



جمعية البنوك في الأردن
Association of Banks in Jordan

The Green Finance in Jordan

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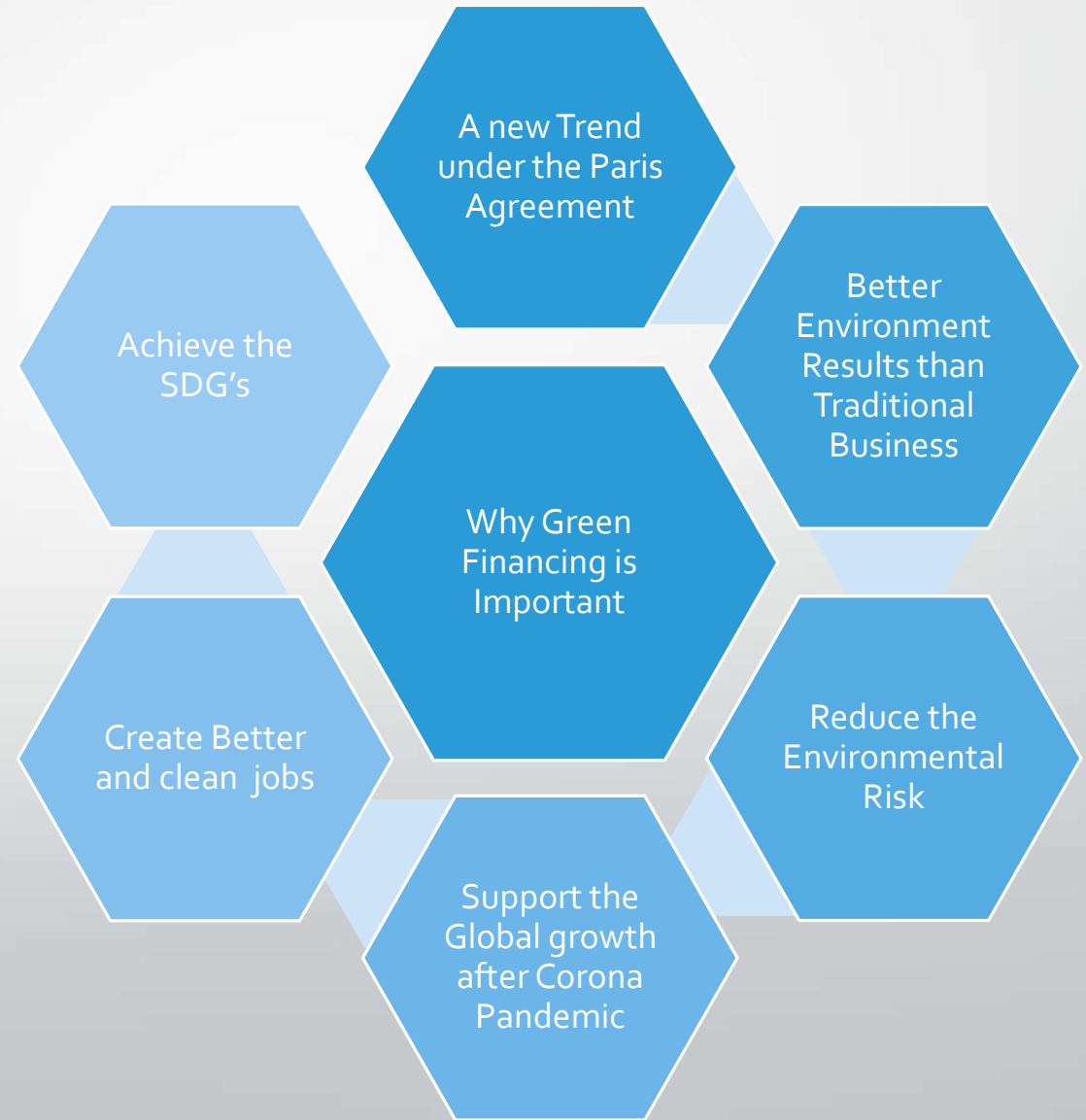
The Head of Green Committee /ABJ



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Why Green Financing is Important

- None of the objectives will be completed if the role of financing is not played.
- Huge Financing opportunities for Banks.



