



(NOTE: this mural is an example, the actual one will be created by Participants)

Wall of Joy & Hope - Anjara | Ajloun, Jordan

a project of



International Youth
Ambassadors
Foundation



Tareeqak Akafak
a project of IYAF



Cup of Color



بلدية عجلون الكبرى
Greater Ajloun Municipality

1. ENABLE AN IMAGINATION OF A BETTER FUTURE

One of the various challenges youth faces in Jordan is unemployment. No income affects status in society and future perspective.

“There is an unfair and misleading stereotype in the media that link our Jordanian youth to extremism, drugs, frustration, despair, a desire to emigrate, domination by a culture of shame, and waiting for government jobs without pursuing job opportunities that can prove their efficiency and abilities.”

The Minister of Youth, Dr. Mohammed Abu Rumman¹

Tareeqak Akafak is a 6-month mentoring program of the International Youth Ambassadors Foundation, with the slogan *mentoring youth for employment*. The belief in the potential of young people living in Jordan is the driving force of the program. The aim is that participants obtain employment, increase their employability, and that participants improve employment and entrepreneurship through mentoring. The program equips participants with transferable skills that are in demand on the job market. During the 6-month program participants learn to create a positive perspective towards their own future.

Until July 2022 60 participants will have taken part in the program. More than half of them come from Ajloun Governorate. By word of mouth participants spread the acquired knowledge with their peers, now they want to create a symbol for society that stands for positivity. The idea of a mural as a monument of joy & hope was born.

2. THE PROJECT

A monument of hope. A mural that reminds citizens about their agency to create a positive future. Messages of encouragement and joy.

In October 2022 Tareeqak Akafak, plans to create a wall mural as a **monument of joy & hope** in Anjara, Ajloun/Jordan. Together with the Swiss based organization Cup of Color and under the support of the Greater Ajloun Municipality, 60 Participants of the youth-mentoring program Tareeqak Akafak will express their lessons learned and their hopes by painting and writing.

The aim of the mural is to inspire citizens of Ajloun with positive messages expressed through a wall mural. The mural shall serve as a **monument of joy & hope**.

1.1. The youth of Ajloun - lack of future prospects, frustration & disappointment

¹ National Youth Strategy 2019 -2025:

http://moy.gov.jo/sites/default/files/jordan_national_youth_strategy_2019-2025_english_compressed_1.pdf

People of Ajloun describe their governorate as "forgotten," and like the "Bermuda Triangle where no state services are available." [...] Participants noted that opportunities are limited to a select group of people who would be promoted and land good jobs. (WANAI 2019, p.7)²

It is estimated that 4 out of 10 million of the population of Jordan is living in the capital Amman, the tendency of the ratio is rising. In contrast to Amman, Ajloun is one of the governorates with the least number of activities being offered to youth by CSOs, national and international NGOs, and informal youth groups. (KHF 2020, p.4).³ In the recent study of the West Asia-North Africa Institute there is a perceived discrepancy of quality of life and economic chances among the youth living in Ajloun. This lack of future prospects leads to frustration and disappointment and in some cases to migration to other governorates or even abroad.⁴

A study by King Hussein Foundation shows that the major social challenges for youth in Ajloun are: worry about the future 68%, drug use among youth 67%, fear of not attaining self-realization 53%. Further participants of the study expressed that youth are turning to drugs primarily because of the high unemployment rates and the free time that they have at hand. (KHF 2020, p.10).⁵ According to recent statistics, in the fourth quarter of 2021 the highest rate of unemployment was recorded in the age group 15-24 years by 52.1%.⁶

Prolonged unemployment can have detrimental consequences on the material, emotional, physical and behavioural well-being of young people, and lead to poverty, marginalization, loss of self-confidence, mental health issues, and general social insecurity. (BDC & ILO 2020, p.12)⁷

1.2. Why Ajloun?

There is a twofold reason for that. First, as mentioned in section 1.1., youth of Ajloun feel in general neglected by the government. Further the Ajloun Governorate is one with the least number of activities of CSO, NGO,...

Second, a high number among the participants of the youth mentoring program Tareeqak Akafak is originally from the area. Participants expressed the idea to share what they learned with the broader society.

