

***INCOME GENERATION
ACTIVITIES FOR WOMEN IN
ZAATARI CAMP
Feasibility study for Oxfam, GB***

October 2017



OXFAM

Study focus

- **Explore the feasibility of promoting income generating and livelihoods activities in Za'atari refugee Camp**
- **Understand the context and the opportunities to initiate and develop further livelihoods strategies and interventions, and supporting operational planning of implementing income generating activities (market driven short term interventions) of the existing Oxfam GB projects**

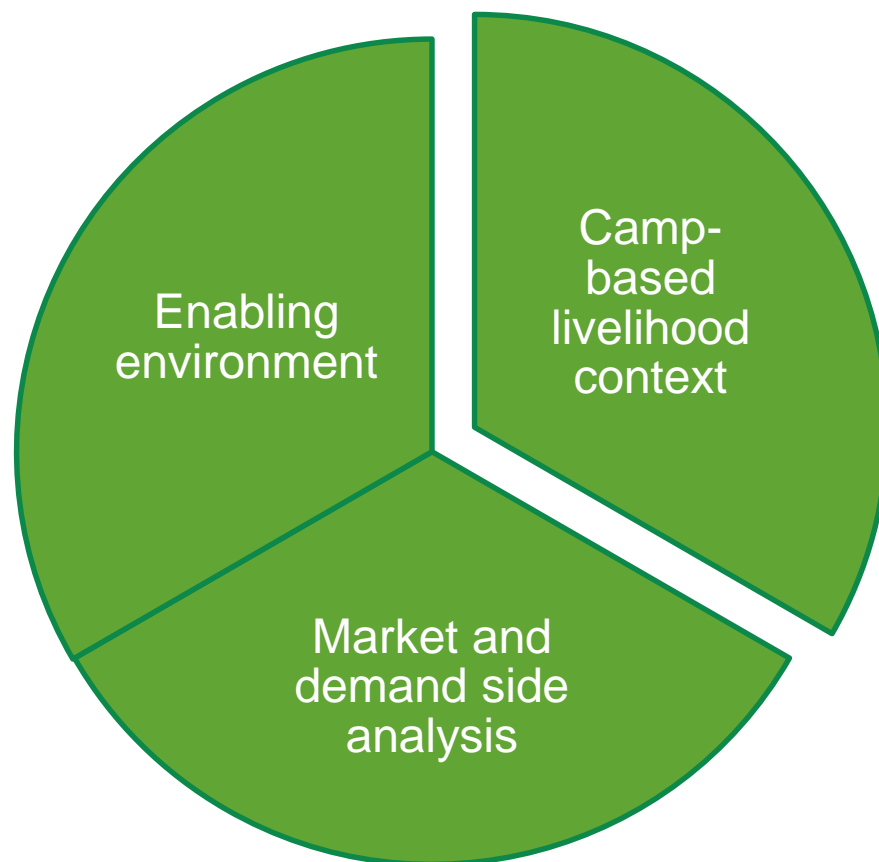


Facts to Remember on the context

- **Approximately 82,000 refugees live in Za’atari Camp. Nine out of ten Syrians living outside the camps live below the Jordanian poverty line of JOD68 (USD87) per capita per month.**
- **The influx of refugees affected Jordan negatively , there is a perception that local Jordanian communities face competition with refugees in local services and jobs.**
- **There are two major policy frame works that were the foundation of this study :Jordan Compact and the Jordan response plan,**
- **The informal economy in Za’atari Camp is large and traded goods and services are diverse and abundant.**



So, What did we do?



