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# ASSESSMENT REPORT FOR CREATING AN ENERGY SERVICE PROVIDERS ASSOCIATION IN JORDAN

January 26, 2014

This publication was produced for review by the United States Agency for International Development. It was prepared by Jeff Serfass, Technology Transition Corporation and Mohammad Asfour, local consultant, for Deloitte.

# **ASSESSMENT REPORT FOR CREATING AN ENERGY SERVICE PROVIDERS ASSOCIATION IN JORDAN**

USAID JORDAN ENERGY SECTOR CAPACITY BUILDING

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## 1.0 List of Acronyms

Acronym	Definition
USAID	United States Agency for International Development
ESCB	Energy Sector Capacity Building
ESCO	Energy Services Companies
STTA	Short Term Technical Assistant
JESPA	Jordan Energy Service Providers Association
RE	Renewable Energy
HVAC	Heating, Ventilation and Air Conditioning
PV	Photovoltaic System
JGBC	Jordan Green Building Council
JEC	Jordan Energy Chapter
JEA	Jordan Engineering Association
MEMR	Ministry of Energy and Mineral Resources
RSS	Royal Scientific Society
YEA	Young Entrepreneurs Association
ACC	Amman Chamber of Commerce
ACI	Amman Chamber of Industry
JEDCO	Jordan Enterprise Development Corporation
LEED	Leadership in Energy and Environmental Design
JEBA	Jordan Europe Business Association

## 2.0 Executive Summary

Task 3 of the Energy Sector Capacity Building Activity (ESCB) is to develop an Energy Services Association and market strategy for energy service companies (ESCOs), and more broadly for energy service providers (ESPs). ESCB fielded an association expert (Mr. Jeff Serfass, Technology Transition Corporation) to initiate the work on assessing the need for an association and if it was determined that there is a need, to articulate the process for setting up such an association. This report is both a trip report for Mr. Serfass and the assessment report for establishing an ESCO association in Jordan.

The two major issues were addressed in the consultancy: Should an association of energy service providers be formed? If it is determined that an association should be formed, what steps need to be taken to establish the association? To answer these questions, interviews were conducted with four related associations and three energy service providers and an assessment of the related associations was conducted, with the summary in Annex A. A local consultant was engaged to conduct research on energy associations. The findings of the research on associations were used in developing the recommendations in this report. The report is included in the Annex.

The conclusion of the assessment is that an association for energy service providers is needed. The draft characteristics of the recommended Association to be formed are provided in this report, as is a plan for moving forward to continue to research these questions and to establish an association.

There was surprising consensus about some of the primary characteristics of the association. However, during the short time available for the assessment, we did not have discussions with the broader community of energy service providers comprised of architects, engineers, equipment installers, equipment providers, and facilitating organizations such as banks, leasing agencies and others that would be the target for membership and support of the new Association. Other steps that need to be taken include discussions with the relevant Ministries of the Jordanian Government, other ESCO associations in the region, and donor organizations representing other countries.

The next steps include: additional consultations and research, followed by the creation of a draft plan in consultation with those expected to be founding members,

and a workshop of all potential members and interested parties to present the plan to a broader audience of potential members, for their review, critique and possible re-direction. These steps are built to create support for and ownership by some key individuals and organizations that can both advise the process for establishing the association, speak in support of the plan, and be leaders in creating the initial membership. This entire effort will be driven by the needs of the market leaders to create a more sustainable energy services industry in Jordan.

### **3.0 Purpose of Trip**

The purpose of the consultant mission as described in the STTA consultant request was to perform the following tasks:

1. Review existing documents on associations in Jordan
2. Meet with Energy Service Providers to discuss the association options
3. Conduct structured interviews with at least three associations
4. Write an assessment report on the associations visited
5. Present the recommendations to Energy Services Providers (ESP)
6. Make recommendations on the structure of the Association

Feedback to the Energy Service Providers was provided, in part, during the course of the interviews with them, sharing knowledge gained as we went. There was surprising consensus among all those interviewed on the significant points of this report and the short length of the trip did not allow for a second set of ESP meetings to present the recommendations to them. Presentation of the recommendations will take place in the next steps outlined in this assessment.

### **4.0 Trip Findings**

Our conclusion is that a non-profit association of Energy Service Providers should be created with the characteristics and broad structure as presented below. These findings will be tested during meetings with other energy service providers in the next steps. The recommendation should be considered a draft until there is broad buy-in by the target group that will form the founding leadership of the association. The characteristics of the new organization are summarized below, with recognition that the founding members will review, edit and agree to these items through consensus building in the organizational stage.

- Proposed name of the new organization: Jordan Energy Service Providers Association (JESPA)  
Vision: A Jordan energy future that uses less energy and promotes self-generation of energy, resulting in reduced oil and natural gas imports.
- Mission: To stimulate and support the commercial growth of the Energy Service Provider (ESP) industry to enhance the efficiency of energy use in Jordan.
- Strategy: ESP industry growth will be accomplished by creating a strong member-led organization to promote greater energy efficiency and renewable energy generation; to build the capability of members; increase public awareness; and provide mechanisms for self-regulation and certification of ESPs; and to provide reliable and high-quality energy efficiency (EE) and renewable energy (RE) products and services to the Jordanian market.
- Target Segment of the Market: Energy Service Providers that will increase energy efficiency and renewable energy activities in the built environment:
  - Commercial, government, educational and institutional buildings
  - Industrial facilities
  - Single family and multi-family residential buildings
  - Municipal services like water pumping, waste water treatment, street lighting, traffic signals

The membership focus for the new association will be Energy Service Providers. An Energy Service Provider is any company or individual that sells products or services that reduce energy consumption, either through energy efficiency or renewable energy production. An Energy Service Company, or ESCO, is a term used in many countries that has a certain definition related to the way they do business. In some countries, it specifically means companies that work under a performance, fee for service, guaranteed savings or shared savings contract. ESCOs typically finance and implement the energy improvements and get paid by either a guaranteed performance contract with payment terms, or a contract that has the contractor paid a portion of the savings measured and verified. There are only about ten ESCOs identified in Jordan today, five of which are particularly active. Even if there were twice that many, this would not be enough to form a sustainable association. Therefore, **the proposed association will support all Energy Service Providers**, not just ESCOs, as defined above, as the founding members may determine.

This new Association will welcome as members all energy efficiency and renewable energy service providers including those that provide the following services, recognizing that the Association will need to distinguish itself from other energy organizations and not duplicate their roles. Potential members are companies listed below, at a minimum:

- ESPs as described above
- Audit services companies, with or without implementation services
- Measurement, evaluation and verification of energy consumption and energy saved (and energy produced by renewable energy equipment)
- Improved energy conserving lighting, like CFL and LED lighting
- Heating, ventilation and air conditioning (HVAC) consultants and contractors
- HVAC equipment providers
- Renewable energy engineers and consultants
- RE equipment providers (mostly PV and solar water heating)
- Mechanical, civil and electrical installers of EE and RE equipment
- Architects
- Combination energy efficiency and renewable energy service companies
- Facilitators of ESP businesses
  - Banks and other financial institutions
  - Insurance companies
  - Legal firms
  - Investors
  - Market research firms
  - Related non-profit organizations
  - Environmental consultants

The basic functions to be provided by the Association for their members mirror the business challenges that the energy service providers themselves face. They include:

- **Advocacy** to government regarding policies, incentives and accreditation important to energy service providers, including the design of appropriate incentives and laws where they are lacking
- Availability of affordable **financing**, and addressing problems and obstacles to obtaining financing

- **Managing an accreditation** system with uniformly applied standards
  - For performance
  - For equipment
- **Training** for members to build capacity to utilize government law and regulations where they exist, achieve accreditation, improve their performance and be acknowledged for the level of competence
- **Education** to building owners and managers that will increase their awareness of energy savings potential to build the market
- **Public awareness** of need for, and pathways to, energy efficiency, through public education
- **Market development** broadly in support of individual business market development
- **Knowledge sharing** among members and with other organizations

Our recommendation is that the **Jordan Energy Service Providers Association** needs to be an independent stand-alone organization that is:

- Governed and managed by private industry
- Responsible for coordination of functions, such as training and advocacy, with the following existing organizations where there is strength and capacity to support the Association's goals:
  - EDAMA – Energy, Water and Environment Association
  - Jordan Green Building Council (JGBC)
  - Jordan Energy Chapter (JEC) – exists under EDAMA but may spin off
  - Jordan Engineering Association (JEA)

Membership must be broad to acquire the critical mass for organizational sustainability. This will require a reasonable initial membership cost while membership value is still being created and demonstrated. Recruiting a critical number of members is important in the early stages. Support can be provided by ESCB to establish the association in areas such as training, website development, and other start-up support. This will facilitate a rapid start-up for the association, and the ability to achieve the Association goals more rapidly. The following initial membership goals are recommended:

- 20 founding members to form the organization, establish founding documents, and to develop a plan to expand membership within the first year

- 50 members by the end of year 1
- Doubling of membership by end of year 2

These membership goals are considered by the ESCB team to be conservative and achievable.

