



**The Ethics in Business Award Ceremony 2025**  
**Future Forward: Celebrating Champions**  
**of Localized and Sustainable Growth**



النهضة العربية للديمقراطية والتنمية  
Arab Renaissance for Democracy & Development

جمعية رجال الأعمال الأردنيين  
Jordanian Businessmen Association



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# Ethics in Business Award 2025

## Future Forward: Celebrating Champions of Localized and Sustainable Growth

### Concept Note

#### Introduction

The Ethics in Business Award is a civil society-led initiative implemented in partnership between The Arab Renaissance for Democracy and Development (ARDD) and Jordanian Businessmen Association (JBA). It aims to recognize the efforts of small, medium, and large companies in Jordan to achieve excellence concerning principles of sustainable entrepreneurship and corporate social responsibility.

The Business Ethics Award, launched in 2023, aims to provide a platform to highlight the role of the private sector in advancing decent work, local opportunities, labor rights, and inclusive and sustainable economic growth. These business leaders are also signatories to the voluntary Goodwill declaration "Towards a Common Goal".

The 2023 edition of the Ethics Award honored each of the leading institutions participating in the initiative, and the 2024 edition's theme was "Strengthening the local market: Towards a more competitive, Shock-resilient and Sustainable Jordanian Economy," also honored renowned contributors to these efforts.

The 2025 Award, held as part of the "Future Forward: Unlocking Sustainable Local Opportunities" project advocacy efforts, in collaboration with the Jordan NGOS Forum (JONAF) and JBA, emphasizes the importance of positioning the private sector as a champion for livelihoods and sustainable development in Jordan. Integrating the award under the Future Forward project amplifies the project's efforts to foster a more inclusive approach to advocacy, ensuring that local voices and experiences shape the discourse on livelihoods

Each year, a theme is selected based on the Jordanian national priorities. The theme for the 2025 award is "Future Forward: Celebrating Champions of Localized and Sustainable Growth."

As Peter H. Denton reminds us, "A sustainable local economy is one that enables the local community to be sustainable in all of its aspects in the long run. If the local economy is not sustainable, its future has been traded away — literally — to people at a distance, for the proverbial bowl of stew." In Jordan, this means strengthening local opportunities that empower both host communities and refugees to build resilience and shared prosperity. The Future Forward Business Ethics Award 2025 celebrates businesses that champion sustainability and localization — proving that inclusive hiring, ethical supply chains, and decent work are pathways to a stronger Jordanian economy and a more sustainable future for all.

#### Background

The COVID-19 pandemic exposed the vulnerabilities of global supply chains. Combined with long-standing challenges — high unemployment, limited natural resources, regional instability, and the impact of hosting successive waves of refugees — Jordan's economic resilience has often been tested. Today, the ongoing genocide in Gaza and its regional repercussions further underline the urgent need for an economic model that draws strength from within, builds on local capacities, and ensures inclusive opportunities for all communities.

In this context, sustainable local markets are more than an economic necessity — they are a foundation for national stability and social cohesion. Micro, small, and medium enterprises (MSMEs), which make up 98% of Jordan's businesses, play a critical role in this transformation. They generate employment, reinvest earnings locally, improve the competitiveness of Jordanian products and services, and reduce reliance on external suppliers. Supporting these enterprises also contributes to environmental sustainability and community development, fostering stronger ties between businesses and the people they serve.

The Future Forward Business Ethics Award 2025 celebrates these champions of localization and sustainability. By honoring businesses that lead in inclusive practices, ethical supply chains, and community-centered growth, the award amplifies their role in shaping a Jordanian economy that is resilient, just, and capable of transforming regional challenges into sustainable opportunities.

# The 2024 Ethics in Business Awards Ceremony

## Objectives:

- Celebrate Champions: Recognize at least four companies in 2025 that advance localized opportunities and sustainable growth in Jordan.
- Promote Innovation: Showcase businesses driving sustainability and competitiveness through local solutions.
- Advance Advocacy: Generate 3–2 policy recommendations that strengthen inclusive and sustainable livelihoods.
- Build Partnerships: Endorse a “Towards a Common Goal” memorandum to unite business, government, and civil society for sustainable development.