Findings



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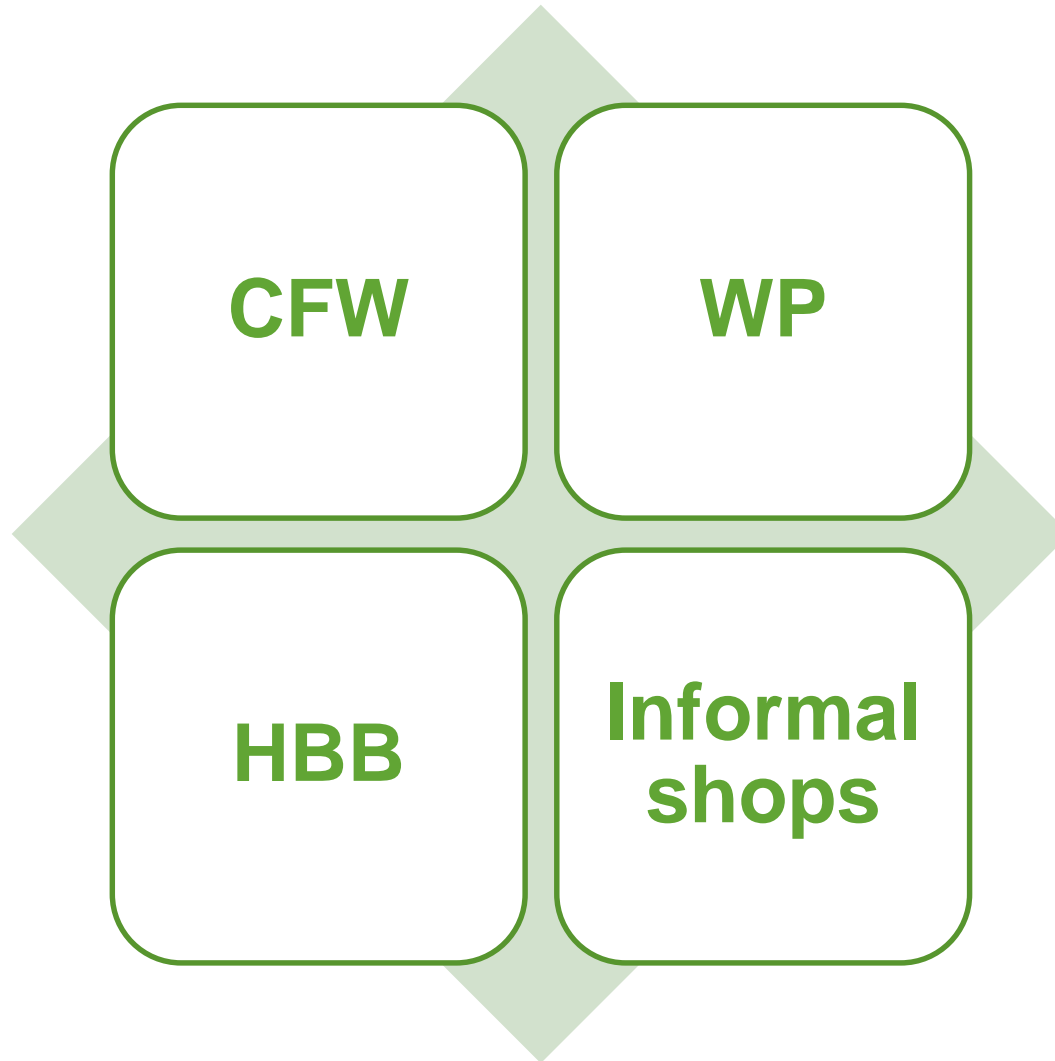
Facts to Remember on the context

- **Za'atari Camp is home to a wide range of economic activities, robust markets, and informal business activities ,**
- **The majority of the both men and women surveyed in focus groups were engaged in agricultural activities in Syria with primary income, skills, and assets linked to the agriculture and handicraft sectors,**
- **There are existing coping livelihood activities in side the camp , yet limited.**



- **The engagement of women in existing livelihoods activities are relatively limited**
- **Only 5-10% of refugee women engaged in paid work**
- **The key economic activities are agricultural , animal husbandry and local services**

