



EDAMA
Energy, Water & Environment

EDAMA Association

For Energy, Water & Environment



AUGUST 2023

EDAMA IN BRIEF

EDAMA's name is derived from the Arabic word which means “sustainability”. **EDAMA** is a Jordanian business association which aims to create and foster mature Energy Water and Environment sectors that advance Jordan movement towards a green economy.

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** unique focus lies in providing a platform agile and inclusive enough to involve a large number of public, private and NGO sector representatives .Together, these key players discuss and shape the future development of the Energy, water, and Environment sectors in Jordan.

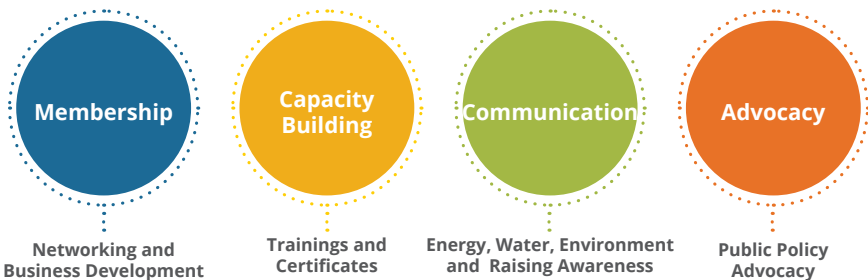
MISSION

To 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.

VISION

We envision 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, and transport systems.

EDAMA'S MAIN PILLARS OF WORK



MEET OUR BOARD MEMBERS

EDAMA board of directors is composed of 9 members, all driven by a common goal of advancing the green economy. Representing a variety of fields such as financial institutions, law firms, and engineering companies, these like-minded Board members are united in their mission to promote sustainable growth. Each board member serves as a representative of **EDAMA** within their specific area of expertise, collectively working in fueling Jordan's green economy.



Dureid Mahasneh
Chairman



Samer Judeh
Vice Chair



Hanna Zaghoul
Board Secretary



Shukri Halaby
Treasurer



Sami Smearat
Board Member



Nadia Al Saeed
Board Member



Maher Matalka
Board Member



Saed Karajeh
Board Member



Abeer Tarawaneh
Board Member

EDAMA AND SUSTAINABLE DEVELOPMENT GOALS

The nature of **EDAMA's** work with businesses and policy makers in the fields of Energy, Water and Environment makes it imperative to embed the United Nations Sustainable Development Goals (SDGs) into its strategy. **EDAMA** directly contributes to achieving the following SDGs:

SDG 7: Ensure access to affordable, reliable, sustainable and modern energy for all.

SDG 11: Sustainable cities and communities: through CSR projects such as **EDAMA's** Eco-Villages Initiative.

SDG 17: 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 SDGs:*

SDG 5: Gender Equality

SDG 6: Clean water and Sanitation

SDG 8: Decent Work and Economic Growth

SDG 9: Industry, Innovation and Infrastructure

SDG 13: Climate Action



EDAMA SOCIAL DEVELOPMENT GOALS

Fostering Gender Equality:

By organizing balanced panel discussions and ensuring equitable job opportunities.

Green Economy Progress:

Executing projects that propel Jordan's commitment to a greener economy.



Climate Change Adaptation:

Publishing policy papers highlighting pertinent Jordanian climate trends.

Community Support:

Raising awareness and offering youth internships for enhanced engagement.


PUBLIC POLICY ADVOCACY

EDAMA was established at the onset of this emerging sector's development, positioning the creation of a conducive legislative environment as not only a critical service but also a core strength.

EDAMA has played an instrumental role in advocacy, consulting with the private sector and influencing legislators on every important law, regulation, and instruction. As such, **EDAMA** and its members have contributed in establishing Jordan as a leading nation in the energy sector within the region. We have achieved this by actively shaping the legislative landscape and generating a wealth of knowledge through the publication of over 250 documents, which encompass position papers, policy papers, reports, and white papers.

PUBLICATIONS

Highlighted below are a selection of our featured publications:



EDAMA Position
From Recent Fuel Prices Increase and Its Consequences

EDAMA position from recent fuel prices increase and its consequences




Technical Brochure: Water Efficiency | Building Back Better Post Covid 19

Technical Brochure: Water Efficiency | Building Back Better Post Covid 19



Engineering, Procurement & Construction
Best Practice Guidelines
Jordan edition

Engineering, procurement & construction – best practice guidelines jordan edition



Operation & Maintenance
Best Practice Guidelines
Jordan edition

Operation & Maintenance – Best Practice Guidelines Jordan edition



EDAMA Position
Private Sector Calls for Strategic Actions, not Band Aids

Private Sector Calls for Strategic Actions, not Band Aids



Solar Energy in Jordan – Innovations: Digitalization, Storage and Mobility

Solar Energy in Jordan –Innovations: Digitalization, Storage and Mobility

TRAININGS AND CERTIFICATES

EDAMA's Capacity Building Department aims to bridge the skills and competencies gap in the Energy, water and Environment sectors by providing the highest quality of capacity building and development programs, offered to members. In the past decade, **EDAMA** has organized more than 100 trainings, 70 workshops and seminars.

