

CCI Entrepreneurial Ecosystem for Youth and Women Jordan

Coordinated by EMEA

Co-funded by the EU



Country Overview



Total Population
11,337,053 in 2023

Source: World Development Indicators (WB)



GDP per Capita
4103 USD in 2021

Source: World Development Indicators (WB)



Global Innovation Rank
78/132 in 2022

Source: <https://www.globalinnovationindex.org/Home>



Global Competitiveness Rank
72/133 in 2022

Source: World Economic Forum
(<https://www.weforum.org/reports/the-global-competitiveness-report-2020/>)

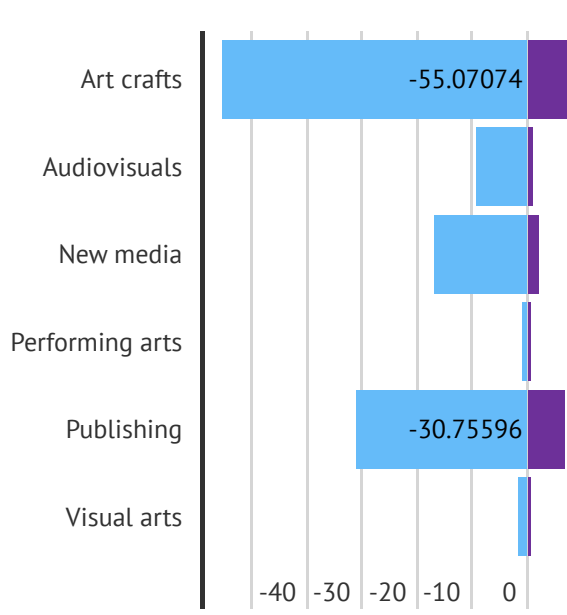
Age distribution of the country



Source: World Development Indicator (WB)

● 0-14 ● 15-64 ● 64+

CCI Imports and Exports in 2020



● Exports: 114M\$ ● Imports: 401M\$



Total CCI exports: 0.26% GDP

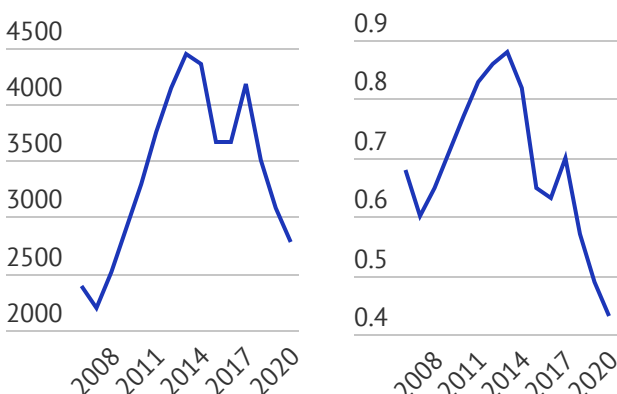


Total CCI imports: 0.91% GDP

Source: UNCTAD- Creative Economy Outlook 2022

Entrepreneurial Ecosystem

Business Creation



Source: World Development Indicators (WB)

● New Companies ● New business den...



41% of MSMEs are facing credit constraints in 2017

Source: IFC (WB)



MSME Finance Gap 18% of GDP in 2017

Source: IFC (WB)



Global Entrepreneurship Index (GEI) 49/137 in 2019

Source: <http://thegedi.org/global-entrepreneurship-and-development-index/>



Demography

Reverse migration for thousands of highly-skilled and experienced Jordanian expats



Entrepreneurial Activity

The rate of Employee Entrepreneurial Activity was 1.5% in 2017 and 0.69% in 2019. Total early-stage Entrepreneurial Activity was 8.2% in year 2017. (GEM, 2020)



Women Entrepreneurs

Women have increased their activity but the gap still persists with the female-to-male Total early-stage Entrepreneurial Activity ratio rising from 0.26 in 2017 to 6.75 in 2019 (GEM, 2020)



Discontinuation of Businesses

In spite of many efforts to promote businesses, business discontinuation is still high with the rate of 21.2% in 2017 and 10.45% in 2019 (GEM, 2020)



Education

People with no education and those with a PhD have the lowest tendency to become entrepreneurs - 1% (GEM, 2020)