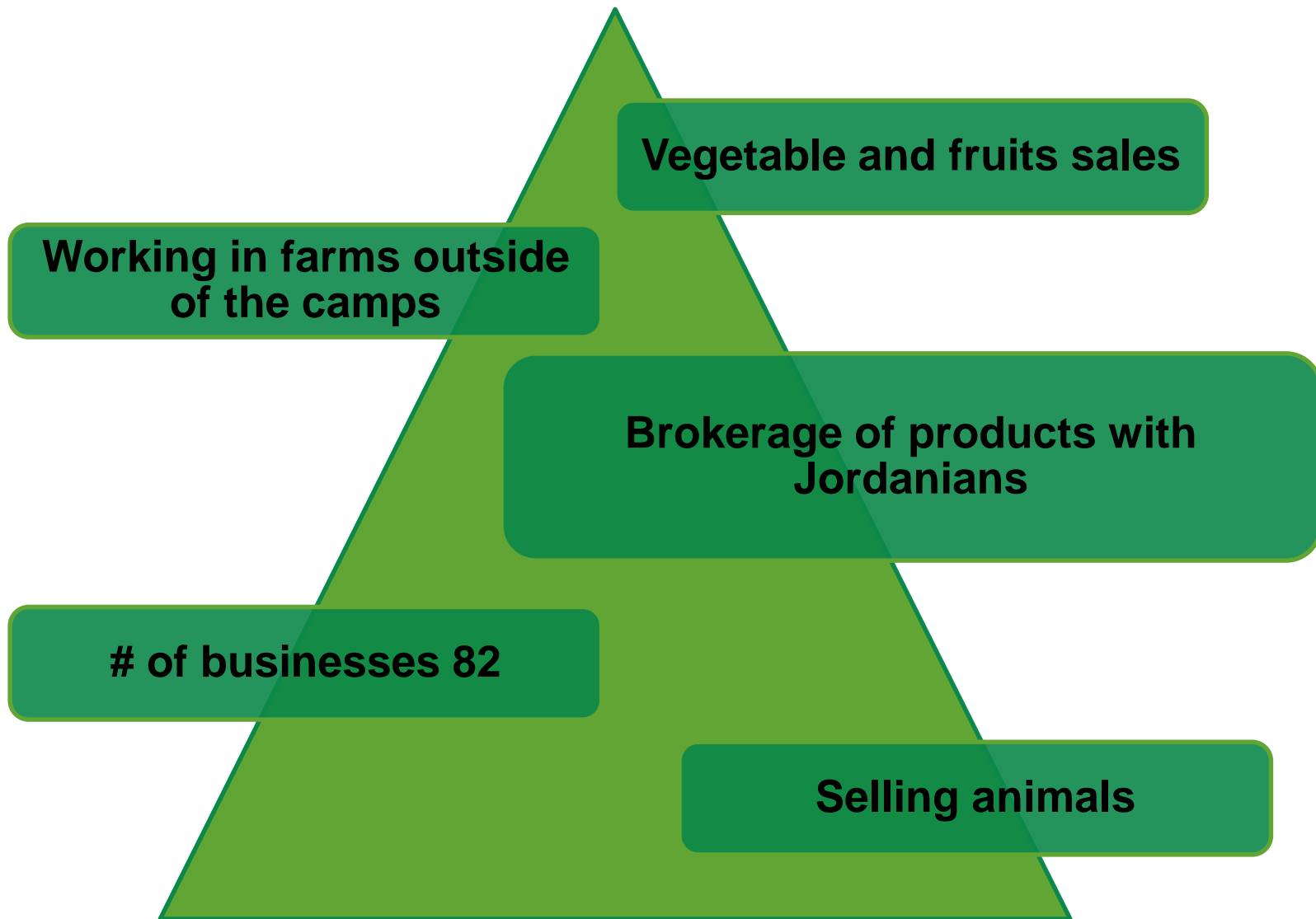
Current livelihoods activities and opportunities



