrate achievements in this perspective. In addition, EDAMA will focus on repositioning the organization to articulate and emphasize its role in the three EWE sectors.

Finally, EDAMA will we aspire to reach excellence through our commitment to good governance and to our values. To that end, EDAMA will develop a governance model, utilizing international best governance practices, in order to ensure that the Association strategic direction and actions are transparent, the board and management understand their roles and are empowered to lead EDAMA, and that the Association remains accountable to its membership base.

## MOVING FORWARD

I made a choice, like everyone else in EDAMA, to join this place. I have clearly observed how it empowers individuals and businesses and brings stakeholders together to agree on concerns and ambitions. I know, as you may well do, that this is one of the best places for making a difference; for creating a better business environment and leaving a cultural impact through responsible choices.

The trio: energy, water, and environment are core issues, if we as civil society do not run instead of walking; our national targets will be at stake. And of course, this NGO belongs and works for the community, when there is a cause you serve, work will have a meaning, and passion and commitment will evolve. EDAMA will continue to serve as the most influential non-governmental body for facilitating national dialogue and empowering the sector through advocacy and continuous education.

We will continue to enforce action- oriented and target -driven attitudes. Our achievement and success will be measured by results, publicity comes next. Technology is our power engine; and it will be an integral part of our day to day activities.

Only through mutual respect we can deliver results professionally and efficiently. We will strictly adhere to international codes of ethics and conduct. The older we grow, the more we realize how little we know. Learning is a lifelong process and I am committed to it as an individual and as a member of our big team.

Human power is our greatest asset; and we will do our best to invest in human capital. Titles, degrees, and certificates can never be the sole basis for adding a great value to us, it is our work that will speak for us. And the good work will eventually and easily be recognized.



ENG. RUND AWWAD





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