

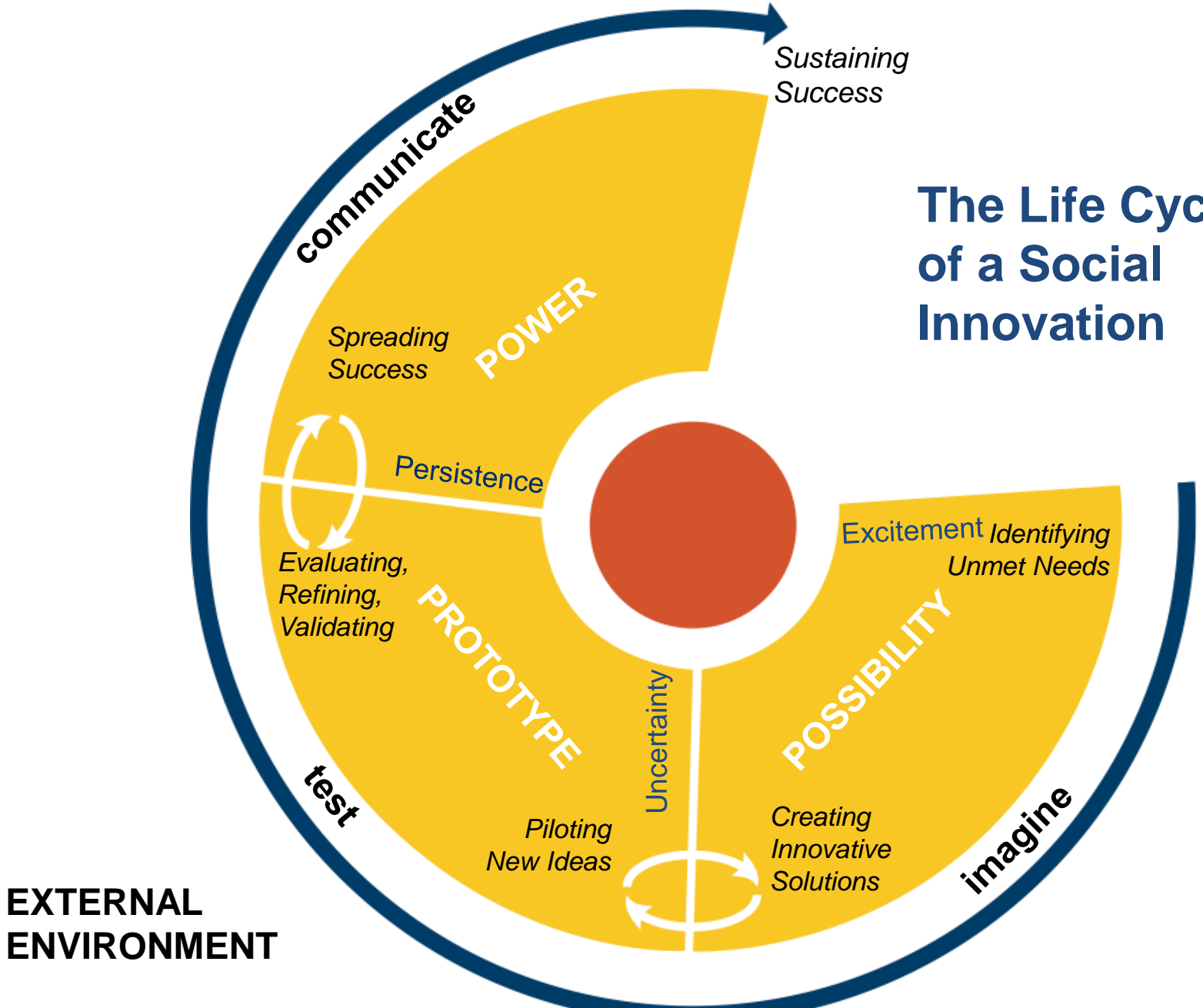


USAID
FROM THE AMERICAN PEOPLE

INTERNATIONAL YOUTH FOUNDATION BADIR

A PART OF A GLOBAL MOVEMENT, AND
DESIGNED TO SUPPORT YOUNG SOCIAL
ENTREPRENEURS IN JORDAN

The Life Cycle of a Social Innovation



Story of Sahar Al Khateeb

- Identified Problem: Divorced and widowed women in Jordan are not culturally accepted with no economic empowerment
- Innovation: Providing an alternative approach for stigmatized population to get dignity in life
- Systemic Change: Divorced and widowed women no longer need to rely on the community to financially support them.