Informal Economy



Agricultural and Animal husbandry



Sample of Local services



Key challenges promoting livelihoods activities in Za'atari Camp

Restricted mobility of people and goods

Unfavorable and constantly changing political and business environment

Supply side issues

Coordination at the camp level

Little demand in the Jordanian market for handicraft products

The dominant mode of cash based support and cash for work schemes are temporary

Livelihood opportunities	Main activities	# of businesses	Women's engagement
Agricultural and Animal husbandry			
Vegetable and fruits sales (Working in farms outside of the camps)	-brokerage of products with Jordanians & selling agricultural products -selling animals	77 5	-household gardening -food processing -support spouse (trading)
Local services			
Supermarkets and malls Food and drinks	-various goods including food and drinks	4 45	Limited
Beauty salons	-beauty shops, hair salon	61	-main services that women get engaged
Various goods and items Mini markets Electronic shops Tobacco shops Gift shop, computer game	-selling general merchandise (food, bakery and health items)	344 207 38 31 10	Limited
Services Ware houses	-restaurants, cafes, bakery	90 4	limited
Households items	-various non food goods	37	limited
Various technical services	-electric, carpentry, mechanic, electrician, shoe repair	34	limited



Women specific IGA

- **Cash for work opportunities for various INGOs mainly focused on maintenance with INGOs, (painting caravans, recycling, cleaning) ,where 29% of these opportunities received by women compared 71% for men.**
- **women (CfW) opportunities are cleaning in addition to WASH, education and child protection related activities,**



- **95% Syrian men and 5% women received work permits in Za'atari camp,**
- **The feasibility of introducing the formal HBB inside Za'atari Camp for promoting women are currently limited by a lack of mobility of refugees and goods, and the need for improved entrepreneurial knowledge and ability to meet with the relevant local regulatory requirements (business registration and food security etc.).**



Assessing suitability of potential IGAs according to following criteria:

<i>a. work conditions</i>	<ul style="list-style-type: none">▪ home based, flexible working hours and child care
<i>b. skills profile</i>	<ul style="list-style-type: none">▪ training required levels: low, medium, high
<i>a. access to inputs</i>	<ul style="list-style-type: none">▪ camp regulation on mobility of goods
<i>a. access to infrastructure</i>	<ul style="list-style-type: none">▪ workshop room etc
<i>a. demand & access to market</i>	<ul style="list-style-type: none">▪ potential markets in and outside camps
<i>a. inclusiveness</i>	<ul style="list-style-type: none">▪ ages, vulnerability
<i>a. desire ability</i>	<ul style="list-style-type: none">▪ income generation potential, transferability of skills, creativeness, socializing)
<i>a. risks</i>	<ul style="list-style-type: none">▪ risks associated with IGA

Based on this brief assessment among the Oxfam GB's project beneficiaries in districts 6,7,8 of the potential livelihood activities, the most suitable products include for IGAs are

- **Textile/sewing**
- **Embroidery/Weaving carpets**
- **Upcycled products**
- **Agricultural activities (pickled goods)**



Textiles products/sewing

Positive	Negative
<p><u>Strengths:</u></p> <ul style="list-style-type: none"> -Vulnerable women have the basic skills of sewing and is the most desirable by women. -Women can be part of sewing IGA either home based or in the workshop area. -Flexible working hours. -Suitable for all age groups and for all education levels 	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> -Basic materials are not affordable for vulnerable women. -Needs a professionalism in cutting and assembling in some cases for high end products
<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> -Customization of designs. -Merging traditional Syrian customs with the Jordanian ones. -Introducing skilled women to local market. -Although it might require high design skills and quality, the women can be trained to learn details (finishing etc) 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> -Strong competitors (imported goods). -Prices differences between women's products and factory ones.

Embroidery/Weaving carpets

Positive	Negative
<p><u>Strengths:</u></p> <ul style="list-style-type: none">- Women can either by working inside their homes or in the workshop area.-Flexible working hours.-Suitable for all age groups.-Suitable for all education levels.	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none">-Relatively low productivity.-Lack of marketing options unless product differentiate itself
<p><u>Opportunities:</u></p> <ul style="list-style-type: none">-Innovative designs and products available.-Local markets/shops demand is high if quality improves.-Introducing skilled women to local market.	<p><u>Threats:</u></p> <ul style="list-style-type: none">-Strong competitors in local markets-Depending on demand and markets the high skills might be required



