

Jordan Livelihoods Project

2021 Assessment Findings

March 2022



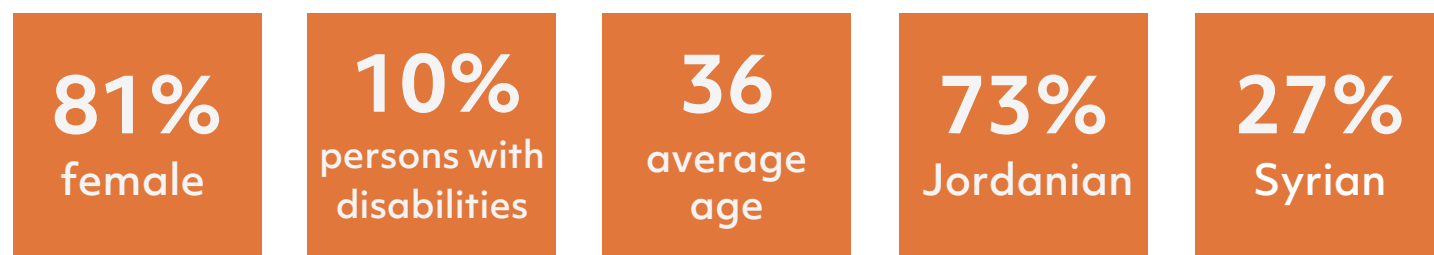
Micro and small enterprises, including home-based businesses, are a primary driver of income and growth in Jordan. Funded by UNHCR and implemented by Blumont, the Jordan Livelihoods Project (JLP) works with vulnerable Jordanians and Syrian refugees in governorates across the country to strengthen economic opportunities for home-based businesses (HBBs).

JLP works with existing HBBs in the handicrafts, food products, intellectual/digital services, and home services sectors, integrating local market research with demand-driven business expansion. Efforts focus on building skills, formalizing businesses, and connecting entrepreneurs to new markets. Since the project began in 2019, JLP has facilitated registration of 296 HBBs. In 2021, JLP supported 101 HBBs, 69 (68%) of which completed business registration and licensing and received small grants.

Assessment

To assess project activities, Blumont surveyed HBBs that completed registration and licensing and received small grants in 2021. Of the 69 business owners, 62 (90%) participated in the survey. Monitoring and evaluation efforts aimed to identify the impact of registration and licensing; the benefits of training or business connections; and opportunities to build on progress.

Demographics of surveyed HBB owners



Business type and nationality of surveyed HBB owners

Business type	Jordanian	Syrian	Total
Handicrafts	44%	16%	60%
Food products	19%	11%	30%
Intellectual/digital	8%	N/A	8%
Home services	2%	N/A	2%

Jordan Livelihoods Project: 2021 Assessment Findings

Findings

92% of HBB owners reported an increase in household income due to JLP support

Income increased and created opportunities

219% = average increase in monthly income three months after formalizing businesses

After formalizing their businesses, HBB owners were seeing their average monthly income more than double. With increased income, business owners reported being able to repay debts, cover household needs, and pay children's school fees.

Linkages to new markets expanded customer base and increased profits

100% of HBB owners reported benefits from connections to new markets

Whether through bazaars, retailers, online markets, or social media, all HBB owners saw a positive impact from expanded selling opportunities. Linkages facilitated by JLP grew businesses' customer base, leading to increased profit, product promotion, and owner confidence in their work.

Mentorship and tailored guidance helped HBBs improve business

In 2021, 17 business owners were provided with continued mentorship to further refine the business skills developed in earlier sessions and help HBBs grow. Surveyed owners found mentorship to be beneficial, with 88% indicating that the mentoring sessions helped them enter additional markets and 82% saying that the mentorship led them to develop new products.

HBBs are creating employment opportunities

40% of business owners have already hired additional employees and 58% intend to hire as they continue to grow

Support from JLP and mentors empower HBB owners to grow their businesses. With nearly half of the surveyed HBBs employing others and a majority planning to employ more, these businesses are growing and contributing to the economy. Owners reported their plans to learn more skills and add to their products and services to scale their businesses.

Formalization can be complicated, especially for under-resourced owners

While nearly 60% of HBB owners reported not facing any challenges during the registration and licensing processes, the rest of the surveyed group experienced significant delays, complicated procedures, and financial issues that inhibited or slowed down the processes. Increased support and continued efforts to streamline formalization can facilitate further progress.

Looking ahead

Since the Jordan Livelihoods Project began, more than 8,000 home-based entrepreneurs have applied for support. The high levels of interest, combined with the findings of this assessment, indicate that expanded investment in home-based businesses can drive real and sustainable growth in Jordan's economy.