

Jordan SME and Labor Market Context (Seed Brief)

Context snapshot

Jordan's youth employment and SME competitiveness agendas require stronger alignment between training pathways, enterprise support, and institutional delivery mechanisms.

Institutional context

- Public and non-public providers deliver overlapping support services.
- Service quality standards are not always consistently implemented.
- Regional disparities influence access to training and enterprise support.

Implications for program design

- Build localized implementation pathways while maintaining national-level standards.
- Strengthen coordination protocols across service providers.
- Prioritize practical employability outcomes and business process improvements.