Upcycled products

Positive	Negative
<p><u>Strengths:</u></p> <ul style="list-style-type: none"> -Very low capital required. -Unlimited products. -Develops creativity among women. -Creates healthy competition between participants. -Support Oxfam's recycling project. -Competitive pricing. 	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> -Inefficient amounts of products (depends on design). -Unsustainable input supply depend on inputs -Lack of understanding of ethical products and demand in Jordan
<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> -Competitive creative products. -Brand customization. -Creating a new trend for traditional handcrafting. 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> -Successful IGA depends on high quality and require experienced designer with marketing skills



Processed food production

Positive	Negative
<p><u>Strengths:</u></p> <ul style="list-style-type: none"> -Syrians have previous skills -Main livelihoods activities among both men and women -Interest and motivation to get engaged in agri based IGAs 	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none"> - Limited water supply - Greenhouses are not located nearby women (availability and child care) -Small amount (four greenhouses) to reach the scale/volume to have contract based supply -Cost and time to meet with food security standards
<p><u>Opportunities:</u></p> <ul style="list-style-type: none"> -Large demand for agricultural goods both in camp and Amman beyond -Increased women’s engagement in income earning compared to other IGAs -Learning to grow crops in 	<p><u>Threats:</u></p> <ul style="list-style-type: none"> - Lack of enabling environment for agricultural interventions -Perishable goods (during shipping) -Competitive price from Jordanian vegetable supply in the markets

Overall conclusions and recommendations

- **Explore and develop a comprehensive camp-based livelihoods approach and strategy in the long term,**
- **Develop the entrepreneurial resources in Za'atari Camp is high by aligning any new income generation activities more strongly toward potential markets and products that are not limited by the enabling environment,**
- **Using social media for sales of the products is a great opportunity to boost demand for the refugee made products,**



- **Conduct a cost-benefit analysis of IGAs (potential products) and then pilot and promote specific products to assess if these can meet the demands of target markets and potential scaling up.**
- **Exploring agricultural based and handicraft products including carpets, embroidery and upcycled products’**
- **Integrating camp-based refugees into manufacturing and local businesses in host communities by creating work permit employment. Especially targeting women by initiating ‘tailored’ job matching,**
- **Government agencies, including the Chamber of commerce and Mafrq, seek to create lists of private sector firms demanding a labour source, especially for women**



- **Engaging the camp-based refugee population should be linked to national level strategies, especially in Mafraq governorate where Za'atari Camp is based,**
- **Continue to pilot and promote various livelihoods activities, with a focus on craft based informal HBB for women, including both skilled and unskilled. Pilot activities should mix short-term income generating and skills development activities, to match the different demands of households.**
- **Create self-help groups among women to share information and have access to platform for discussion on income generation with key stakeholders in the camp management and markets**

- **Create a business incubation model that is flexible and suitable (one stop) environment where women with limited time to benefit from information, infrastructure, training and soft skills at the same time,**
- **Advocate for camp-based refugees to have access to financial services,**
- **More actively seek to diversify the concept of camp-based livelihoods away from unsustainable CfW programming,**
- **Improve the clarity on the regulations and rules for implementing IGAs in Za'atari Camp, which can include codifying them with the other sectors.**



Study Limitations

- **The study methods did not focus on specific livelihoods approaches and policy frameworks. It rather assessed the existing barriers for introducing market driven livelihoods approaches, and provided recommendations on opportunities considering the current political and economic context of Za'atari Camp.**
- **Due to a lack of skills profiling and limited access to beneficiaries in all 12 districts, the report relied on information and data by key informants' and focus group discussions (FGD) in districts 6,7,8. Therefore, further study is necessary to understand household status and dynamics of the diverse vulnerable families including female headed households (FHH)s. This will help projects to understand the incentive of a camp-based refugee to engage in livelihoods opportunities and better plan interventions in the long term.**
- **The major limitation for assessing market demand and supply in Za'atari Camp is the highly informal market system that is established and maintained, which makes accessing real data very challenging.**