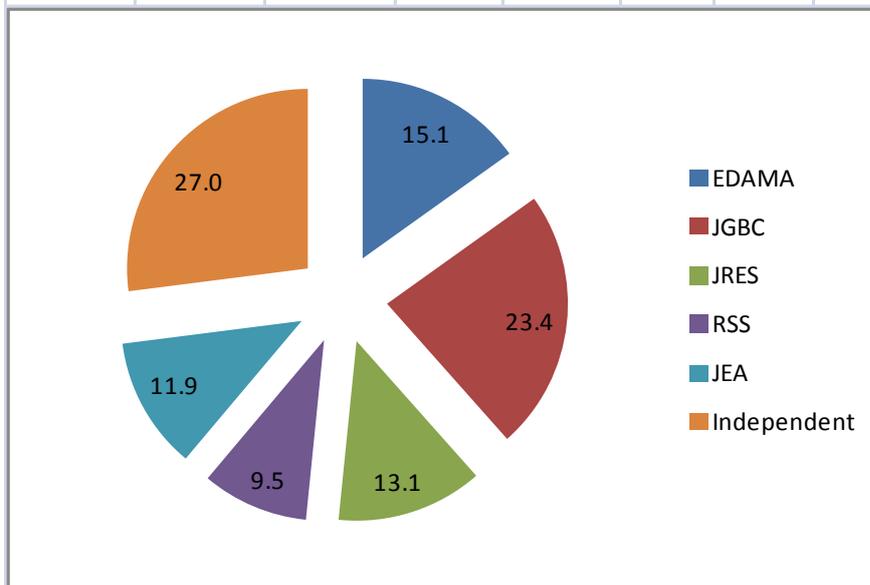
The startup challenges of structuring the association and obtaining legal approval, setting up the association infrastructure, e.g. acquiring an office, manager and staffing, will take some time. Some of those interviewed suggested that this could take a full year. The Jordan Green Building Council (JGBC) formed in 6-7 months. Additional research and legal consultation is needed to determine if a fast independent start up in 6-7 months is possible. If it is concluded that it will take a year for the association to reach operational status, then hosting it temporarily as a committee of Founding Members within an existing organization or within ESCB are options to consider.

A table that rates the options for possible start-up and hosting of the Jordan Energy Service Provider Association is presented below. A listing of key activities and features needed for a strong ESP association are listed across the top. Their importance is given a priority multiplier from 1 to 10, with 10 being the highest. A series of ratings for each possible organization are provided by the author, also from 1 to 10, with 10 being the highest. Ratings are based upon project interviews, knowledge among the project team, and websites.

A total organizational rating is calculated by multiplying each rating by the multiplier. The normalized rating is calculated by dividing the organizational rating by the total of all ratings. The graph at the bottom displays the relative normalized ratings.

High ratings for the independent organization approach are due to the fact that the organization would be tuned for the required ESP capabilities and activities, and would acquire the requisite capabilities rapidly as its chief organizational goal.

Org	Market Development	ESP Awareness	ESP Training	ESP Advocacy	ESP Image	Rating	Comments	Normalized Rating (% of total)
<b>Priority</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>10</b>			
EDAMA	4	6	7	8	2	222	Reputation would be hard to overcome	15.1
JGBC	8	8	8	7	9	345		23.4
JRES	4	5	3	5	5	193		13.1
RSS	3	6	4	2	2	140	Potentially uncomfortable to ESPs due to NERC competition	9.5
JEA	5	6	5	3	2	175		11.9
Independent	8	10	8	10	10	398		27.0



## 5.0 Recommendations

The primary recommendation is to move swiftly ahead with formation of the Jordan Energy Service Providers Association, guided by the private sector companies in this space, coordinated with other organizations that can benefit from and contribute to the work of the Association, and legally chartered and operational in less than a year.

The work plan below is for up to 4 weeks of work that will lead to a solid formation plan with initial founding members and sufficient support to proceed through formation.

Week 1, to be finalized in first week of travel

- Complete required research on the following:
  - Middle Eastern ESCOs and their national associations (completed before Week 1)
  - NAESCO (the U.S. ESCO association) structure and role and definition of ESCOs (completed before Week 1)
  - The U.S. Alliance to Save Energy and their membership structure and role with ESCOs
  - Meetings/consultations with:
    - 2-3 additional Jordan ESCOs
    - A&E firms and consultant contractors
    - Contractor/installers
    - Equipment suppliers
    - Banks
    - Insurance companies
  - Related Jordan associations
    - Jordan Renewable Energy Society
  - Consult with ESCB legal advisor about organizational steps
    - What are the legal steps needed to form a new association?
  - Review with other AID and donor programs relevant to this work to understand points of connection
- **Draft business plan for new Association**
  - Name
  - Membership structure with fees, access to committees, leadership positions and Board seats
  - Governance plan with that provides the key elements of the bylaws
    - Organizational structure
  - Training to be offered and by whom
  - Accreditation, recognizing JEC certification and MEMR licensing process
  - Marketing and growth plan

- Revenue and expense plan in early years and later
- Public education with website and social media
- Functional linkages to related energy organizations
- Functional linkages that could strengthen the energy content of organizations that can assist in achieving Jordan energy goals, such as:
  - Amman Chamber of Industry
  - Hotel Association
- Determine government goals that will be served by strengthening the energy service provider industry to reduce Jordan energy consumption
  - Identify individuals in MEMR and other ministries that are important to the success of the Association
- Create a long potential member list with contact information for invitations
  - Relate to the list to Ministry of Public Works job classifications

## Week 2

- **Test plan** with people who might form an organizational steering committee
  - 2 ESCOs, other potential ESP members, RSS, Jordan associations
- Work with ESPs to **determine most important early Association functions**
  - Advocacy
  - Education and market development
  - Events
  - Training
  - Accreditation
  - Financing help
- **Plan 1-day workshop** including agenda, venue, food and invitation plan, with the following agenda topics:
  - Market research results
  - Jordan Energy Service Providers Association plan presentation
  - Integration with, and strengthening energy content and deliverability of, other important organizations
  - Discussion and feedback
- **Create tentative organizational steering committee list**
- **Develop presentation materials for event**
  - Review with key stakeholders and organizational steering committee

### Week 3

- **Announce Workshop**
  - Personal invitations
  - Use of newspaper advertising
  - Use of social media like LinkedIn, Facebook and blogs
- **Plan details of organizational formation steps beyond the workshop and add to presentation**
  - ESCB plan and budget

### Week 4

- **Conduct 1-day Energy Service Providers Workshop**
- Evaluate results
- Begin the “work beyond”

### Work Beyond

- Complete structuring of the new association based upon the results of the Workshop and in consultation with the founding members, MEMR, and other stakeholder organizations.
- Create operating bylaws and democratic governance procedures
- Develop work plans to achieve the desired initial membership
- Develop governance structure and business plan for an organization that is self sufficient within 3 years
  - Resources needed
  - Activities
  - Quality of services
  - Member and services fees
- File legal papers
- Begin operations to achieve early results in energy reduction in the built environment

## 6.0 APPENDIX

### **6.1 Annex A: Summary of Energy & Energy Related Business Associations in Jordan**

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## 7.0 Background

Jordan's energy security is precariously at risk. Its energy sector faces higher global oil and gas prices, increased domestic demand, and a changing regional political environment that can no longer subsidize the country's near-total reliance on energy imports, which in 2012 cost nearly 24% of Jordan's GDP.

