



# THE GEMM PILOT PROJECT IN JORDAN

## RETAIL SALES TRAINING PROGRAMME AT ZARQA VOCATIONAL TRAINING INSTITUTE FOR WOMEN AND GIRLS

This pilot project is developed in the context of the EU funded GEMM - Governance for Employability in the Mediterranean project that the ETF (European Training Foundation) implements in the countries of the Southern and Eastern Mediterranean.



This project is funded  
by the European Union

## OBJECTIVE

This project aims at supporting local VET partners and stakeholders to cooperate better to increase the employability of young people and women in the Al-Zarqa Governorate.

The project aims at developing and implementing an apprenticeship training programme in the retail trade sector for female employment.

This objective will be achieved by:

- Developing an apprenticeship training programme in (retail sales) with the participation of all stakeholders.
- Implementing a system to trace graduates from the Zarqa vocational training institute.
- Sharing best practices, knowledge, resources and expertise of all stakeholders.



## RATIONALE

In Jordan 62% of the population is under the age of 24.

Unemployment, particularly among young people, is a serious issue that needs to be dealt with urgently (IFAD, 2011).

Unemployment rates stand at 18% in rural areas and 13% in urban areas, and 60% of job seekers are under the age of 25.

Unemployment among young women is nearly three times that of their male counterparts, even though 76% of young female job seekers have an intermediate or higher-level qualification.

## BENEFICIARIES, LEADING INSTITUTIONS AND PARTNERS

The project is being implemented in cooperation with the ILO. On the basis of an enterprise survey carried out by the ILO, new curricula and related teaching materials have been developed. Trainers received support for implementation. The newly designed course started in the middle of March 2015 and 19 trainees registered (17 were female).

By the end of 2015 a tracer study will be carried out to assess the relevance of the training to the needs of employers.

The Vocational Training Corporation (under which the Zarqa school operates) is considering offering the same course in other governorates.

Project partners include: E-TVET council, Vocational Training Corporation (VTC); CAQA Center of Accreditation and Quality Assurance, Jordan Career Education Foundation/ JCEF, International Youth Foundation, International labour organization/ILO, Labour Union, Chamber of commerce and local employers in the sector.

## ACTIVITIES AND RESULTS

### Stage one: COMPLETED

- ✓ Training needs assessment to identify skills needed by employers.
- ✓ Review of existing curricula to meet the needs of the local private sector.
- ✓ Review the programme and curricula, with support from CAQA and based on ISCO.
- ✓ Evaluation of training and workshop site.
- ✓ Youth recruitment and outreach awareness campaign.
- ✓ Individual interviews with young people to screen for commitment and fulfilling private sector needs.
- ✓ Trainer training workshop to disseminate the curriculum to providers.
- ✓ Training programmes based on apprenticeships: 4 months on the job, 5 days/week // 2 months on the job 6 days/week.

### Stage two: IN PROGRESS

- Employment placements for the graduates at the employer partners.
- Certification from the Vocational Training Corporation.
- CAQA (the national assessment and awarding body for occupational licences) will accredit the curricula, training programme and grant licences to the trainees.
- Follow-up study of the 30 beneficiary students after 6 months to investigate whether they have found satisfactory jobs

## CONTACTS

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