

Acted Jordan Green Strategy



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Introduction

Acted Jordan's **Green Strategy** strengthens its contribution to climate action and environmental sustainability, in line with Jordan's ecological realities and national priorities. Rooted in Acted's programmatic strengths of **inclusive livelihoods, environmental stewardship, and participatory governance**, the strategy adopts a **cross-sectoral, systems-based** approach to resilience. It leverages Acted's global technical expertise and deep local presence to deliver an integrated framework that regenerates ecosystems, empowers communities, and reinforce the institutional foundations of a **sustainable, climate-resilient future**.

Climate and Environment in Jordan: Challenges and Opportunities



Introducing the 4 Pillars Strategic Framework



To respond effectively to the convergence of environmental degradation, climate stress, and socio-economic vulnerability in Jordan, Acted proposes **four mutually reinforcing strategic pillars** forming a systems-based framework aligned with its global 3Zero strategy (Zero Exclusion, Zero Carbon, Zero Poverty). These pillars leverage Acted's local engagement and global expertise, promote local ownership, and align with national priorities like Jordan's NDCs and the SDGs to enable scalable, adaptive, and sustainable change across ecological, economic, and governance systems.

The four pillars are designed to operate in synergy:

Pillar 1



Resilient and Regenerative Ecosystems

Establishes the foundation for climate adaptation by restoring degraded landscapes, revitalizing water and soil systems, and enhancing biodiversity.

Healthy ecosystems serve as a critical base for sustainable livelihoods and long-term land productivity.

Pillar 2



Sustainable Agriculture and Resource Efficiency

Builds on restored ecosystems to promote regenerative agricultural practices and efficient resource management across the water-energy-food nexus. It strengthens rural livelihoods, food security, and climate resilience while supporting sustainable value chains.

Pillar 3



Circular Economy and Green Innovation

Expands climate action to industry and services, embedding circular economy principles and fostering low-carbon growth. It supports MSMEs and youth-led enterprises to scale green innovation, improve resource efficiency, and generate inclusive green jobs.

Pillar 4



Inclusive Governance and Local Systems

Underpins the entire strategy by strengthening governance, institutional capacity, and community participation. It ensures coordination, accountability, and long-term sustainability of the green transition through adaptive, inclusive, and locally led systems.

Together, these pillars form a dynamic cycle of reinforcement:

1 Pillar 1



Pillar 2



Pillar 3



Pillar 4



Ecosystem restoration underpins regenerative agriculture; sustainable agriculture fuels circular economy innovation; circular economy solutions improve resource use and market opportunities; and inclusive governance enables, coordinates, and sustains the system.

Pillar 1

Rangeland Restoration & Sustainable Grazing

Acted leverages proven, community-driven approaches to restore Jordan's landscapes and build climate resilience through community-led interventions:

Rangeland Restoration & Sustainable Grazing

Deploy THRIVE methodology combining earthworks, native vegetation replanting, and sustainable grazing systems across Badia and highlands

Integrate traditional Hima systems strengthening local governance and grazing agreements while promoting alternative livelihoods

Establishing community-managed seed banks and nurseries providing climate-adapted native plants for restoration

Install rainwater harvesting infrastructure (cisterns, tanks) supporting vegetation recovery and livestock resilience

Wadi & Watershed Rehabilitation to enhance water security and mitigate flood risks

Create vegetated buffer zones and check dams for natural flood control and water flow stabilization

Implement infiltration earthworks enhancing groundwater recharge and soil moisture retention

Restore riparian zones with native species to stabilize banks and enhance biodiversity

Deploy eco-friendly channel rehabilitation grounded in local knowledge and hydrological connectivity

Forest Landscape Restoration to address increasing forest degradation, biodiversity loss, and wildfire risk

Establish community-based fire management including early warning, local patrols, and fuel load reduction

Rehabilitate degraded forest edges with climate-resilient native species for ecological connectivity

Develop forest-based livelihoods through sustainable harvesting of herbs, honey, and pine nuts supporting both conservation and income generation.

Pillar 2

Sustainable Agriculture and Resource Efficiency across the Water-Energy-Food Nexus

To address mounting pressures on Jordan's scarce water and energy resources, Acted will advance regenerative agricultural practices that enhance food security, rural livelihoods and resilience to climate shocks.