Longer-term initiatives, such as increased use of renewable energy and the development of alternative energy supplies, will eventually help address the supply side of Jordan's energy equation. However, in the near-term the Jordanian energy sector actors must also address the demand side through improved energy efficiency. To achieve this goal, they must overcome various challenges, including distorted tariffs, a lack of capacity, and a dearth of reliable data to support effective decision-making.

USAID's Energy Sector Capacity Building activity applies a broad, adaptable approach to meet the energy sector's evolving needs. In coordination with other relevant ongoing activities, it works towards:

1. Successful development and adoption of a utilities incentive mechanism to promote energy efficiency, including a robust monitoring, evaluation, and validation system;
2. Increased institutional capacity of the Jordanian energy sector partners including the Ministry of Energy and Mineral Resources, Electricity Regulatory Commission, and electricity production, distribution, and transmission companies;
3. Strengthened presence, capacity and regulation of energy services companies through market research, business development services, accreditation of those companies, and the creation of an energy services association; and
4. Flexible response mechanism for emergent energy sector needs and opportunities on a demand-driven basis.

This report falls under the third activity whereby an energy services association is to be established. The objective of this report is to study existing associations, their

membership base, main activities, sustainability models and governance structures in order to ensure that the program builds on what has been already achieved and avoid duplication of efforts while working towards establishing the energy services association. Findings could also be streamlined into other projects components if and when required.

## **8.0 Methodology**

In order to avoid the compilation of unnecessary data, and thus, losing time and effort in collecting and analyzing information; the first step in preparing this report was the development of a comprehensive questionnaire. The consultant focused on collecting information that is relevant to the task. This also helped in avoiding putting associations under the pressure of filling in more than required details.

In general, the questionnaire covered the following areas:

- Association history and background
- Activities and membership
- Organizational aspects

After the questionnaire was ready it was sent to the following associations via email:

- EDAMA
- Jordan Energy Chapter
- Jordan Green Building Council
- Jordan Renewable Energy Association
- Amman Chamber of Industry
- Amman Chamber of Commerce
- Jordan European Business Association
- Jordan American Chamber of Commerce in Jordan (Am Cham)
- YEA (Young Entrepreneurs Association)
- Jordan Environment Society

This was followed by email, phone correspondence and meetings during which the content of the questionnaire was fine-tuned and enhanced. Follow up meetings were held with the most relevant associations as follows:

- EDAMA
- Jordan Energy Chapter
- Jordan Green Building Council
- Amman Chamber of Industry

The following associations did not fill in the questionnaire:

- Jordan Energy Chapter
- Young Entrepreneurs Association
- Jordan Environment Society
- Jordan Renewable Energy Association

## **9.0 Associations that responded to the questionnaire**

### **9.1 Amman Chamber of Commerce**

#### **9.1.1 Background & History**

The Amman Chamber of Commerce (ACC) was established in 1923. It employs 91 staff, 32 of which are females. Registered as a chamber it is overseen by the Ministry of Industry and Trade.

Its vision is to upgrade ACC to be recognized as a successful chamber of commerce internationally. Its mission is to achieve active representation; protect the trade sector's interests; participate in drawing up legislations and in lawmaking; provide unique services for participating in the durable economic development in Jordan.

It also has the following objectives:

- To serve members and meet their needs.
- To provide up-to-date market and economic information.
- To encourage international trade.
- To influence economic, commercial and business laws and policies.
- To encourage development of the national human resources.
- To solve business disputes.
- To support small and medium enterprises and encourage innovation businesses.

- To improve the quality and effectiveness of commercial practices.
- To attract domestic and foreign investment.
- To create and nurture an effective communication system.
- To modernize the management and infrastructure of the chamber.

The ACC was established as an organization of public (nonprofit) and legal status, and is the largest Chamber of Commerce in Jordan.

In 1923, The ACC had 40 members, compared to 2800 members by the end of 1960s. The number of ACC members continued to grow steadily to more than 42 thousands members in 2013. ACC members are active in various types of trade and services.

Through its various activities and efforts, the ACC seeks to participate in achieving comprehensive sustainable development in Jordan.

The ACC exerts considerable attention and efforts to upgrade the capabilities and skills of its public assembly members, as well as its employees through drawing up, and implementing specialized educational and training programs according to their training needs. As an E-Chamber, the ACC has developed technologies and programs needed to keep up with the prevalent e-government. The ACC advocates private-public partnership in order to attain the maximum benefits for the trade and services sector.

### **9.1.2 Activities & membership**

ACC activities include:

- Participating in proposals and views concerning laws and legislations related to trade and economic activities.
- Drawing up and implementing specialized educational and training programs, and organizing orientation workshops and seminars for the ACC members and employees.
- Organizing counterpart meetings for economic and trade delegations visiting Jordan, in order to explore opportunities and prospects for cooperation.
- Studying and following up the problems facing different trade sectors with the relevant authorities.

- Issuing certificates of origin, guarantees, recommendation letters, and guarantor's financial capability certificates.
- Providing an electronic site containing a directory of detailed information about the ACC members, along with the latest information on available business opportunities and exhibitions.
- Providing amicable settlements and solutions to trade and disputes both locally and internationally through the ACC arbitration Committee.
- Providing economic references, bulletins, data, and statistics on various economic sectors.

The ACC owns its own offices and does not provide accreditation or licensing. Its membership is mandatory and only open to corporations. Fees range between JD 20 – JD 1500 and it currently has 42000 members. They include the following areas:

- Product Manufacturers and Distributors
- Electrical Utilities, Water and Sewer Utilities,
- Investors; Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers, Housing companies, Owner/Occupiers of Property; Building Operations and Maintenance
- Professional Services Firms (including, but not limited to, Architects, Engineers, Designers, A/E Firms, Planners, Lawyers, Agents, Project Managers, Facility Managers, Quantity Surveyors, Landscape Architects, Interior Designers, Industrial Designers, Environmental Consultants, Specialist Consultants)
- Construction Managers, Contractors, Subcontractors, Builders
- Financial Community and Institutions
- Energy Modelers, Energy Service Providers and ESCOs.

### **9.1.3 Organization**

The ACC developed its own strategy and has the following committees:

- Finance and Investment Committee.
- Personnel Affairs Committee.
- Studies, Legislations, and Training Committee.
- Reconciliation and Settlement Committee.

- Public Relations, Media, and Policy-Making Committee.
- Information and Communication Technology Committee.
- Energy, Water, and Environment Conservation Committee.

Both the Energy, Water, and Environment Conservation Committee, and Studies, Legislations, and Training Committee are related to energy.

#### 9.1.4 Contact Information

<b>Contact Person</b>	Director General – Mr. Muhannad L. Attar
<b>Email</b>	<a href="mailto:info@ammanchamber.org.jo">info@ammanchamber.org.jo</a>
<b>Phone</b>	06 5666151
<b>Fax</b>	06 5666155
<b>Website</b>	<a href="http://www.ammanchamber.org">www.ammanchamber.org</a>
<b>Purpose of website</b>	Business Directory, Studies, Information, News..., etc.
<b>Twitter</b>	<a href="https://twitter.com/ammancham">https://twitter.com/ammancham</a>
<b>Facebook page</b>	<a href="https://www.facebook.com/AmmanChamberofCommerce">https://www.facebook.com/AmmanChamberofCommerce</a>

## **9.2 Amman Chamber of Industry**

### **9.2.1 Background & History**

The Amman Chamber of Industry (ACI) was established in 1962. It employs a staff of 58 from which 18 are females. It is registered as a chamber and its membership is mandated by law.

Its vision is to have a leading role in serving its members and to be a main driver for developing the national industry and enhancing its competitiveness. Its mission is to represent and advocate the interests of the industries, also to offer them unique services and programs in order to fulfil their needs and expectations and enhance the competitiveness of the Jordanian industrial products towards strengthening the national economy.

It has the following objectives:

- Contribute to enhancing the performance of the industrial firms in the technical and management fields.
- Represent the interests of the members and fulfil their needs.
- Enhance the competitiveness of the Jordanian industrial products, also to increase the local added value and technology component.
- Contribute to solving the barriers that face the industrial sector.
- Develop small and medium industries and craft industries.

The Amman Chamber of Industry was established in 1962 as non-governmental/non-profit organization that groups manufacturing firms varying in size from small to medium and large. Every 4 years, the members of the board (9 members) are elected by the general assembly and they are in charge for general policy formulation and strategic planning.

