

Jordan launches \$1.9 million floriculture project to boost women's economic empowerment in Tafileh

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Jordan's Ministry of Agriculture has signed an agreement to expand the "Women's Economic Participation in Floriculture in Tafileh" project, a new initiative aimed at strengthening women's economic empowerment while advancing sustainable agricultural development in the governorate.

According to the Jordan News Agency (Petra), the project is being funded by the India, Brazil and South Africa Facility for Poverty and Hunger Alleviation (IBSA Fund) and will be implemented through a partnership between Jordan's Ministry of Agriculture and UN Women. The initiative has a total budget of approximately \$1.917 million.

The agreement was signed by Minister of Agriculture Saeb Khraisat in the presence of Tafileh Governor Sultan Al-Madi, South African Ambassador Tselane Mokuena, and representatives from UN Women Jordan.

Khraisat said the project supports the ministry's broader strategy to promote agricultural sector development and sustainable rural growth. He noted that the initiative is aligned with Jordan's 2026-2029 Executive Program under the Economic Modernisation Vision, which prioritises poverty reduction, job creation, women's economic participation, community development, and the sustainable management of natural resources.

The minister described the project as a strong example of collaboration between national institutions and international development partners. He also acknowledged the contribution of UN agencies, particularly UN Women, in supporting programmes that combine agricultural, environmental and socio-economic development objectives.

Speaking at the event, Nicolas Burniat, UN Women Jordan Representative, said the project reflects a shared commitment to advancing women's economic inclusion through green economy initiatives, local innovation and international cooperation. He emphasised the role of South-South collaboration in facilitating knowledge exchange and delivering tangible development outcomes that support local communities and contribute to Jordan's Sustainable Development Goals.

As part of the initiative, a specialized floriculture and horticulture centre will be established in Tafileh. The facility will focus on the production of cut flowers, ornamental plants and complementary crops, to diversify high-value agricultural exports while creating employment opportunities for women and young people.

The project will also promote the adoption of climate-smart agricultural practices aimed at improving water-use efficiency and enhancing the long-term sustainability of agricultural production systems.

Officials estimate that approximately 500 people will benefit directly and indirectly from training, capacity-building and income-generation activities. The initiative is expected to generate 248 direct and indirect economic opportunities, including 148 new income-generating opportunities, while supporting 200 existing agricultural entrepreneurs in adopting climate-smart and water-efficient farming techniques.