Through its internationally accredited courses and partnerships with academic institutions and vocational training centers, **EDAMA** develops awareness of energy issues in Jordan and neighboring countries, through providing technical support for the energy sector and builds the locals and international capacities.



ENERGY, WATER, ENVIRONMENT, AND RAISING AWARENESS.

EDAMA conducts and supports nationwide awareness campaigns to elevate and stress the importance of Energy and Water conservation and efficiency measures, and their impact on the Jordanian economy, environment, and society.

EDAMA engages in a wide spectrum of awareness activities that span from shifting mindsets and showcasing tangible impacts within communities via projects and international initiatives.

EDAMA collects and analyzes sector-specific data, empowering investors, governments, clean-tech companies, and other key stakeholders across the business landscape to gain a comprehensive understanding of the sustainability landscape in Jordan.

EDAMA **dar**

THE NEW CITY: A SUSTAINABLE SOLUTION OR A FINANCIAL BURDEN

Dr. Tharwat Al-Masalha
H.E. Waleed Al-Masri
Mr. Feroz Masad

DATE Monday, 20 March 2023
TIME 8:30 - 10:30 am
LOCATION The St. Regis Amman

The New City: a Sustainable Solution or a Financial Burden

giz **EDAMA**

POWER BREAKFAST

UNLOCKING THE POTENTIAL OF USED EV BATTERIES

Prof. Dr. Rana Imam
H.E. Muawieh Radaideh
Mr. Samer Judeh

Unlocking the Potential of Used EV Batteries

WALK2COP27 **NET ZERO RESILIENCE JUSTICE CIRCULARITY**

Join us to discuss COP27 and the context in Jordan, and to hear about Walk2COP27

Under the Patronage of H.E. Muawieh Al Radaideh we are inviting you to attend an enriching discussion about climate change, the challenge we are facing today and how Jordan is responding to it, and its relation to water.

LOCATION Virtual Zoom Link
DATE & TIME 31 October 2022, Monday
TIME 02:30 - 04:30 pm

Walk2COP27

giz **EDAMA**

Power Breakfast

OPPORTUNITIES FOR GREEN FINANCING IN JORDAN

Dr. Maher Mahrouq
Ms. Eli Kostova
Alaa Abu Khazneh
Dr. Dureid Mahasneh

Opportunities for Green Financing in Jordan

NETWORKING AND BUSINESS DEVELOPMENT

EDAMA holds the belief that a thriving green economic sector is contingent upon the collaborative efforts of all stakeholders.

Networking provides the most productive, proficient and enduring tactic to build relationships and invest in the social capital of the Energy, Water and Environment sectors.

EDAMA hosts its signature power breakfast networking quarterly events, bringing over 100 key players in each event to discuss the hottest topics and the latest happenings in the sector, hosting more than 40 power breakfasts by 2023. **EDAMA** facilitates access to a network of contacts and organizations in Jordan, it also co-organizes and provides access to its members to a wide variety of key exhibitions, and conferences around the world.



EDAMA PARTNERS AND SPONSERS

EDAMA conducts and supports nationwide awareness campaigns, projects and programs to elevate the importance of renewable energy, water and environment protection.

Our association works to showcase ways in which sustainable pathways can benefit the Jordanian economy, environment and society.

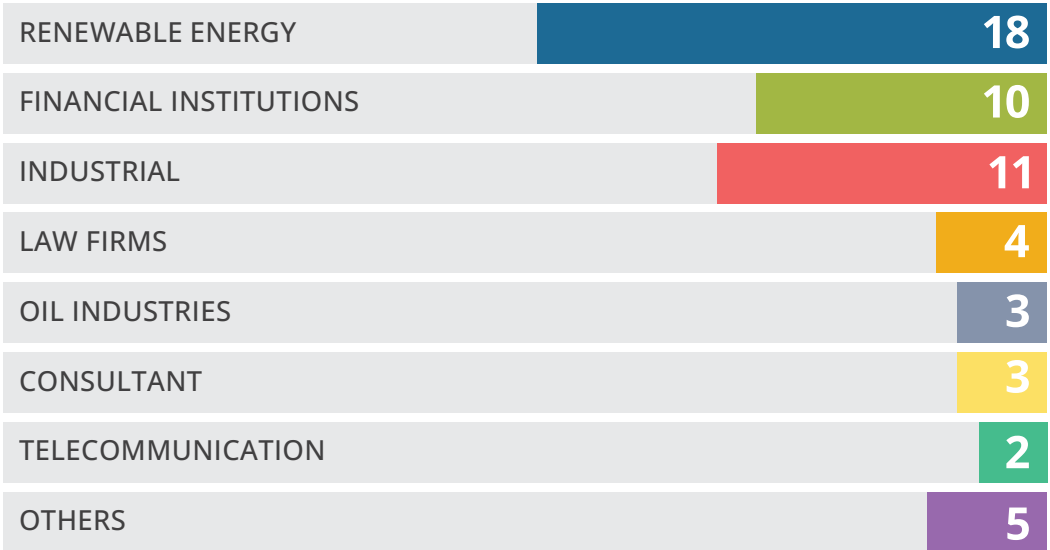


EDAMA CURRENT MEMBERS

EDAMA is a business association that marshals the strength and savvy of the private sector in bringing together people, capital and innovation to create demonstrable impact in the energy, water, and environment sectors in Jordan.