### **9.2.2 Activities & Membership**

ACI conducts the following activities:

- Issuance of certificates of origin of Jordanian industrial products.
- Organizing several technical and financial support programs and activities covering different management, technical and business development areas such as the following programs:

- Mobile energy & environment clinic program.
- Industries' support program for procurement of renewable energy systems, energy and water saving equipment.
- Industries' support program for certification of international standards of quality, safety and environment management systems.
- Industries support program for certification of national and international conformity certificates and marks.
- Linkage program of engineering graduation projects with the industrial sector.
- Field industrial advisory program.
- Senior Japanese volunteers program for providing consultancy services.
- Small industries support program to apply for JUMPPII program.
- Industries support program to visit and participate in international exhibitions.
- Organizing meetings, workshops, seminars and training courses aimed at increasing member's awareness and capabilities in various areas in addition to discussion and follow up of the industrial issues.
- Spread out information and building awareness through circulars, website, publications and directories.
- Contributes to organizing exhibitions, trade delegations and promotion activities aimed at developing Jordanian exports.
- Contributes to promotion of investment in Jordan.
- Contributes to development of the local society.
- Advocacy Activities
  - The chamber serves as a forum to build up the views, interests and needs of the industrial sector.

- Cooperates closely and maintains regular contact with several ministries and governmental departments related to the economic and industrial issues through organizing meetings, follow up and submitting proposals to overcome barriers and satisfy the needs of the industrial sector.
- Launching media campaigns and issuance of press releases.
- The chamber is represented in the board of Jordan Enterprise Development Corporation “JEDCO” and the board of Amman Greater Municipality.

The ACI owns its offices. It provides its services to its members through the above-mentioned activities. Since it was established, the chamber provided direct services to thousands of members covering several fields of interest to the industry and related to the above mentioned activities.

ACI has always represented the interests and needs of its members, tackled and followed up several major industrial issues either at the macro or industrial sub sectors levels, also at the individual firm level.

It is affiliated with the Jordan Chamber of Industry and provides accreditation of certificates of origins and formal documents. Its membership is mandatory by law and is only open to corporations. Fees are based on the registered capital of each member.

The ACI has 7,749 members, including Energy-related Product Manufacturers and Distributors.

### **9.2.3 Organization**

The Amman Chamber has its own strategic plan and achieves its financial sustainability through membership fees and is regulated by the law of the chambers of industry No. 10-year 2005. Also, internal and external audits are conducted on the chamber by legal accountants.

The chamber has the following operational internal committees:

- Industrial Development Committee.
- Exhibitions and Conferences Committee.
- Financial and Investment Committee.

- Human Resources Committee.

The industrial development committee follows up the programs and activities related to energy issues.

The main challenges faced by the organization include the following:

- The partnership between the chamber and the government including the level of the positive response from the government towards the Chambers demands.
- Level of cooperation and coordination with other organizations which provide technical and financial support to the Industrial sector.
- Continuous improvements of the services delivered to the members.

#### 9.2.4 Contact Information

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**Website** [www.aci.org.jo](http://www.aci.org.jo)

**Purpose of website** To spread information and increase the interaction and communication between the Chamber, its members and all relevant parties.

**Twitter** [https://twitter.com/ACI\\_Jordan](https://twitter.com/ACI_Jordan)

**Facebook page** <https://www.facebook.com/ammanchamberofindustry>

## **9.3 American Chamber of Commerce- Jordan**

### **9.3.1 Background & History**

The American Chamber of Commerce- Jordan was established in 1999. It employs a staff of 9, 4 of which are females. It is registered as an association.

AmCham-Jordan is a voluntary not-for-profit member-based organization that contributes to the economic development through the promotion of US-Jordan-regional trade and investment, business development, public policy advocacy, human resources development and business community outreach. Its mission is to play a leading role in expanding economic growth and opportunities, through the enhancement of trade and investment between Jordan and the U.S.

The American Chamber of Commerce-Jordan has the following objectives:

- Enhance bilateral trade between Jordan and the U.S.
- Attract national and international local investment related to Jordan-U.S. relationships.
- Reduce obstacles to Jordan-U.S. trade and investment.
- Create awareness of the benefits of trade and investment opportunities between Jordan, the U.S., and the region.
- Strengthen the capacity of the business community.

Established in 1999, AmCham - Jordan strives to enhance bilateral trade between Jordan and the United States. AmCham was organized to create an environment for business matchmaking attracting national and international local investment related to Jordan-US relationships. Because of AmCham's ongoing public policy advocacy with the Jordan and US governments the Jordan-US Free Trade Agreement was fully implemented in 2010, resulting in the reduction of obstacles to Jordan-US trade.

### **9.3.2 Activities & Membership**

Activities include:

- Promoting US-Jordan-regional trade and investment
- Business development
- Public policy advocacy
- Human resources development
- Business community outreach
- Advocacy Activities
- Roundtable discussions
- Committees

- Door knock missions in the US and Jordan

Activities vary depending on request from sectors at roundtable and committee meetings.

AmCham's offices are rented. It provides the following services:

- Networking & Match Making
- Corporate Affairs
- Market Information
- Tenders Information (in progress)
- Invitations to events and activities in the US and Jordan
- Sponsorship opportunities

Over 200 top American and Jordanian companies have joined AmCham while it had successful public policy advocacy on a variety of issues related to US-Jordan trade, including on the FTA. In terms of affiliations, it is a:

- Member of US Chamber of Commerce in the US
- Member of AmCham MENA

AmCham is registered as an association and has 293 members which are all corporate. Fees vary depending on level of membership. Members include:

- Product Manufacturers and Distributors
- Electrical Utilities, Water and Sewer Utilities,
- Investors; Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers, Housing companies, Owner/Occupiers of Property; Building Operations and Maintenance
- Professional Services Firms (including, but not limited to, Architects, Engineers, Designers, A/E Firms, Planners, Lawyers, Agents, Project Managers, Facility Managers, Quantity Surveyors, Landscape Architects, Interior Designers, Industrial Designers, Environmental Consultants, Specialist Consultants)
- Construction Managers, Contractors, Subcontractors, Builders
- Financial Community and Institutions
- Environmental and Non-Profit Organizations
- Universities and Technical Research Institutes

- Energy Modelers, Energy Service Providers, ESCOs and energy management

### 9.3.3 Organization

AmCham has a strategic plan and its financial sustainability is based on membership fees, sponsorship, and grants for specific projects. It finds it difficult, however, to expand activities and establish programs without grant funding.

As for governance it elects its Board of Directors who appoint the CEO. In terms of committees. It has one *operational*, which is the Transportation Committee. It also holds sector-specific roundtable discussions to discuss issues facing certain sectors, and how AmCham can assist its member companies. It recently held a roundtable discussion on the energy sector and plans to establish more committees through AmCham, depending on the sector's level of activity and interest.

They are also working on establishing an energy committee.

AmCham is currently facing challenges in Growth and Expansion

### 9.3.4 Contact Information

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<b>Website</b>	<a href="http://amcham.jo">http://amcham.jo</a>
<b>Purpose of website</b>	Inform members about AmCham and AmCham-related activities and events.
<b>Twitter</b>	<a href="https://twitter.com/AmChamJordan">https://twitter.com/AmChamJordan</a>
<b>Facebook page</b>	<a href="https://www.facebook.com/pages/The-American-Chamber-of-Commerce-in-Jordan/131324401054">https://www.facebook.com/pages/The-American-Chamber-of-Commerce-in-Jordan/131324401054</a>

## **9.4 EDAMA Association for Energy, Water & Environment**

### **9.4.1 Background & History**

EDAMA Association for Energy, Water & Environment was established in 2009. It has 5 staff members out of which 4 are females. EDAMA is registered under the Ministry of Environment.

EDAMA's vision is to have a sustainable and green Jordan through vibrant Energy, Water and Environment sectors. Its mission is to serve a dynamic Energy, Water and Environment sector through policy advocacy, capacity building, awareness, and effective public-private sector engagement.