## Participants:

The event will bring together 100-80 stakeholders, including representatives from the private sector, governmental and semi-governmental institutions, local and international organizations, civil society organizations, as well as community leaders.

## Award Selection Criteria

The Ethics in Business Award is a civil society–led initiative implemented in partnership between the Arab Renaissance for Democracy and Development (ARDD) and the Jordanian Businessmen Association. It aims to honor the efforts of small, medium, and large companies in Jordan in achieving excellence with regard to the principles of sustainable entrepreneurship and corporate social responsibility.

The theme of the award is selected each year based on Jordanian national priorities, and the theme of the 2024 award is: Future Forward: Celebrating Champions of Localized and Sustainable Growth.

### Award Questionnaire

The questionnaire is organized into two sections:

basic company information (without scores), and company sustainability criteria (100 points), which are divided into three components: governance and management (15 points), policies including market localization, local communities, environment, innovation, labor rights, etc. (73.5 points), and code of ethics (11.5 points).

### Award Granting Criteria

The award is granted to six companies committed to the principles of sustainable entrepreneurship and corporate social responsibility. The winners were selected based on the results of the questionnaire (%60 of the decision) and the evaluative assessment of the designated award committee (%40 of the decision).

### Award Committee and Its Criteria

The award committee consisted of the Director General of the Jordanian Businessmen Association, Mr. Tareq Hijazi, the strategic economic expert Dr. Adli Qandah, and Lena Halaseh, project manager from ARDD. The committee made its decision based on ARDD’s analytical report that summarizes the questionnaire results, and based on their extensive experience and knowledge in the business sector and the values of social responsibility in Jordan. Six companies were selected out of the 12 that applied for the award and signed the Declaration of Good Intent, in accordance with the criteria above.



**The 2025 Ethics in Business Award Winners**  
**Future Forward: Celebrating Champions**  
**of Localized and Sustainable Growth**

## The Winners



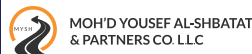
### Astrolabe for Restaurants & Tourism Investments

Astrolabe, founded in 2016, is a leading Jordanian specialty coffee brand known for combining premium hospitality with cultural and community-oriented spaces. With branches in Jordan and Turkey and plans for further international expansion, the company employs more than 170 people and offers a unique experience rooted in authentic Arab identity.



The brand showcases Bedouin coffee, desert tea, and other culturally inspired products, complemented by architectural designs that reflect Arab heritage. Astrolabe also supports local artisans and women through employment and in-store showcases. The company's technology arm develops innovative software solutions for the food and beverage sector, positioning Astrolabe as a pioneer in coffee culture and digital innovation.

Company Representative: Eng. Moath Marwan El Fauri, Chairman



### MYSH Contracting Company

Since its establishment in 1977, MYSH has become one of Jordan's leading companies in the mining and construction sectors. The company has delivered more than 250 large-scale projects, including roads, bridges, airports, runways, and major infrastructure developments. MYSH is recognized for its engineering precision, high safety standards, and commitment to delivering projects that meet global benchmarks.



The company also operates in mineral investments, strengthening its strategic presence in the mining sector. Backed by decades of expertise and strong technical partnerships, MYSH continues to play a vital role in national development by delivering high-quality infrastructure solutions.

Company Representative: Eng. Amer Mohammad Yousef Al-Shabatat, Chairman



### The Specialty Hospital

The Specialty Hospital is one of the leading private teaching hospitals in Jordan and the region. Founded in 1990 and inaugurated in 1993, the hospital features 265 beds, more than 1,000 staff members, and over 750 consultants across various medical fields. It has served more than 7.5 million patients representing over 160 nationalities, establishing itself as a major regional hub for advanced medical care.



The hospital has earned numerous international accreditations for quality and patient safety. Since 2006, it has been accredited as a teaching hospital for postgraduate medical programs. In 2021, it achieved a national milestone by performing Jordan's first successful separation of conjoined twins.