² West Asia-North Africa Institute(2019) *Determinants of Human Security and Hard Security in Ajloun* | research sample encompassed 81 participants

³ King Hussein Foundation(2020)*Ajloun Needs Assessment* | 327 surveys with beneficiaries of CSOs.

⁴ West Asia-North Africa Institute(2019) *Determinants of Human Security and Hard Security in Ajloun* | research sample encompassed 81 participants

⁵ King Hussein Foundation(2020)*Ajloun Needs Assessment* | 327 surveys with beneficiaries of CSOs.

⁶ Department of Statistics Jordan - Employment and Unemployment

http://dosweb.dos.gov.jo/unemp_q4_2021/

⁷ BDC and ILO (2020) *A Nomadic Approach to the Labour Market: Why Vulnerable Youth Leave their Jobs in Jordan* | N=7,936 participants

After investigating the possibility of such a mural project, the town of Anjara in Ajloun was chosen. Ajloun Governorate has an estimated population of 200.000. The mural will be the first community mural in Ajloun Governorate, in contrast to Amman where murals are present throughout the capital. Due to the uniqueness of this mural it can be expected that the community will talk about it.

The name of Anjara is composed of two words: Ain (spring well in Arabic) + Jara (taken from Syriac word of "caria" meaning running). **The full name Anjara would mean the "running spring"**. The monument of joy & hope shall represent this deeper meaning of the Anjaras name.

1.3. THE MURAL



(NOTE: this mural is an example, the actual one will be created by Participants)

The mural will contain one main image, that is based on an activity of the program of Tareeqak Akafak, and background colors with images and written messages from the participants. The mural will be made of high-quality colors which makes it last for at least 2-3 years

Example for Main Image: a climber looking up to the sky (represents Goal-Setting, Visualizing the Future, Symbolizes grid and endurance, Peak Experience of Joy).

Examples for Background Colors Messages: "Have courage", "You are a valuable person to society", "Have a vision",...

"People involved in creating hope murals have gained a more hopeful outlook on life and improved self-esteem and the local society has benefited (Cup of Color)"

3. LOCATION OF THE MURAL

Anjara, Ajloun Governorate, Jordan

Anjara is a town located in northern Jordan in the Ajloun Governorate. The city is situated 4 kilometers to the south of Ajloun, and 73 kilometers to the north of the Jordanian capital Amman. Ajloun Governorate has an estimated population of 200.000, about 30.000 are living in Anjara. Ajloun is bordered by Irbid Governorate to the north and west, Jerash Governorate to the east, and Balqa Governorate to the south.⁸⁹

2.1. Location of the Wall

The building is located at the mainroad (Highway 20) from Jerash, Sakib to Anjara Town Center Crossroad (Highway 20 & 55) to Ajloun and to Kufranjah, Jordan Valley.

Exact location of the Building <https://goo.gl/maps/3mpaDW3nHgaiABft5>

2.2. Visibility and exposure of the Mural

The size of the mural is about 16 x 16 meters. Commuters pass by the Wall at least once a day. By taking the road 20 from Jerash to Anjara the wall is visible at least 3 times for the commuter. Therefore, the location of the building is exceptionally well located to be seen by the local population.

Visibility of the mural



Hill View - Highway 20



Hill View 2 - Highway 20



Entrance Anjara

⁸ http://dosweb.dos.gov.jo/DataBank/Population_Estimares/PopulationEstimatesbyLocality.pdf

⁹ https://moi.gov.jo/EN/ListDetails/Governorates_and_Sectors/57/11

4. PROJECT Realization

DATE, PARTICIPATORY APPROACH, PROJECT STAFF

3.1. DATE

14.of October - 04. of November 2022. The opening ceremony is scheduled on the 4th of November 2022

3.2. THE WAY - PARTICIPATORY APPROACH

The key component of the mural is involving participants of Tareeqak Akafaak. Half of them are from communities within the Ajloun Governorate or neighboring ones. Our aspiration is that the mural we create together will be relevant for the participants of Tareeqak Akafaak and the society.

In the process of selecting the main image participants will discuss their own values and reflect on a way to a positive future. The mural will be inspired by the participants' own stories. Participants will select and paint the mural assisted by trained staff.

Tareeqak Akafak and Cup of Color will assist the participants from the start on.