EDAMA's strategic objectives include:

- **Policy Advocacy and Mainstreaming**  
EDAMA will facilitate national advocacy efforts to bring about change in EWE policies, legislations and technologies towards more efficient and effective business climate through providing the needed platforms for public- private dialogue and stakeholders' engagement.
- **Capacity Building and Training of EWE sector**  
EDAMA will make available world-class training for various target groups within the EWE sectors aiming at creating a competitive green workforce that anticipates and supports market needs including EDAMA – Jordan Energy Chapter (JEC) and other platforms.
- **Value-added Membership Services, Business Development and Networking**  
EDAMA will provide its members with a portfolio of value-added services that would attract more members, enhance business opportunities and linkages, and market the members and their contribution to the EWE sectors growth and sustainability.
- **Innovation, Awareness Raising & Alliance Building**  
EDAMA will create and maintain nationwide and targeted awareness about the EWE sector; through facilitating community-based initiatives, building alliances and promoting R & D, technology and innovation in the EWE sectors.
- **Organizational Excellence and Knowledge Management**

EDAMA will continuously develop and strengthen its internal capabilities and knowledge base necessary to position itself as the credible and up-to-date reference body for various EWE players and in various related issues.

EDAMA was established in 2008 as an initiative. It was formed as a private sector partnership which aimed to enhance energy, water and environment (EWE) productivity in Jordan. In 2009 the initiative came up with a business plan which required a body to implement it, this led to the establishment of EDAMA Association in 2009.

Since then EDAMA has been acting as a sounding voice of the EWE private sector and has been working towards the development of the businesses in the sector.

## **9.5 Activities & Membership**

Please visit the reports of 2011 & 2012: <http://edama.jo/Document.aspx?folder=cd52321c-152d-4035-a0b8-03efc6f625ed>

EDAMA has been active in advocating for several issues in the energy sector, its efforts helped in:

- Issuing the RE energy law in 2012
- Issuing the regulations and instructions related to low
- Helping speed up the direct proposals for RE projects
- Helping in fixing a feed in tariff for first round of direct proposals
- Help in arranging for several meetings between private sector representatives and government for issues related to tax exemptions, wheeling of energy, net metering issues, land for renewable energy projects, and many more.

EDAMA provides the following services:

- Policy Advocacy and Mainstreaming
- Business Development and Networking events (events are roundtable discussions, focus group meetings, workshops, conferences, awareness meet-ups and power breakfast)
- Training and Certification
- Awareness Raising
- Disseminating information via website ,Newsletter and social media

EDAMA through the energy chapter is a certified AEE training center, the AEE (Association of Energy Engineers in the USA) delivered a training of trainers' course in Jordan and

certified Jordanian trainers to deliver the training. EDAMA currently delivers 3 types of training

- CEM (Certified Energy Manager)
- CRM (Carbon Reduction Managers)
- REP (Renewable Energy Professionals)

Total number of trained engineers in Jordan is 255 as follows:

- CEM 155 Engineer
- REP 70 Engineer
- CRM 30 engineer

EDAMA certifies all engineers who pass the Exams provided by the AEE.

EDAMA is only open for corporate members. Its fees range between JOD 500 & 2500 depending on scale of the organization. The total number of members is 68 who cover the following categories:

- Product Manufacturers and Distributors
- Electrical Utilities, Water and Sewer Utilities,
- Investors; Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers, Housing companies, Owner/Occupiers of Property; Building Operations and Maintenance
- Professional Services Firms (including, but not limited to, Architects, Engineers, Designers, A/E Firms, Planners, Lawyers, Agents, Project Managers, Facility Managers, Quantity Surveyors, Landscape Architects, Interior Designers, Industrial Designers, Environmental Consultants, Specialist Consultants)
- Construction Managers, Contractors, Subcontractors, Builders
- Financial Community and Institutions
- Energy Modelers, Energy Service Providers, ESCOs and energy management

### **9.5.1 Organization**

EDAMA has a strategic plan and achieves financial sustainability through: Membership fees, training, sponsorships, events and grants. Its governance structure includes the following levels

- Board of Directors
- Executive Committee
- Executive team
- Working committees

EDAMA has four operational committees:

- Memberships and Events committee
- Awareness Committee
- Advocacy committee
- Capacity building through the Jordan Energy Chapter committee

All of which are focused on Energy, water and environment, so the advocacy committee advocates for energy related issues, its membership and events committee aims to provide relevant services and organizes events to members working in energy sector ( events are like round table discussions, focus group meetings , workshops, conferences, awareness meet ups and power breakfast)

The CEO highlighted the following challenges facing EDAMA:

- Sustainability: How to finance its activities
- Difficult to get good people with amount of funds available (Chicken and egg)
- Managing the association
- The government perceives associations as a threat until trust is built.

### 9.5.2 Contact Information

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<b>Purpose of website</b>	Informative
<b>Twitter</b>	@EDAMA
<b>Facebook page</b>	EDAMA

## **9.6 Jordan Green Building Council**

### **9.6.1 Background & History**

The Jordan Green Building Council (JordanGBC) was established as an association in 2009 under the umbrella of the Ministry of Environment. It employs 7 staff members out of which 6 are females.

Its vision is to evolve and expand into a recognized regional leader in developing and implementing innovative green building practices. While its mission is to introduce, promote and advocate for appropriate green building concepts and practices in the Jordanian building & construction sector. The JordanGBC has the following objectives

- Promote the green building concept and increase the percentage of population that understands it.
- Create an advocacy platform for greener building policies and regulations.
- Promote the JordanGBC's role as a reference organization in green buildings.
- Create business opportunities and linkages for the council's members.
- Provide technical advice guidance and spread knowledge for all interested in green buildings; through the development of educational programs, materials, case studies and technical research to encourage and accelerate adoption of sustainable green building practices in Jordan and the region.

The Jordan Green Building Council is an environmental, non-profit, cross sector, grassroots organizations that provide the Jordanian market with a platform to connect different sectors within the built environment and works on driving market transformation holistically.

The world Green Building Council granted the founding group the sole authority to establish the Jordan GBC in May 2009. The Council was officially launched in March 2010 and was granted "Emerging Status" together with France and Sweden in November 2010. It later received its "Established Status" making it the second Arab Council to achieve this status, joining 25 councils from all over the world.

On September 14, 2010 the Jordan GBC was elected to Chair the World MENA GBC network, which includes 14 countries and became officially represented at the WorldGBC's Board of Directors during July 2013.

## **9.6.2 Activities & Membership**

The JordanGBC focuses on the following activities:

### **1. Awareness Raising and Partnerships:**

This is a core objective and function of the council. It has been planned carefully for each target group using effective key messages and tools. This is how it reaches out to the community and get more people involved. This is also how it explores the basis for its business model through understanding the needs and potentials of various stakeholders. Fund raising through strategic partnerships is also essential under this activity.

### **2. Market Transformation:**

A successful product-and-service-based market transformation is only possible with proper market understanding of the value and benefits of the new goods and services. Green building practices are a perfect tool to drive successful market transformation but would need a lot of work to ensure proper understanding of the process and its value on national and global levels.

The business case for the Jordanian GBC needs to reflect this transformation with all its supply chain components. Of special emphasis, in a country like Jordan, is the labor market and the creation of a whole new economic cluster around the green building industry.

The Jordan GBC has created a platform for dialogue between the public sector, private sector and civil society in order help in creating the required market transformation.

### **3. Education and Capacity Development:**

This is another continuous activity designed to fulfil the needs of various players and even takes the Jordanian example towards excellence. Human resources in Jordan are its main treasure and future investment. It is through them that such an initiative would be maintained and developed from technical and institutional perspectives.

### **4. Policy Development and Advocacy:**

To ensure sustainable and strong implementation of the green building practices, the concept needs to be introduced and mainstreamed within the various public policies and legislation. Furthermore, an institutionalized mechanism needs to be put in place to ensure proper and efficient implementation. The JordanGBC realizes the need for strong advocacy and policy influence with various government agencies together with the private sector and NGOs.

The JordanGBC focuses on the following advocacy activities:

- Transpose international standards into locally accepted standards to be endorsed by USGBC and WGBC.
- Conduct a laundry list of legislations that need to be modified, deleted or changed Conduct a laundry list of locally-produced green materials & equipment by local/foreign manufacturers to promote Jordanian standards and use of locally made products.
- Create direct linkages with JNBC to activate its work at national level and ensure GBC contribution to the “Green building Manual”.

Its office are leased and it provide the following services:

- Training
- Membership
- Networking
- Conferences
- Exhibitions

During the past years the JordanGBC achieved the following

## **1. Outreach:**

### **Projects**

#### **Water & Energy Smart Solutions project:**

For building a smart program for saving water and energy through design and construction, with the total amount 186000\$ US Dollars, from April 2011 to April 2014.