The membership of EDAMA Association consists of 56 members. **EDAMA's** members represent all sectors of Jordan's economy, and their membership indicates their willingness to support **EDAMA** in furthering Jordan's transition to a green economy.

56 Members



OUR MEMBERS

EDAMA is proud to be the host of 56 members who have been supporting EDAMA over the years. We boast our diverse member database organizations.



EDAMA PROJECTS AT GLANCE



Boosting Renewable Energy build-up as a contribution to Jordan's post-Covid recovery

As Jordan works towards its 50% (3.2 GW) renewable energy goal by 2030, it needs clear guidelines for policymakers, system operators, and local businesses. These guidelines will ensure a strong power system and a resilient renewable energy industry, even in challenging times like COVID-19. By equipping stakeholders with the right tools and skills, these guidelines support a green recovery, create local jobs, and empower communities.

BUDGET €74,580.87 COMPLETED



Supporting Circular Economy Opportunities for Employment and Social Inclusion (SIRCLES)

Main project objective: Promotion of social inclusion and fight against poverty (Promote economic and social development) by providing underprivileged NEETS (Youth not in employment, education, or training sectors) and women with marketable skills based on circular economy business models applied to the hotel, food retail and household sectors.

BUDGET € 3,610,872.38 | ONGOING

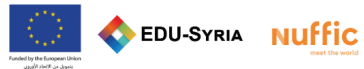


Mediterranean Dialogue for Waste Management Governance (MED4WASTE)

Main project objective: To facilitate new governance models for integrated & efficient urban waste management (WM) policies across the Mediterranean, with particular emphasis on organic waste & circular economy (CE).

BUDGET € 1,110,655.24 | ONGOING

2021



Increasing Employability of Syrian Refugees and Underprivileged Jordanians through Training on Solar PV Module Cleaning and Site Housekeeping

Main project objective: the objective is to train, equip, and sustain the 45 trainees by enabling them to build their capacities to perform activities related to solar PV module cleaning and site housekeeping. The project aims to end with a diverse pool of candidates who, after successfully completing the training will be ready to join the labour market.

BUDGET € 59,600 COMPLETED

2022



DAW Project

DAW" project, is an ongoing project, funded by ACTIS in partnership with yellow door energy, which aims to raise job opportunities in the unprivileged Jordanians through its two phases implementation, a training on the installation and maintenance of photovoltaic cells and the installation of the PV cells in a community center in Al-Mafraq governate.

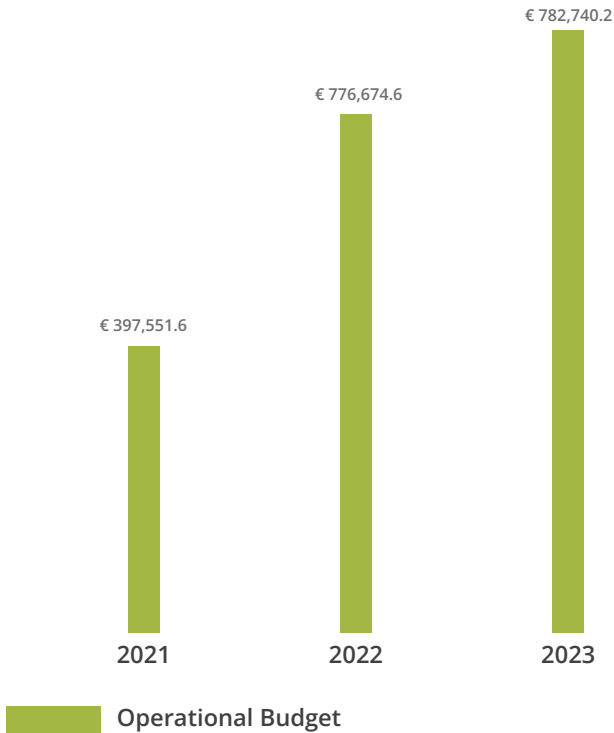
BUDGET €51,884.25 | ONGOING

2023

TOTAL PROJECTS OPERATIONAL BUDGET (EURO)

The total operational budget of **EDAMA's** projects has continued to grow since 2021. The number of projects has also doubled almost every year since 2021.

In 2023, **EDAMA's** operational budget reached **€ 782,740.2** with a total number of 5 projects.



CONTACT DETAILS



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