Representative: Dr. Fawzi Yousef Qasem Al-Hammouri, Chairman

## The Winners



### WATAD Group

WATAD Group has evolved into one of Jordan's largest and most diversified organizations, operating across mining, manufacturing, agriculture, transportation, real estate, and shipping. With multiple companies, quarries, and factories, the Group exports high-quality products to nearly 20 countries worldwide and maintains a strong regional presence through offices in the UAE, Saudi Arabia, Qatar, and Tunisia.



The Group's focus on innovation, organizational excellence, and customer satisfaction has enabled it to expand its strategic reach and strengthen its global competitiveness. With an advanced operational structure and modern technologies, WATAD continues to play an active role in supporting economic development and shaping regional markets.

Representative: Mohannad Al Manaseer, Owner & CEO



### M. Abu Haltam Group for Investments

Established in 1960, M. Abu Haltam Group began as an importer and distributor of household electrical appliances before transitioning into industrial manufacturing in the early 1990s. The Group established Jordan's first advanced production complex for televisions, later expanding into washing machines, refrigerators, freezers, and display screens.



With its formal establishment in 1999, the Group adopted a modern industrial strategy focused on quality, innovation, and adherence to international standards. Today, it exports nearly %50 of its production to multiple Arab markets and continues to invest in advanced technologies and industrial development, strengthening its role in Jordan's manufacturing sector.

Representative: Dr. Eyad Mohammad Abu Haltam, General Manager



### Abu Odeh Brothers Company

Founded in 1997, Abu Odeh Brothers has become a leading producer and distributor of food products in Jordan and the region. The company is known for its flagship brand Al Basha, along with a diverse range of legumes, nuts, and premium rice products. Its modern industrial facilities, advanced logistics network, and skilled workforce have enabled it to expand into regional and international markets, including the Gulf, Europe, the United States, and Canada.



The company maintains internationally accredited quality systems, such as ISO 9001, HACCP, and ISO 22000, reflecting its strong commitment to excellence and food safety. Abu Odeh Brothers has received several national awards, including the King Abdullah II Award for Excellence, recognizing its significant contribution to Jordan's economic development.

Representative: Dr. Anas Abu Odeh, Sales and Marketing Director





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Sunday 14<sup>th</sup> December 2025

**Agenda**

<b>Welcome and Registration</b>	<b>5:00 - 5:15</b>
<b>Opening Remarks</b>	
Mr. Ayman Al-Alawneh, President of the Jordanian Businessmen Association	<b>5:15 - 5:30</b>
Ms. Samar Muhareb, Executive Director, ARDD	
Prof. Dr. Adli Qandah, Strategic Economic Expert	
<b>Partnership Message: Toward a More Sustainable Local Economy</b>	<b>5:30 - 5:40</b>
Ms. Rula Abu Al-Rub, Partnerships Manager, Regional Development and Protection Program (RDPP)	
<b>Panel Discussion: Supporting Entrepreneurship in Jordan Amid Current Economic Challenges</b>	<b>5:40 - 6:40</b>
Mr. Rami Jihad Al-Sahib, Board Member, Jordanian Businessmen Association & Chairman, Al-Hadaf International	
Ms. Sarah Vanous, Director of Investment and Entrepreneurship, Ministry of Digital Economy and Entrepreneurship	
Mr. Rabee Jamailea, Entrepreneurship Project Manager, Orange	
Ms. Shatha Bdeir, Director of SMEs and Entrepreneurship, Bank al Etihad	
Moderator: Prof. Dr. Adli Qandah, Strategic Economic Expert	
<b>Ethics in Business Award Ceremony</b>	<b>6:40 - 7:00</b>
Presentation of award criteria and evaluation	
Mr. Tareq Hijazi, Director General, Jordanian Businessmen Association	
<b>Award Ceremony &amp; Conclusion</b>	



## The Winners of 2023 Edition

### Toward a Common Goal: Equitable Economic Growth in Jordan



Jordan Phosphate Mines  
Co. PLC



## The Winners of 2024 Edition

### Empowering the Local Market: Toward a More Competitive and Sustainable Jordanian Economy





Annex:

Goodwill Declaration

"Towards a Common Goal: Strengthening Equitable  
Economic Growth and Resilience in Jordan"

# Goodwill Declaration

## "Towards a Common Goal: Strengthening Equitable Economic Growth and Resilience in Jordan"

The Kingdom of Jordan is a regional and international reference for its commitment to international law and sustainable development. The Kingdom has embraced this commitment through its economic and political modernization programs. While Jordan's Economic Modernisation Vision revolves around two pillars that place "quality of life" at its forefront, its political vision strives to create a political and legislative environment conducive to the active engagement of its citizenry.