The Jordan Green Building Council has held more than 50 lectures since the beginning of this year, targeting workers in housing companies, engineering offices, designing offices, contractors, and those interested in buying and building houses. (<http://www.wesmartjo.com/>)

#### **Advocacy for forests project:**

Worked on advocating for stronger legal frameworks that will offer higher levels of protection for Jordan's Forests in partnership with the Royal Society for the Conversation of Nature, for a total amount is 69,932.80 JOD. The period of the grant was 12 months and was effective from June 1, 2012 until May 31, 2013.

#### **Events**

##### **Think Green Conference:**

Think Green is a specialized and highly reputable Green Building conference held on an annual basis in Amman, the capital city of Jordan. It builds on the success of three previous events that helped in promoting Green Building principles and practices in Jordan, thus, enhancing the country's overall sustainable economic development. It has been held four times.

##### **Green leader recognition:**

Prince Asem patronizes the honoring of entrepreneurial figures in the environmental field in the presence of HRH Princess Basma Bint Ali, HRH Prince Assem Bin Nayef patronized the ceremony of honoring a number of entrepreneurial figures in the environmental field in a dinner hosted by the Jordanian Green Buildings Council.

##### **Green Your Hotel:**

Jordan Green Building Council in cooperation with “The Royal Marine Conservation Society of Jordan (JREDS)” & “Jordan Hotel Association” implemented the first awareness event for the hotels sector in Jordan, focused on the hotel industry as a major consumer of energy, water & natural resources.

##### **Green Apple Day September 2013:**

The Green Apple Day for service was held by the Jordanian Green Building Council in collaboration with the Ministry of Education, a visit to West Shmesani School for

girls was made and some activities for students included environmental awareness films on saving energy sources.

## **Initiatives**

### **A Visit, and Idea**

Launching A Visit and Idea Initiative March 2013 designed to promote communication and exchange of ideas between members to support them in implementing activities and partnerships.

Members participating in this Initiative:

- Engicon
- Eco Engineering and Energy Solutions (ECO SOL)
- Consolidated Consultants, Engineering and Environment
- GreenTech
- Technique for solid Fiberglass
- Satchnet
- Petra Engineering Industries Co
- ETA-Max Energy and Environmental solutions
- Meroun green solutions

## **Exhibitions**

### **Energy Efficiency Exhibition April 2013**

The Jordan Green Building Council organized an exhibition for the companies specialized in in the field of energy efficiency and management and the increase of efficiency of using energy for production facilities. Under the patronage of his Excellency Engineer Malik Al Kabariti the

## **Publications**

The publications include a booklet titled “**Toward Green Buildings**” and 3 leaflets targeting the following groups:

- Home owners
- Industries & services
- Professional contractors and suppliers

The JordanGBC released a book titled **”LEED Gap Analysis – Respecting Diversity through the Localization of the LEED Rating System in the Region - Jordan as a Case Study”**

The technical committee developed a comprehensive and holistic approach to realize the effort of localizing the Leadership in Energy and Environmental Design (LEED) international rating system to Jordan and ultimately the region. This publication documents the gaps between the (LEED) international rating system and what is available, appropriate, and feasible in Jordan. On a credit by credit basis within the five main components of energy, water, sustainable sites, materials & resources, and indoor environmental quality, these gaps were outlined under consistent criteria and recommendations of feasible solutions to the implementation of credits or modifications to the credit intent. It highlights the importance of integrating sustainability elements into any design and that should not be perceived as an aesthetic luxury to the building. There should be hard and fast rules and calculations showing the economic feasibility of each addition with a reasonable payback time. Its efforts to localize the rating systems pulls us away from being perceived as foreign and allows us to focus on local priorities that re-instill the developers belief in the importance of moving forward with sustainability requirements.

## **2. Education & knowledge**

The Jordan Green Building Council provides technical support on green buildings, eco- cities and prepares technical studies and research in addition to providing education in green practices and processes in order to train professionals to develop, manage, and successfully execute green projects. The JordanGBC builds these capacities through professional workshops and trainings related to Green Building.

The JordanGBC offers the following training courses:

**LEED or Leadership in Energy & Environmental Design:** is a green building tool that addresses the entire building lifecycle recognizing best-in-class building strategies. We deliver different t levels of LEED training courses.

**Energy Efficient Building Envelop:** This training course helps understand how the building, its structure and its outer shell, the building envelop, influence the energy consumption and what are the parameter to improve the energy performance of a building, through changes in the building envelop. Options of improvement of Building Energy performance will be related to Sustainable building rating standards as the Jordan Green Building Guidelines, relevant Jordanian codes and LEED.

**Passive Design for Hot Climates:** this workshop introduces passive design techniques to improve the indoor and outdoor environmental quality in the hot climate built environment and bring up effective methods for buildings and the urban setting at low cost which when used can substantially reduce outdoor and indoor temperatures and enhance thermal comfort. It also brings, to young professionals and students, a new simple and applicable technologies.

The JordanGBC also provided the following training:

- A workshop in cooperation with the US Forest Service International Programs on outdoor classrooms targeting 30-40 members of the government, non-profit, and private sector.
- Greening Existing Buildings Course, targeting 30-40 architects and engineers.
- A workshop at University of Jordan entitled Roadmap to Green targeting approximately 500 undergraduate students.
- A training of trainers workshop under a contract with the U.S. Green Building Council to train nine Jordanian instructors to give Leadership in Energy and Environmental Design (LEED) courses in Jordan and the region on behalf of Jordan Green Building Council.
- LEED 200 Level Courses entitled Core Concepts and Strategies.
- LEED 300 Level Courses entitled Interior Design and Construction.
- A workshop at University of Jordan entitled Introduction to Green Buildings targeting 100 students.

- A workshop at Al Ahliyyah University entitled Introduction to Green Buildings targeting 40 students.
- A workshop at Petra University entitled Introduction to Green Buildings targeting 60 students.
- A workshop at Middle East University entitled Introduction to Green Buildings targeting 70 students.
- A workshop for schools administrators entitled Introduction to Green Buildings and sustainability targeting 50 administrators from all over Jordan.
- Two awareness session at Invest Bank entitled paving the way for green road targeting 60 employees.
- A workshop for Contractor's entitled Introduction to Green Buildings targeting 40 contractors.
- A workshop at Applied Science University entitled Introduction to Green Buildings targeting 80 students.
- The continuing development and delivery of a LEED 400 Level course entitled LEED Online Documentation. The curriculum will be developed by Jordan GBC and submitted to the USGBC for licensing. This course will be the first of its kind.
- The Jordan GBC conducted regional LEED training courses in: Muscat – Oman, Riyadh - KSA, Beirut – Lebanon, Qatar and Bahrain. The sole purpose of the training courses is to enhance the education and awareness related to green buildings among the attendees to support them into more understanding about the sustainability aspect and the LEED rating system.

### **3. Technical Support:**

- Sent a delegation to Green Build and sat at the LEED International Roundtable discussion.
- Provided comments on the Green Guidelines issued by Ministry of Housing and Public Works.
- Sent a delegation to the Netherlands to meet with two European Green Building Councils and tour green buildings.
- Reviewed and submitted initial comments on the LEED 2012 Rating System.

- Consulted several projects on incorporating green practices and processes:
- Created a concept note for partnership with the Dead Sea Development Corporation and reviewing sustainability guidelines for the master plan.
- Worked with the Royal Society for the Conservation of Nature (RSCN) on incorporating green building into their upcoming Ranger's Academy project.
- Provided low cost green building recommendations for the Middle East Scientific Institute of Security (MESIS) on a recent building renovation on the Royal Scientific Society (RSS) Campus. These recommendations were adopted and implemented by MESIS (<http://www.mesis.jo/news/143>).
- Provided low cost green building and energy saving recommendations for the Prime Ministry.
- Provided low cost green building and energy saving recommendations for the Central Bank Jordan.
- Helped to create content for two Arabic sustainability films that artistically demonstrate simple ways to build green.
- Sent a delegation to Germany to meet and build collaboration with the German Green Building Council.
- Princess Basma Youth Resource Center (PBYRC) in collaboration with Jordan GBC Implemented a Green Station Project. The main outputs was design and build community outdoor garden classroom in AL Hashmi Al Shamali Area and develop a comprehensive environment curriculum in Arabic encompasses the waste management topic.
- Participate in Green Apple Day to create a spirit of serious and creative work among students in our Jordanian schools by shedding light on the role of schools as the first and most important step towards perusing the local community to save the environment and pay attention to the various local resources that are often ignored.
- The continuing development of technical Mini- Green Checklist targeting housing sector.
- The continuing development of WHO LEED Gold Building case study.

