



USAID
FROM THE AMERICAN PEOPLE



FACT SHEET

USAID WOMEN'S ECONOMIC EMPOWERMENT AND LEADERSHIP ACTIVITY

2021–2026 • \$30 million • EnCompass LLC

PROJECT PURPOSE

The purpose of the USAID Women's Economic Empowerment and Leadership Activity (WEELA dba Makanati) is to strengthen the country's enabling environment, increase women's waged employment in the private sector, and increase their leadership in both the public and private sectors. To achieve this objective, Makanati leverages and supports champions at the policy, community, private-sector, and individual levels to form a complex, interlinked, mutually reinforcing sphere that eventually feeds into improved access to jobs and leadership opportunities, more equitable work environments, and more hospitable social norms.

PROJECT OVERVIEW

Makanati works to reduce economic, institutional, and social barriers to women's workforce participation and leadership by forming partnerships with private-sector firms, governments, individuals, communities, community-based organizations, and other development actors using a Champions of Change approach. This approach aims to facilitate collaboration between all stakeholders to encourage women to consider career choices in high growth priority sectors and promote the recruitment, retention, and advancement of women in Jordan's labor force.

Photo Credit: USAID Makaanati

Makanati will use grants and technical assistance to engage and strengthen the capacity of sustainable partners and conduct a number of activities, including:

- Examining the role of institutions and advocating for and promoting policy and legislative reforms that support women’s economic empowerment and inclusion in the workforce. This will be performed through a Workforce Policy Lab Unit, co-hosted by the Jordan National Commission for Women and the Economic and Social Council of Jordan.
- Improving working environments for women in the private and public sectors by establishing and enforcing policies that promote gender equality and remove bias.
- Rolling out HR management systems at professional associations to increase diversity in hiring and promote practices that mainstream and sustain gender equality and social inclusion in the private sector.
- Empowering women through professional certification, networking, and mentorship interventions to ensure relevance, access, and exposure through the Makanati Pathways to Leadership Program.
- Engaging with champion communities, role models, champion private sector firms, Women’s Economic Empowerment units at municipalities, and individual male champions to improve women’s agency, voice, and gender perceptions, and promote women’s entry into the labor market.

EXPECTED OUTCOMES

Makanati’s program objectives will require interventions that transform the sociocultural norms that hinder women’s workplace entry and advancement, sustain women’s economic empowerment and leadership, and promote policies and practices that support women in the workforce. Makanati’s expected outcomes include:

- Women’s access to jobs in the private sector and leadership opportunities in the public and private sectors is increased.
- Perceptions, practices, and advocacy for women’s labor market participation are improved
- More equitable, safe, and accessible working environments for women are enforced.

CONTACT

Development, Outreach, and Communications Office
United States Agency for International Development
American Embassy
P.O. Box 354
Zip Code 11118 Amman, Jordan
Phone: +962 6 590 6865
Email: Ammandocs@usaid.gov