

## Social and Innovative “Start-ups” Awards Ceremony

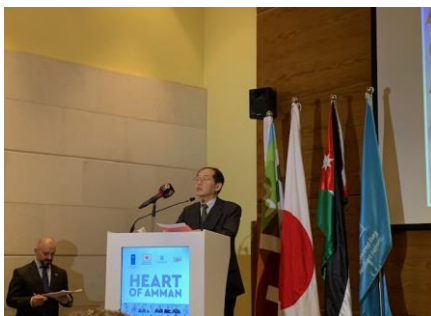
On 26 February, 2020, H.E. Mr. Hidenao YANAGI, Ambassador of Japan to Jordan, attended at “Social and Innovative Start-ups Awards Ceremony” by UNDP under its flagship programme “Heart of Amman” in partnership with Greater Amman Municipality with funding support from Government of Japan, and delivered a speech at the ceremony.

Government of Japan extended an assistance, amount approximately 4,5 million USD to the UNDP project titled *“Preventing Violent Extremism and Building Resilience of Livelihoods in Jordan through a Humanitarian-Development-Peace Approach”* in 2019. In this ceremony, 29 “Start-ups” who came through a competitive selection process to win among more than 800 applicants were awarded and received the amount of investment funds between 5,000 USD to 10,000 USD to scale-up their business further.

In the ceremony, Eng. Mr. Ahmad Markawi, Director of public work department on behalf of H.E. Dr. Yousef Shawarbeh, Mayor of Amman, Ms. Sara Ferrer Olivella, Representative of UNDP Jordan office also delivered their speech.

Many of attendees who participated in the ceremony and UNDP staffs expressed their appreciation for Japanese generous support for the program.

*“Heart of Amman” program is one of the components of the project funded by Japan and aims at revitalization of downtown areas in Amman, empowerment of vulnerable youths and women through job creation as a livelihood support, as well as making tourist areas with cultural and historical heritages in downtown more attractive.*



Speech by Ambassador YANAGI



Awarding Investment Funds



Group Photo with “Start-ups”



Group photo with Representatives from UNDP and GAM