Smallholder Agriculture & Resilience Acted will empower smallholder farmers with knowledge, resources, and technical support to improve productivity and resilience by:

Conduct tailored resource assessments identifying critical inefficiencies in water, nutrients, and energy use

Train farmers in regenerative techniques including permagardening and food forest establishment

Provide continuous technical mentorship helping farmers overcome climate challenges and maximize yields

Strengthen community seed systems improving access to drought-tolerant, locally adapted varieties

Facilitate climate-smart technology adoption prioritizing vulnerable and resource-poor farmers

Circular Agriculture & Value Chain Optimization Building on farm-level improvements, Acted will work with cooperatives, MSMEs, and service providers to optimize resource efficiency and reduce waste across agricultural value chains by:

Execute comprehensive value-chain assessments identifying resource inefficiencies from production to processing

Providing grants, technical assistance, and capacity-building support to promote adoption of innovative, resource-efficient technologies

Strengthen cooperative infrastructure to enable resource-efficient, climate-resilient business models that benefit vulnerable farming communities

Build inclusive market linkages connecting women, youth, and marginalized producers to regional markets

Integrated Water-Energy Management Recognizing the critical interdependence of water and energy resources in agricultural sustainability, Acted will implement strategies to improve efficiency, resilience, and affordability for smallholders and cooperatives including:

Conduct water-energy audits identifying consumption reduction opportunities

Deploy solar-powered irrigation systems including drip irrigation, smart pumps, and precision watering tools

Develop water harvesting infrastructure paired with renewable energy pumping systems

Build local technical capacity training farmers, cooperatives, and technicians in sustainable resource management

Pillar 3

Scaling Circular Economy and Green Innovation for Low-Carbon, Inclusive Growth

Acted will promote low-emission, sustainable growth in Jordan by advancing circular economy principles through green skills development, MSME and startup support, and inclusive innovation to create green jobs and reduce environmental impact.

Building Circular Economy Skills & Workforce

Identify green skills gaps in green construction, renewable energy, e-mobility, and waste management sectors

Co-create market-responsive curricula with private sector, TVETs, and universities for certification frameworks

Deliver Training of Trainers programs upgrading facilities with practical labs for circular design and resource efficiency

Expand inclusive work-based learning through apprenticeships and internships prioritizing youth, women, and marginalized groups

Driving Resource Efficiency in MSMEs

Deploy MSME Resource Optimization toolkit for self-assessment in energy, water, logistics, and waste management

Facilitate decarbonization workshops embedding climate adaptation into business models

Provide co-financing mechanisms for energy-efficient machinery, green retrofits, and waste sorting systems

Promote circular resource management practices including waste reduction, sorting, and recycling to minimize landfill reliance

Catalyzing Circular Innovation & Market Access

Partner with incubators and accelerators providing mentoring and finance access for circular startups

Support product design initiatives that prioritize reuse, modularity, and waste minimization

Drive plastic waste innovation through biodegradable materials and circular product redesign

Strengthening market linkages by connecting circular enterprises to opportunities and events

Pillar 4

Strengthening Governance and Local Systems for Climate-Resilient Development

This pillar focuses on strengthening governance, institutional capacity, and inclusive planning systems that underpin regenerative and climate-resilient development.

Climate-Responsive Planning & Institutional Strengthening

Acted will assist national and sub-national authorities in embedding climate resilience, circular economy principles, and nature-based solutions into governance and planning frameworks by:

Convene multi-stakeholder platforms addressing waste, land use, energy, and water challenges aligned with NDCs

Conduct climate risk mapping and innovation scoping with community consultation for data-driven planning

Deploy Acted's Bioclimatic Toolbox integrating passive design strategies into infrastructure and public spaces

Align local plans with SDGs and national climate priorities through technical assistance

Empowering Civil Society & Communities

Leveraging its long-standing engagement with civil society organizations, cooperatives, and community actors, Acted will prioritize meaningful and sustained participation of local communities by:

Deploy CATALYST tool to assess and strengthen CSOs, CBOs, and youth groups in climate planning

Facilitate participatory planning ensuring women, youth, and marginalized groups inform program design

Support civil society initiatives driving environmental stewardship and community-based adaptation

Build advocacy capacity for local organizations to influence climate policy and implementation

Expanding Green Livelihoods & Finance Access

To accelerate a just, inclusive transition, Acted will promote green employment pathways and unlock financing for climate-smart enterprises, cooperatives, and communities by:

Map green job opportunities across key sectors and aligning vocational training and upskilling programs accordingly.