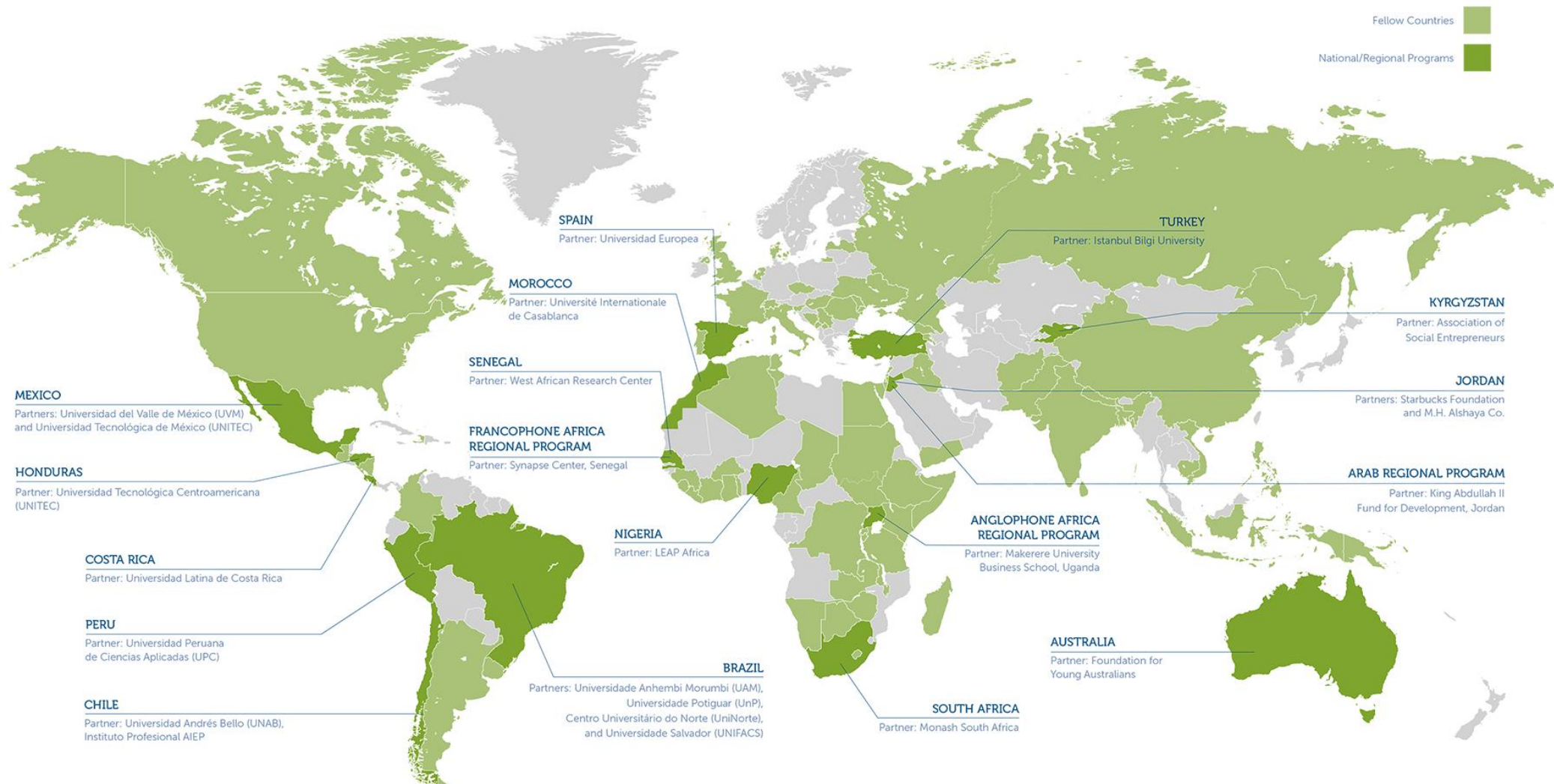


Founder of Fitr Bladna, Our
Country's Mushrooms

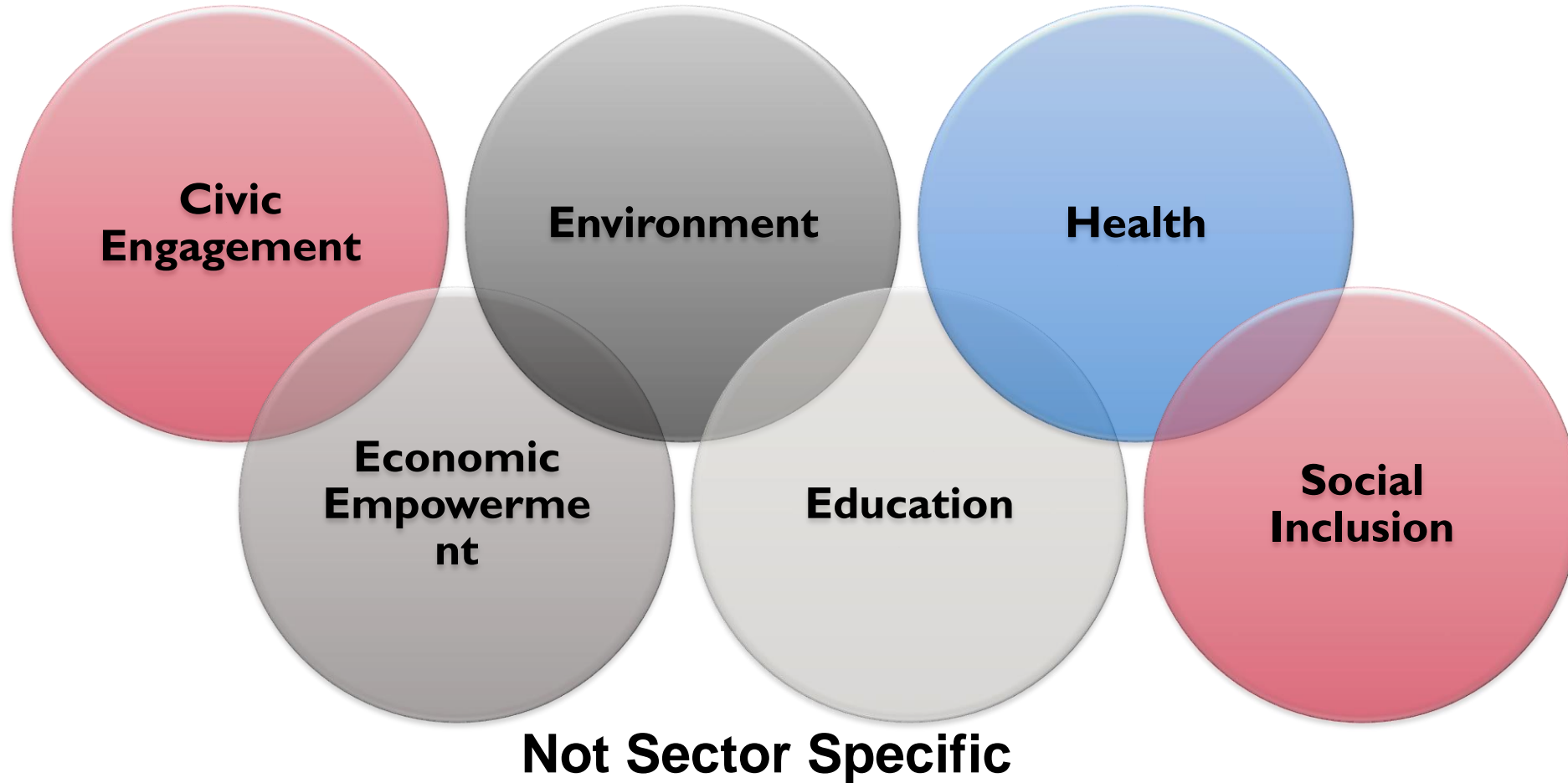
Understanding Our Field

- **Social value** as the guide-post
- **Innovative solutions** (either product or process) as a strategy
- **Systems change** as the end goal (impact scale, sustainability, policy, or behavior)