## **Affiliations**

- US Green Building Council.
- UNEP – SBCI (Previously)
- World Green building council
- LEED International Roundtable
- Globe Coalition
- Globe Coalition for green schools

**The JordanGBC signed MOUs with:**

- The Jordan Housing Developers Association
- The Jordan Engineers Association (JEA)
- The Ministry of Environment
- The USGBC regarding the Training of Trainers.
- Invest Bank.

The JordanGBC is working on a building accreditation system.

The JordanGBC has 64 corporate members, 101 individual members (43 of which are females) and 448 associate members. The fees range between JOD 250 to 1000 for corporates, JOD 100 for individuals and 20 for students. Its member cover the following areas:

- Product Manufacturers and Distributors
- Electrical Utilities, Water and Sewer Utilities,
- Investors; Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers, Housing companies, Owner/Occupiers of Property; Building Operations and Maintenance
- Professional Services Firms (including, but not limited to, Architects, Engineers, Designers, A/E Firms, Planners, Lawyers, Agents, Project Managers, Facility Managers, Quantity Surveyors, Landscape Architects, Interior Designers, Industrial Designers, Environmental Consultants, Specialist Consultants)
- Construction Managers, Contractors, Subcontractors, Builders
- Financial Community and Institutions
- Environmental and Non-Profit Organizations

- Universities and Technical Research Institutes
- Energy Modelers, Energy Service Providers, ESCOs and energy management

### 9.6.3 Organization

The Council has a strategic plan and achieves financial sustainability through:

- Membership dues
- Sponsorships and business support
- Support from Donors and international supporters for NGO's
- Activities such as training and networking
- Strategic partnerships with organizations and institutions supporting the development of Green initiatives and programs such as universities and research centers

The Governance Structure of the Jordan GBC will consist of four levels as follows:

- The General Assembly
- The Board of Directors and the executive Board members
- The Executive Director in addition to the staff
- The Committees of the Council

13 board members are elected for a 2 year term. They represent the following segments:

- Previous board members (At least two)
- Corporate members (At least two)
- Individual members (At least two)

Two committees consisting of 5 members each are elected on annual basis. 3 members are elected from the general assembly while three are elected by the board.

The Jordan GBC has the following committees:

- Outreach committee
- Knowledge committee (Education and capacity building)

Which are both energy related. The main challenges facing the organization include:

- Financial sustainability
- Fund raising
- Membership renewal process
- Human resource development
- Members' commitment
- LEED Training :

Bringing more practical courses or joint development of customized course that takes into consideration the local/regional dynamics, building material, building techniques and requirements would assist in adopting the LEED on a wider scale. Also, due to the limited number of LEED projects in the region and the lack of practical programs that LEED AP candidates can enroll in to be eligible to apply for the exam are pulling back a large number of engineers to pursue their tracks towards becoming accredited professionals.

#### **9.6.4 Contact Information**

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<b>Website</b>	<a href="http://www.jordangbc.org/">http://www.jordangbc.org/</a>
<b>Purpose of website</b>	Contribute in getting the general public more involved in a user-friendly manner and spread awareness.
<b>Twitter</b>	<a href="https://twitter.com/JordanGBC">https://twitter.com/JordanGBC</a>
<b>Facebook page</b>	<a href="https://www.facebook.com/Jordan.Green.Building.Council">https://www.facebook.com/Jordan.Green.Building.Council</a>

## **9.7 Jordan Europe Business Association (JEBA)**

### **9.7.1 Background & History**

The Jordan Europe Business Association (JEBA) was established in 1995 as an association under the supervision of the Ministry of Interior. It employs 3 staff members out of which 2 are female.

Its vision is to create a clear imprint on the strategy of cooperation with EU countries by illuminating windows on the opportunities of bilateral cooperation between Jordan and EU countries through establishing a strong network of Jordanian and European Businesspersons to promote and deepen trade between Jordan and Europe. Its mission, however, is to strengthen the business relations between Europe and Jordan, focusing on Small and Medium Size Enterprises.

JEBA has the following objectives:

- Promoting contact and cooperation between the Jordanian private sector and counterparts in the European Union (EU) countries, with special emphasis on investment and joint projects in industry, commerce and other services.
- Familiarizing Jordan's private sector with European Union Programs, including aid programs that can be benefit to Jordan, and with tendencies in Europe's future economic and trade policies. This will be achieved through seminars, workshops and other means of disseminating information.
- Representing the interests of its members before Jordanian and European decision-lawmakers (lobbying).
- Facilitating the circulation of information on European Med programs and the participation of Jordanian businesspersons in these programs.

JEBA was founded in 1995 following the participation of a Jordanian private sector delegation to the European Commission Med Partenariat held in Egypt in 1994.

It focuses on the following activity.

- Promoting and strengthening sustainable trade and investment linkages between Jordanian businesses and European counterparts, focusing on small and medium size enterprises (SMEs).

JEBA's offices are rented. It provides the following services:

- Promoting contact and cooperation between the Jordanian Private Sector and its counterparts in Europe, with special emphasis on promoting Exports, investment, joint projects and partnership in the commerce and other services, as well as industry.
- Creating awareness among Jordan's private sector of business opportunities in Europe
- Organizing inward and outward trade delegations to Jordan and Europe
- Establishing a platform for Jordanian and European business to share best practices and enhance capabilities of local SMEs
- Organizing seminars, workshops, and other events of interest to members.

During the past years JEBA made the following achievements:

- Organizing Business forums with the participation of a number of businessmen from European countries such as: Hungary, Poland, Greece, Austria, Slovenia... etc.
- Organizing trade delegations to a number of European countries such as: Poland, Romania, Sweden, Greece, Slovenia, Croatia, Hungary, Macedonia...etc
- Organizing local events for Jordanian Business community.
- Organizing international Energy conferences as follows:
  - **“Euro-Jordanian Renewable Energy Conference”** that was held during the period from (1<sup>st</sup> -2<sup>nd</sup> April, 2009) in cooperation with European Union Delegation in Amman and in association with the University of Jordan, EJREC drew national, regional and international attention to Jordan's renewable energy market of opportunities. Top government officials gave in-depth insight and analysis into the current investment climate in the country and the latest developments in promoting an investor friendly business and legislative environment with special focus on renewable energy.
  - **“Rationalization of Energy Consumption Conference”** that was held during the period from (17<sup>th</sup> -18<sup>th</sup> June, 2013) in cooperation with

European Union Delegation in Amman which aimed to create effective awareness for the optimum use of Energy, conserve Energy and Water by using very simple non-expensive measures, exchange of ideas, knowhow and technologies in the fields of Energy and Environment.

### **9.7.2 Membership & Services**

JEBA has 56 corporate members and 234 individuals, out of which 7 are female. Fees range between JOD 240 for corporates and JOD 90 for individuals.

Members cover the following areas:

- Product Manufacturers and Distributors
- Investors; Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers, Housing companies, Owner/Occupiers of Property; Building Operations and Maintenance
- Professional Services Firms (including, but not limited to, Architects, Engineers, Designers, A/E Firms, Planners, Lawyers, Agents, Project Managers, Facility Managers, Quantity Surveyors, Landscape Architects, Interior Designers, Industrial Designers, Environmental Consultants, Specialist Consultants)
- Construction Managers, Contractors, Subcontractors, Builders
- Financial Community and Institutions
- Energy Modelers, Energy Service Providers, ESCOs and energy management

### **9.7.3 Organization**

JEBA has its own strategic plan and achieves financial sustainability through membership fees, and gets some funds from European Union Delegation. Board members are democratically elected by JEBA members.

It has several committees:

- Trade Exchange Development Committee
- Foreign Relations Committee
- Technical Development Committee

- Dutch Experts programs Committee
- Financial & membership Affairs Committee
- Social & Media Committee
- Economic Committee
- Trade Agreements Committee

As a result of holding “**Rationalization of Energy Consumption Conference**”, it formed an energy efficiency committee which includes a number of concerned institutions such as: JEBA, European Union Delegation, EDAMA Association, Amman Chamber of Industry, Jordan Chamber of Industry, Jordan Chamber of Commerce, Zarqa Chamber of Industry, Jordan Green Building Council, Energy – Conservation & Sustainable Environment, National Energy Research Center, Royal Society for the conservation of Nature, American Chamber of Commerce in Jordan, United Nations Development Programme, Electricity Regulatory Commission and National Society for Consumer Protection.