The Main challenges facing G.F

- ABJ and the other key Players developed a study to understand the main challenges facing G.F in Jordan especially in the industrial sector.
- ABJ and CBJ and Banks are working closely to enhance green finance

The lack of awareness and understanding the green technologies in both demand and supply sides such as (SMEs, Corporate, financial institutions and banks).

The lack of capacity building programmes in the green finance field.

Lack of access of technical experts, and the high cost of green studies such as energy Audits.

The green financing model in the development stage (lack of specialized funding programs, lack of vendors expertises, lack of specialized product, lack of marketing)

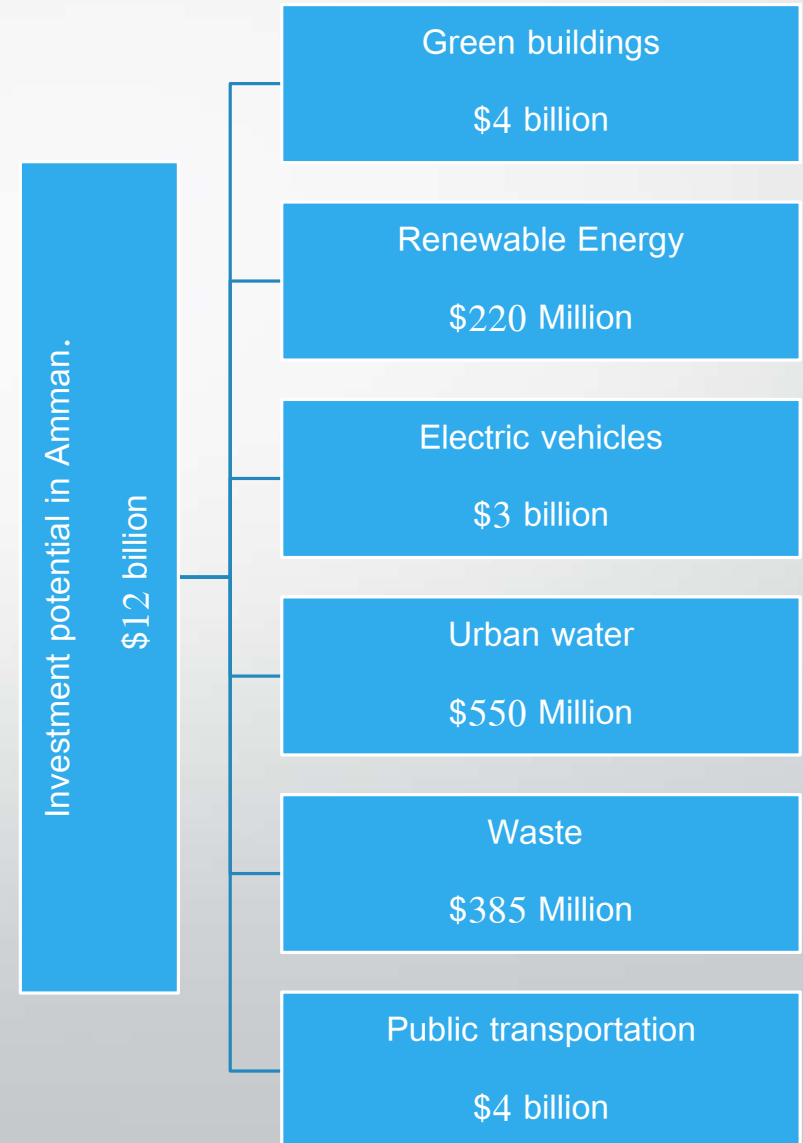
The green finance ecosystem is not fully installed, the role of some players is not very clear, such as insurance, microfinance, government institutions.

The lack of clear regulations/ policies/ procedures, and lack of data affect the banks and clients possibility to mitigate the risk of green finance.



