

Networking: women Inclusion of Olive Sector in Rural Areas

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Key Discussion Points

- Context & background
- Methodology & approach
- Specifications & outputs
- Impact & outcomes
- Filled gaps
- Limitations & challenges
- Future potentials & opportunities

JOOWN:
Jordanian
Olive Oil
Women's
Network,

AOOWN:
Arab Olive Oil
Women's
Network



Context & Background

- March, 2020 JOOWN, establishment
- Networking of EVOO partners
 - Accessibility, consumers, producers, food & medicine
 - Women inclusion, kids & youth, Rural Areas
 - Agreements & MoU: Government, NGOs, CSOs

Context & Background cont.

- JOOWN of +100 well-experienced, volunteer women
 - Government, NGOs, CSOs, heads & officers
 - Consultants & experts
 - Academics

JOOWN's
Networking
with the
Minister of
Agriculture

Memorandum
of
Understanding
(MoU)



Opening the
JOOWN's
Headquarter
Al-Jazazi mill
Al-Salt



Context & Background cont.

- Engagements & networking
 - EVOO sensory evaluation capacity building
 - Awareness & culture- EVOO significance
 - Festivals
 - “Grandparents’ Olive Trees are Grandchildren Treasure”
 - “Al-Mehras”

Ancient tress-
heritage trees

Al-Mehras

“Grandparents’
Olive Trees
are
Grandchildren
Treasure”



Methodology & approach

- JOOWN's Strategic Plan 2021- 2025
- Full-participatory approach- national & international
- Open-minded & collaboration- stakeholders
- Learning, transferring, and sharing
- JOOWN's connectivity- trust and respect
- Result-based management approach

Specifications

- Jordanian context and values, olive collection season
- EVOO, production, consumption, food-processing, academics & scientific approach
- Back-up equipped generation of EVOO- youth & kids
- JOOWN is updated & kept-informed of the latest of EVOO



Women
inclusion of
olive oil in
rural areas

Family work-
olive
collection
season





KIDS'
experiences
with *EVOO*

Kids test
EVOO- quality
of olive oil





*Olive, Oil, and
Bread “
initiative*

*JOOWN’s
initiative with
kids*



Impact & outcomes

- Respected JOOWN's experience in EVOO
- Up-scaling & growing- EVOO initiatives, members, affiliates & followers, practitioners
- Being close to the EVOO community and women
 - face-to-face, virtually- zoom sessions, **technical-field-visits**
 - Community culture and commitment of EVOO significance

Filled gaps

- Respected JOOWN's positioning- rural areas
 - Reference- generosity welcoming partners
- Networking: voicing & speak-up to decision-makers- women in rural areas
- Networking: active women & community of EVOO access, dialogue & engagement

Limitations

- JOOWN works totally- volunteer
- JOOWN's trials of self-employed resources- limited resources
- Partners' welcoming and hospitality generosity & fees- limited resources
- Keeping the patinate and energy- resource sustainability challenge

Future potentials & opportunities

- Utilization-focused approach- JOOWN:
 - Highly-experienced and well-educated
 - Well-informed and well-performed at **Rural Areas & Women**
- Arab Olive Oil Women's Network future new born network
- Interests in women inclusion in Rural Areas
- Heritage and safeguarding- “Al-Mehras” & Ancient olive trees



***JOOWN THANKS YOU
FOR YOUR LISTENING***

Jordanian Olive Oil Women's Network (JOOWN)

On behalf of JOOWN

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