The main challenge facing JEBA is the lack of budget allocated to organize international events of interest to members.

#### **9.7.4 Contact Information**

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<b>Phone</b>	+962 6 5667447
<b>Fax</b>	+962 6 5660988
<b>Mobile</b>	+962 796966798
<b>Website</b>	<a href="http://www.jeba.org.jo">www.jeba.org.jo</a>
<b>Purpose of website</b>	Improve JEBA's online presence
<b>Twitter</b>	JEBA
<b>Facebook page</b>	Jordan Europe Business Association

## **9.8 Non Responsive Associations**

### **9.8.1 Jordan Environment Society**

JES was established in 1988 as a non-profit non-governmental organization. The objective of JES includes, but is not limited to, protecting the environment and its basic elements of water, air, soil and wildlife. Following the belief that the environment is both an endowment and a responsibility of all. Through its 15 branches around the country, JES tries to raise public awareness and promotes community action at the local level. By accessing professionals in both the private and public sector, JES works on the adoption of policies and the application of international environmental standards. JES also aims to create a sound equilibrium between economic growth and the environment by promoting practices of sustainable development. Understanding that the current environmental situation determines the future, JES aspires to cultivate a culture where the environment is a high priority. It tries to initiate innovative projects that will conserve and protect Jordan's natural resources.

Since its establishment, JES has hosted various environmental projects. Some of these projects include: awareness in water and environment, eco-media, integrated pest control, biogas, recycling, medical waste management, hazardous domestic waste management, solid waste management in Arab countries, comedian environmental theatre and an eco-student network. To accomplish its goals, JES has worked in partnership with many national, regional and international institutions such as: The Jordanian government and private sectors, USAID, WEPIA, UNDP, GTZ, Arab Fund for Economic and Social Development (AFESD), Fridrich Naumann Foundation, Canadian International Cooperation Agency (CIDA), WHO, and the French and Swedish governments. In early 2003, a memorandum of understanding was signed with the Ministry of Environment for cooperation. JES worked hand in hand with the legislative authority, especially the Health and Environment Committee at the House of Representatives, with the aim to develop the current environment laws and regulations.

JES also issues a number of publications, such as the quarterly magazine "The Environment", which educates the reader about current environmental issues around the world. JES also publishes a periodical, called "The message of Environment

Journal", that documents the activities that JES and its branches are carrying out. JES has specialized committees to cater to several environmental issues. It hosts a legal committee, scientific, cultural, media, and agricultural committee, as well as the environment volunteers committee. In cooperation with the Ministry of Environment, and through the former Program of King Hussein Environmental Management Training Program, JES has been holding Training of Trainers (ToT) courses in the environmental management field since 2003. JES offers courses on environmental audit, state of environmental reporting, environmental law, environmental awareness, and participatory appraisal. It also offers a specialized course in Environmental Impact Assessment (EIA), which is necessary for achieving sustainable development and meeting legal requirements for investment projects.

### **9.8.2 Jordan Energy Chapter**

The EDAMA Association and American Association of Energy Engineers (AEE), with the support of USAID, officially launched the Jordan Energy Chapter in 2009 making Jordan the 72nd place in the world to be recognized by the AEE for its energy certification programs. Established under the umbrella of the EDAMA Association - which aims to promote energy, water and environment productivity in the Kingdom, the Jordan Energy Chapter will provide a forum for those engaged in the energy industry in Jordan to be able to obtain widely-recognized AEE professional energy certifications. Jordan is the third country in the Middle East that joins the AEE, after Kuwait and Egypt.

Equipping Jordanian professionals with the necessary tools and capabilities needed to help them become leaders in green and energy saving methods – locally and regionally, is a powerful driver of economic development;

The JEC has currently 25 members down from around 70. Although under the umbrella of EDAMA, they aren't officially registered as members but as an unofficial group of professionals who elected a board of 4 people.

### **9.8.3 Jordanian Renewable Energy Society**

The vision of the Jordanian Renewable Energy Society is to stimulate the exploitation of Renewable Energy resources in Jordan or anywhere worldwide and use that energy efficiently and feasibly for the benefit of Jordan and for all Arabic countries and invest in the knowhow of renewable energy technology for the benefit of the Arab world while concentrating on the future of solar energy.

JRES's objectives are:

- To establish a global platform of: researchers, Engineers, economists, entrepreneurs, educators and decision makers whom will:
- Create the awareness of the potential and opportunities of the Renewable energy.
- Facilitate technology transfer and Know how to Jordan as the solar belt country Stimulate the exploitation of related technologies for supply of energy and fresh water.
- Encourage the inward flow of investment through financial instruments by reforming legislations to meet the requirements of regulatory bodies.
- Promote national recognized education and training in renewable energy technologies.
- Sow the seeds of culture of renewable energy for individuals and societies.

JRES is chaired by HRH Prince Asem bin Nayef.

#### **9.8.4 Young Entrepreneurs Association**

The association was officially established in November 1998 as a non-profit organization dedicated to promoting and encouraging Entrepreneurship in Jordan and educating Jordanian businesspeople on the social and economic value of non-conventional ideas or entrepreneurial activities to succeed in Jordan, the YEA recognizes the need for it to act as an advocate for certain legislative change on a national, consumer oriented, mercantile mindset into a productive, creative mentality, which must become the basis for economic growth.

The YEA was created to cater to specific needs for young businesspeople that either own their own businesses or hold senior executive positions in a company.

The YEA's website is dysfunctional.

## 9.9 Annex B: Association Information Form

<b>Name of Organization</b>			
<b>Year Established</b>		<b>No. of Staff</b>	
<b>Background</b>			
<b>Mission</b>			
<b>Vision</b>			
<b>Objectives</b>	•		
<b>History</b>			
<b>Main Activities</b>	•		
<b>Offices</b>	<b>Owned</b>	<b>Rented</b>	<b>Other</b>
<b>Services</b>	•		
<b>Achievements</b>	•		
<b>Affiliations</b>	•		
<b>Membership</b>	<b>Corporate</b>	<b>Individual</b>	<b>Other</b>
<b>Fees</b>			
<b>No. of Members</b>			
<b>Member Types</b>			
<i>Building Product Manufacturers and Distributors</i>			
<i>Electrical Utilities, Energy Service Providers, ESCO's, Water and Sewer Utilities,</i>			
<i>Investors; Building Owners and Asset Managers; Major Property Portfolio Owners; Commercial Property Developers Property or Facility Managers; Residential Developers; Owner/Occupiers of Property including Commercial, Retail, Education, Government, Defense, and Corporate; Major Corporate Tenants of Office, Retail and Industrial Premises; Building Operations and Maintenance</i>			
<i>Real Estate Companies and Brokers</i>			
<i>Professional Services Firms including, but not limited to, Architects, Engineers, Designers, A/E Firms, Planners, Lawyers, Agents, Project Managers, Facility Managers, Quantity Surveyors, Landscape Architects, Interior Designers, Industrial Designers, Environmental Consultants, Specialist Consultants, Commissioning Providers, Storm Water Consultants, Energy Modelers</i>			

<i>Construction Managers, Contractors, Subcontractors, Builders, Building Controls and Service Contractors</i>			
<i>Financial Community and Institutions: Providers of Financial, Insurance and Legal Services to the Property Sector including Banks, Lenders, Appraisers, Insurers, Accountants, and Related Interests</i>			
<i>Government at all levels, especially regional government organizations</i>			
<i>Environmental and Non-Profit Organizations (not including Trade Associations)</i>			
<i>Universities and Technical Research Institutes</i>			
<b>Organization</b>	<b>Syndicate</b>	<b>Association</b>	<b>Other</b>
<b>Financial Sustainability</b>			
<b>Governance</b>			

### Contact Information

<b>Contact Person</b>	
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<b>Fax</b>	
<b>Mobile</b>	
<b>Website</b>	
<b>Purpose of website</b>	
<b>Twitter</b>	
<b>Facebook page</b>	

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