Women Empowerment



Global Gender Gap Rank
122/146 in 2022

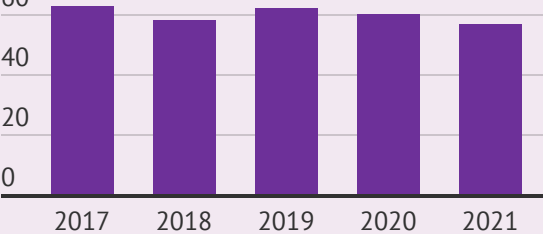
Source: <https://www.weforum.org/reports/global-gender-gap-report-2022/>



Gender Inequality Rank
118/170 in 2021

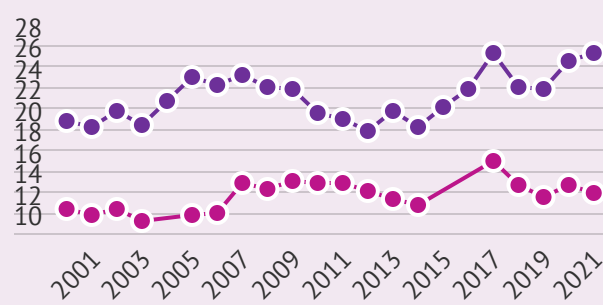
Source: <https://hdr.undp.org/data-center/thematic-composite-indices/gender-inequality-index>

Women in managerial positions (%)



Source: ILOSTAT

Women in the labour market



Source: ILOSTAT

● Female unemployment rate

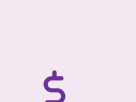
● Female labour force participation rate



5% of MSMEs are owned by women in 2017

49% Suffer from credit constraints

Reform in 2021: easier access to credit for women (WB, 2023)



34% of adult women have an account in a financial institution in 2021

Source: World Development Indicators (WB)



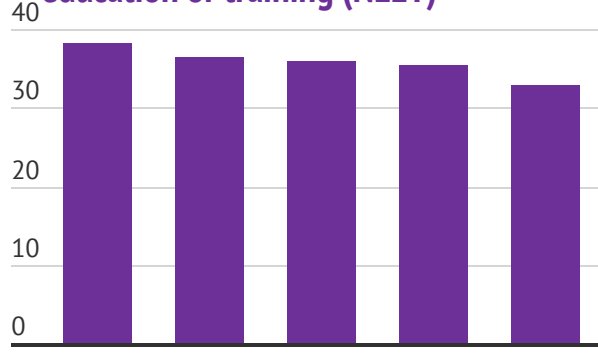
Youth Empowerment



Youth Progress Rank
79/163 in 2020

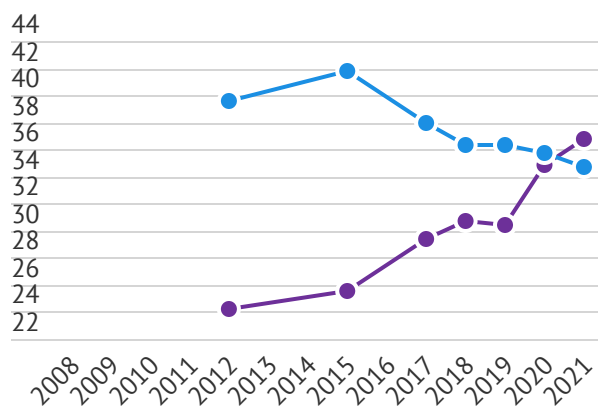
Source: <https://youthprogressindex.org/>

Share of youth not in employment, education or training (NEET)



Source: ILOSTAT

Youth in the labour market



● Youth unemployment rate [Age: 15-29]

● Youth labour force participation rate [Age: 15-29]

Source: ILOSTAT

Jordan has a rich cultural heritage and a vibrant creative scene that could serve as a foundation for the development of cultural and creative industries (CCI). To unlock the full potential of its cultural and creative industries, Jordan needs to develop supportive policies and infrastructure that enable young entrepreneurs and women to start and grow businesses. This includes providing access to finance, training, and mentorship, as well as creating an enabling regulatory environment that promotes innovation and creativity. Support programs should target specifically women to close the gender gap and enhance female participation in the labour market.

Prepared by the Euro-Mediterranean Economists Association.
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