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Examples of Finance Opportunities



The Role of ABJ



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Promote the Green transition in the banking sector

Establish The Green Financing committee

Working closely with CBJ in the development of the G.F Strategy

Enhance the awareness about the Green Financing

Support Banks Green Initiatives

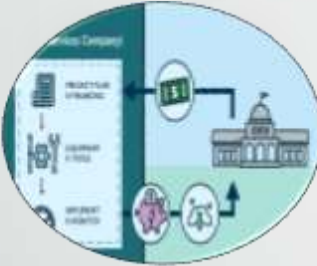
The ABJ Green Activities



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Signed A memo with GIZ (Gain) Project.



Workshop with JEEERF on ESCOs financial model



Working closely with other institutions such JCI to facilitate green financing For the industrial sector.



Participate in the royal Scientific society programs such as cool-up project

The Role Of the G.F Committee

The Main Role

- Support the development of Green finance in the banking sector
- Sharing the green finance knowledge with ABJ members

Networking Role

- Channeling relevant international and national Green finance developments for the member banks
- Acting as a Facilitator for the dialogue between the regulatory body and the member banks.

Technical Role

- Raising Awareness and capacitating member bank staff regarding green finance development.
- Assisting the CBJ in future activities related to green finance.



The Green Financing Program for the Banking Sector

Understanding the Green Economy

1 Day Basics for All

- What is the green economy and how has it developed to respond to issues of climate change?
- What is the role of financial institutions in responding with green finance?
- How is Jordan responding to these challenges, especially for the Industrial Sector.
- Global trends and models to address green finance.



Green Finance for Industrial Sector in Jordan

2 Days Green Team

- The circular economy - management of resources to reduce environmental impact.
- Exploring drivers - resource management and measuring impact
- Trends in the industrial sector and the business case for waste, water and energy management.
- The business case for industrial clients.
- The market for green investments - opportunities and challenges.



Building a Successful Green Finance Business

3 Days Green Team
RMs & Managers

- Green Finance is a Huge Opportunity for ABJ Members
- Understanding Your Green Business Opportunity (Portfolio Sectors)
- Case Studies and Success Stories
- Business Drivers for Industrial Customers
- Green Product Development - Research and Value Proposition
- Dealing with technology challenges and learning from best practice.



Green Finance Development Framework

2 Days Leaders & Ops.

- Components of a strong green business program for industry
- Creating a Strategy
- Portfolio Segmentation and Analysis
- Green Segmentation - Focus on Industrial Waste and Water Conservation
- Addressing Technology
- Leveraging Industry Stakeholders
- Building a Green Ecosystem to Support Green Business



Marketing Green

2 Days Leaders

- Positioning Green Finance
- Avoiding green washing and ensuring integrity of green solutions with EMS
- Green Marketing Basics
- Green the Bank Leading by Example
- Training and Capacity Building in the Bank and with Customers
- Innovative Product Marketing Ideas and Success Stories



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The Green Financing Program for the Banking Sector

- The training developed by ABJ, Frankfurt School, Gain Project and GIZ.
- The Training is the first on the level of the financial sector in Jordan.
- The training aims to raise the awareness in the banking sector and help the staff to start the transition to Green models.
- All the member of the G.F.C take the TOT training.
- the Training will continuously hold at ABJ.





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Key messages about the role of the government in the economic transition

The government bodies should provide more awareness and enhance information about the green economy (youth, women, students)

Enhance the qualifications of vendors and green technology providers, to ensure higher level of expertise in the market. (Licensing and Certification)

Develop an umbrella for the green economy, to organize the public institutions efforts together.

Develop a national plan for government bodies transition to the green economy to lead the transition on national level.

Provide more incentives for sectors for transition to green activities.