1. One part of Tareeqak Akafak is the Module “Creation Days”. Participants make the first step to express their view through art.
2. Based on their experience we assist the participant to find the main image
3. Show them ways to express themselves through art and writing
4. Creating the mural on the building (painting)

3.3. PROJECT STAFF

Aladdin Ajloun and Peter Hofer are the Project Leaders of Tareeqak Akafak.

Three experts of Cup of Color will guide and assist to realize the mural.

5. PROJECT PLAN GANNT, BUDGET

4.1. GANNT

This is the timeline of the project.

TASK / CALENDAR WEEK	before	40	41	42	43	44
Meetings: Municipality of Ajloun (MOA), Building Owner(BO), Project Partner Cup of Color (COC)	MOA 02.06.22 COC - 29.04.22 BO - 01.06.22					
Train Participants to express through writing and painting	03. - 05.06.22					
Selection of the main image						
Preparing the Wall						
Painting of the Mural						
Opening Ceremony						04.11.22

4.1. BUDGET

Tareeqak Akafak staff is responsible for the project management and for the work on site. Cup of Color staff is providing their service for only transportation and living costs. Greater Ajloun Municipality will assist by the organization of the material and preparation on site. Added to the total cost is an adjustment rate of 10%, based on expected fluctuations of item prices and currency exchange rate. These are the estimated costs: 13,144.00 JOD ~ 18,296.25 €

Item	Description	JD
1.Cup of Color		
transportation	Flight, Rental Car, Gasoline, Visa	2,420.00
living costs in Ajloun	Food, Accommodation	1,970.00
2.Material	Scaffold, Color, Material, Honorar Building	5,150.00
3.Opening Ceremony	Tent, Soundsystem, Food & Beverage, Leaflet	800.00
4.Staff	400 hours of work by 2 Staff	2,000.00
Total		12,340.00
Adjusted Cost (10%)		13,144.00

6. PROJECT PARTNERS

Introduction of Tareeqak Akafak, International Youth Ambassadors Foundation's, Cup of Color, Municipality of Ajloun

5.1. Intro International Youth Ambassadors Foundation (IYAF)

IYAF aim is to provide support, mentorship and opportunities for the youth to work on their ideas and turn them into successful projects. IYAF is a non-profit youth-led organization founded in 2016 serving as a national and international platform to **empower the youth** with the skills and capacities to become **agents of change in their communities** and careers.

www.iyafglobal.com

5.2. Tareeqak Akafak

Tareeqak Akafak is a part-time 6-month mentoring/ life coaching program for youth & young adults living in the Hashemite Kingdom of Jordan. Created by Jordanian to empower youth and young adults to unveil and fulfill their own potential. Our deep belief is that everyone has the potential to flourish. We use powerful tools such as Mentoring, Life Coaching and Outdoor-Adventure Education.

www.tareeqjo.com

5.3. Cup of Color (COC)

COC is a Swiss non-profit organization founded in 2016. COC longs to see the light and hope of beauty (the color drop) shine into different communities (cup), so people can live their lives with respect, freedom and dignity.

The aim is to uplift members of society by painting wall murals with communities to bring hope. Community art projects in Hong Kong, India, Philippines, Jordan, Chad and Switzerland.

Latest Community Art Projects of Cup of Color



Switzerland(2022)

- Theme: Political Situation in Myanmar
- 160 participants were involved by creating this mural



Chad (2022)

- Theme: Identity & Culture
- 103 participants were involved by creating this mural



Switzerland (2021)

- Theme: Women in Afghanistan
- 50 - 100 participants were involved by creating this mural

www.cupofcolor.org

5.4. MUNICIPALITY OF AJLOUN

Assists in providing equipment for the mural project.

7. Opening Ceremony Event, Leaflet, Media coverage

6.1. Event

The Opening Ceremony of the mural is scheduled on the 28 of Oct.'22.
There will be snacks, soft drinks, coffee and tea.

Program:

- Presentation of the mural
- Intro to Tareeqak Akafaak Program
- Speech of the Major and Municipality

6.2. Leaflet

Visitors to the event will receive a Flyer that explains the meaning of the mural.

6.3. MEDIA COVERAGE

Roya News, Jordan Times, Journalists

Contact

Tareeqak Akafak

a project of International Youth Ambassadors Foundation (IYAF global)

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