Provide investment-readiness coaching to MSMEs and youth-led enterprises for scaling climate solutions

Connect to green finance mechanisms including blended finance, concessional lending, and grants

Catalyze partnerships that de-risk investments and mobilize capital for local innovation

Adaptive Governance & Accountability

Establish participatory monitoring, evaluation, and learning systems engaging authorities, communities, and CSOs in tracking progress

Create learning platforms incorporating climate knowledge and local feedback into programming

Promote inclusive governance with youth, women, and marginalized groups in leadership roles

Strengthen coordination improving policy coherence and long-term governance capacity for climate action

Acted's Approach and Strategic Positioning



Acted adds unique value to Jordan's climate and environmental effort through **access to international climate finance, technical expertise, and strong community engagement**. As an accredited **Green Climate Fund (GCF) partner**, Acted mobilizes resources to advance Jordan's Nationally Determined Contributions (NDCs) and promote inclusive, climate-resilient development. **Leveraging global expertise and local presence**, Acted delivers innovative, context-specific solutions addressing environmental, economic, and social challenges with flexible, scalable programming responsive to evolving risks and priorities.

Gender equality, youth engagement, and inclusive participation are integrated across interventions, ensuring social justice and sustainability. By empowering women, youth, and marginalized groups including smallholder farmers, Acted

fosters **equitable, locally rooted, and transformative climate action**. To maximize impact, Acted partners with **ministries, local authorities, NGOs, UN agencies, research institutions, and the private sector**. Collaboration with entities such as the Ministries of Environment, Agriculture, Social Development, Water and Irrigation, and Digital Economy ensures **policy coherence, market linkages, and governance** that drive lasting environmental and socio-economic benefits.

Acted's Green Strategy aligns with national frameworks such as Jordan's NDCs, the Fourth National Communication (2022), Green Growth Action Plans (2020), and the National Climate Change Policy (2050–2022), covering sectors like Energy, Water, Agriculture, Transport, Tourism, and Waste. Internationally, it supports the Paris Agreement and SDGs, enabling globally informed, locally relevant climate finance and technical support.

Strengthening Governance and Local Systems for Climate-Resilient Development

Foundations

3Zero Strategy: Global vision for Zero Exclusion, Zero Carbon, and Zero Poverty

International Climate Finance: Accredited Green Climate Fund (GCF)

Technical Expertise
e.g. THRIVE, CATALYST tools

Strong Policy Alignment: Jordan's NDCs and key national and international frameworks

Deep Local Community Engagement

Strategic Partnerships with government ministries, civil society, private sector, and research institutions

Pillar 1



Resilient and Regenerative Ecosystems

- 1.1: Rangelands restored through sustainable grazing and local governance
- 1.2: Watersheds and wadis rehabilitated to enhance water retention and flood resilience
- 1.3: Forests regenerated and protected through inclusive fire risk management

Pillar 2



Sustainable Agriculture and Resource Efficiency

- 2.1: Smallholders adopt climate-smart practices and diversify incomes
- 2.2: Agriculture value chains become circular and resource-efficient
- 2.3: Water and energy use optimized through low-carbon technologies

Pillar 3



Circular Economy and Green Innovation

- 3.1: Inclusive green skills training expands access to circular jobs across diverse groups
- 3.2: MSMEs adopt circular models and improve resource efficiency
- 3.3: Green enterprises and innovations scaled through finance and market support

Pillar 4



Inclusive Governance and Local Systems

- 4.1: Climate and circular priorities integrated into local planning and institutions

- 4.2: Communities lead local climate action through participatory governance

- 4.3: Marginalized groups access green jobs, finance, and services

- 4.4: Governance systems made adaptive, accountable, and inclusive

Long-term Impact

To promote sustainable, climate-resilient development in Jordan by addressing environmental degradation, climate stress, and socio-economic vulnerability through an integrated and locally led green strategy.