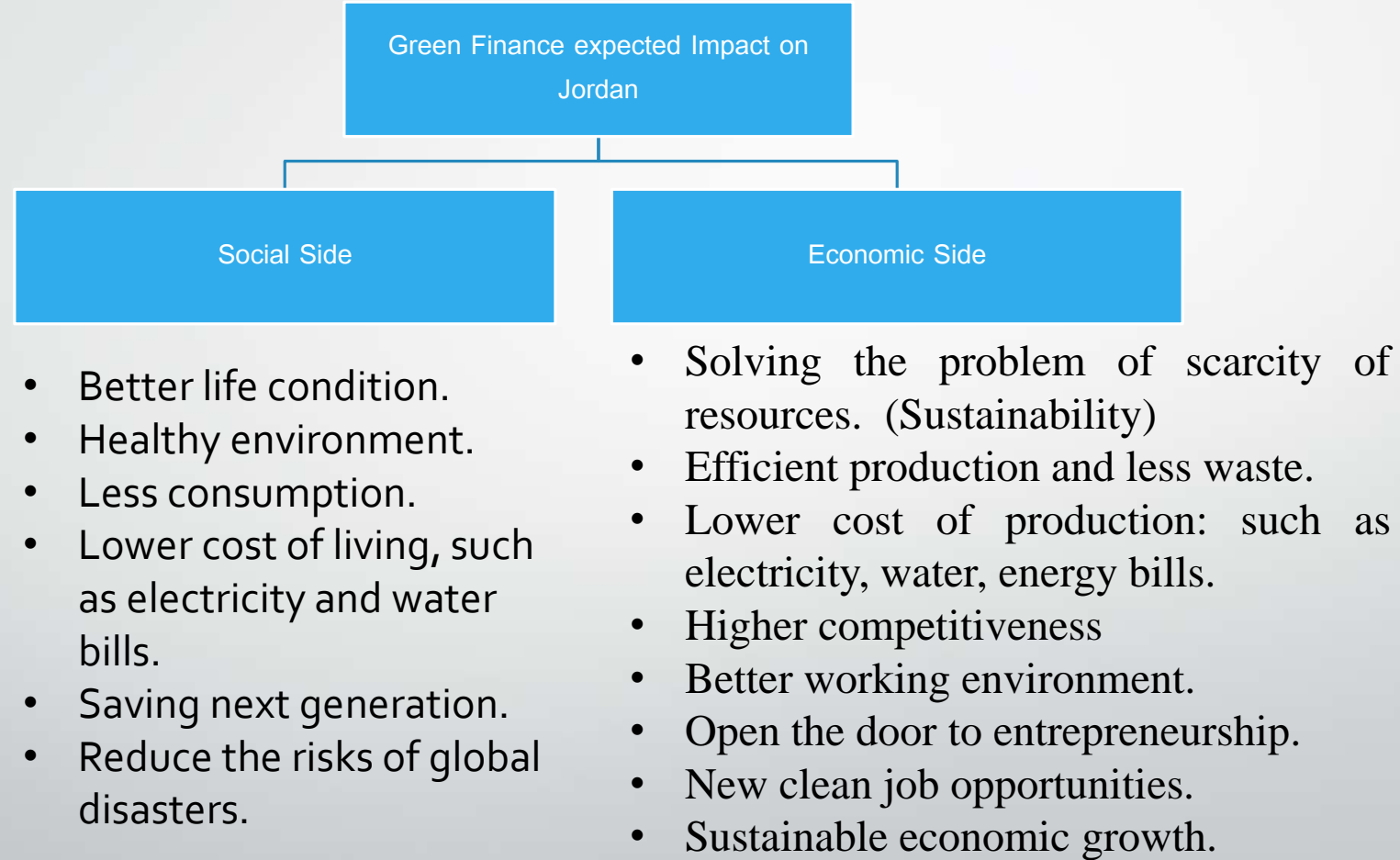
Collaborate with international organization and donors to implement global green initiatives, seeking global funds available.

Expanding CBJ funding program to include the green activities rather than renewable energy only.

In order to avoid burdening the economic sectors with new regulations and the financial requirements, the government should support the gradual transition of sectors into a green economy



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Thank you