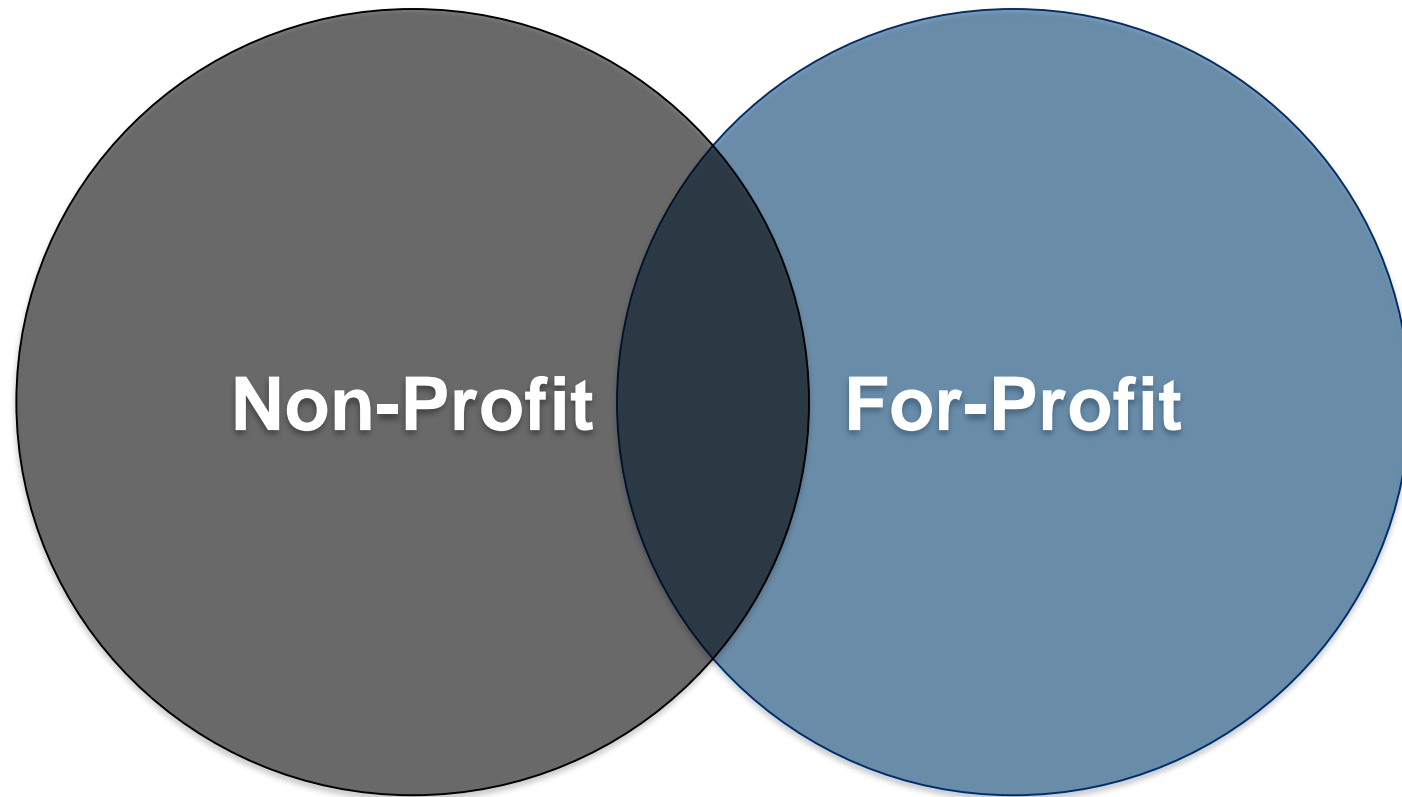
A Network of Youth-Led Innovation



Our Definition of Social Entrepreneurship



Our Definition of Social Entrepreneurship



Not Business-Model Specific

Impact to Date

- 89 Youth-led ventures from across all governorates
- 235,000 annual direct beneficiaries
- 200+ hours of training / venture
- US\$ 500,000 in grants/ awards for 89 Youth-led enterprises from all across Jordan
- Projects growing into new areas, franchising to new countries, and getting support globally from a network of volunteers



How Can We Further Support This Sector

- Invest in meaningful opportunities for young people to learn about and be exposed to social challenges
- Leverage institutions of higher learning to cultivate a generation of socially conscious and entrepreneurial youth



- Provide young people with access to flexible funding, skill-building opportunities, and media exposure
- Engage government in creating an enabling environment to support youth
- Build a community to support audacious young leaders

Hafez Neeno

Regional Director, Middle East & Country Director, Jordan

International Youth Foundation