In the post-pandemic era, a pressing need exists to enhance a more innovative, resilient, and sustainable society. This challenge requires supporting efficient economic growth through fostering new partnerships and alliances with shared values and achievable goals. This is a critical opportunity to improve good governance, job creation, and living standards while increasing economic productivity and responsible investments in Jordan.

Jordan's business sector plays a critical role as its economic growth engine. While leadership and resilience are fundamental pillars of the business sector, to thrive in the current environment, the sector necessitates improvements in areas such as ease of doing business, infrastructure, the availability of specific skills, and high productivity levels.

The voluntary Goodwill declaration "Towards a Common Goal" aims to build a new partnership between state institutions, the business sector, and civil society to promote social dialogue and actions that contribute to sustainable socio-economic development in Jordan. To frame this cooperation, the document is structured in a set of key principles and an agenda of action to achieve concrete goals.

### The principles

Under the guiding framework of UN Guiding Principles on Human Rights and Business (UNGPs), the undersigned individuals and entities (both organizations and individuals) subscribe to the following principles:

- Recognizing that a vibrant, innovative, and resilient business sector is essential for societies' sustainable development and human progress. Jordan businesses have made essential contributions to reducing poverty and increasing society's living standards. As well as, appreciating that a productive and skilled employment market is crucial for the productivity, competitiveness, and attraction of responsible investment in the Jordanian economy.
- Acknowledging that dignity and inclusiveness are at the core of Jordanian society and these values are enshrined in the respect of human rights in Jordan, including the right to decent work, the right to a safe, clean, and healthy environment, and the right to human development.
- Emphasizing the role of state actors in fostering a conducive environment for businesses to thrive through robust regulatory frameworks and policies that promote sustainable economic growth and development while protecting human rights.
- Accepting that the current declaration must be developed in co-responsibility/partnership between the private sector, state actors, and civil society through the establishment of appropriate dialogue mechanisms.

## The Agenda

Considering the above-mentioned principles, the undersigned entities commit voluntarily to:

1. Establish a multi-stakeholder Dialogue Process on Business and Human Rights in Jordan with representatives from the Jordanian government, business sector, and civil society (Academia, Non-governmental Organizations, and Labour Unions). This permanent structure is facilitated by a liaison unit to advance and monitor the actions described below.
2. Contribute to an enabling political, social, and environment for sustainable development and decent work by providing policy and regulatory recommendations in the Human Rights and Business domain, including sustainable economic development and the support needed for the labor market.
3. Explore the possibility to develop the UNGPs National Action Plan for Jordan through public consultations with all stakeholders.
4. Undertake public campaigns to recognize best practices and efforts by the undersigned entities who are fostering sustainable development and contributing to increasing dignified decent opportunities for the labor force in Jordan.
5. Adopt an action plan and ethical Compliance Policy for all involved stakeholders based in the following standards:
  - Respect for the law (national and international) and human rights.
  - Transparency
  - Socio-economic interests and accountability
  - Responsible management of resources
  - Avoidance of corruption and conflicts of interest
  - Equal opportunity and non-discrimination
  - Respect and dignified treatment of employees and third parties.

These standards will be progressively integrated in Jordan by the undersigned entities -and those who sign in ulterior time- considering their mission, vision, principles of action, strategic plan and different internal protocols.

The goodwill declaration does not impose obligations on the undersigned entities but defines intentions to respect its principles and contribute to achieving the economic and political development goals of Jordan, within their capabilities and internal systems and policies. The undersigned entities can voluntarily withdraw from this goodwill framework or extend their commitments with additional written agreements between the parties.



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