



SDG 9: Industry, innovation and infrastructure
Build resilient in Infrastructure, promote inclusive and sustainable industrialization and foster innovation

Based on the mission of the Arab University of Amman and its core values, which are based on providing distinguished university education, producing pioneering creative scientific research that serves the community, and contributes to achieving comprehensive development, the Center for Creativity, Innovation and Entrepreneurship was established to be one of the basic building blocks that contribute to creating an environment of creativity, innovation and entrepreneurship in the university and the local community. The center seeks to spread and consolidate the culture of creativity and entrepreneurship and provide all integrated services to innovators and entrepreneurs to support and care for them, develop their capabilities and advance their innovations from the idea until they have their own pioneering project.

The Center welcomes all university members and the local community to be our partners in success, development and progress, and to contribute together to enhancing the concept of social responsibility and sustainable development of the national economy.

Amman Arab University Participates in the Creative Projects Arbitration

Amman Arab University participated in the "Creative Projects Arbitration" committee presented to the Center of Excellence for Creative Projects at the University of Science and Technology for the purposes of incubation. The University was represented by the Director of the Center for Creativity, Innovation and Entrepreneurship, Dr. Samer Ayasra

During the sessions, a group of projects were discussed, where the owners of these projects presented their ideas in the form of presentations before the committee in order to choose the appropriate project from them and proceed with the procedures for approving the incubation of the project. Moreover, the committee, in addition to Dr. Al-Eyasra, includes a distinguished group of experts from University of Science and Technology and from local community.



Amman Arab University Obtains a License from the Technical and Vocational Skills Development Commission

As part of the strategy of Amman Arab University to achieve its objectives and activate the role of the University in qualifying, training and assisting young people to join vocational and technical training and education, acquire scientific knowledge and develop the necessary skills, the University obtained a work license from the Technical and Vocational Skills Development Commission, making it one of the first Jordanian universities to obtain this license Of officials in the Comission.

On this occasion, the President of the University, Prof. Mohamed Al-Widyan, said that the University's obtaining this license stems from the growing feeling and conviction that the preparation of trained manpower is the key to comprehensive renaissance in all sectors. He stressed that vocational and technical education is witnessing increasing interest, especially in the last three decades in the Arab on self-learning and lifelong learning and supports continuous improvement in all the work and activities of the university and increases its credibility

In turn, Dr. Al-Faouri stressed the promotion of vocational and technical education and training in Jordanian public and private universities for academic education, vocational and technical education and training. During the meeting, she presented the legal and technical aspect of the Authority and the national, regional and international role to raise the level of vocational and technical education and training in line with the requirements of the local and regional labor market.

At the end of the meeting, the Chairman of the Authority handed over the training license to Prof. Al-Widyan and the two parties exchanged shields. They stressed the fruitful and constructive cooperation between the Commission and the University, which is one of the most important pillars for the success of the vocational and technical education and training track. Prof. Al-Widyan thanked the Chairman of the Authority for his good reception and warm welcome.



"Amman Arab University" Participates in the Forum for Promoting Innovation, Organized by the Spark Organization

The Center for Creativity, Innovation and Entrepreneurship at the Amman Arab University participated in the forum held by the SPARK organization at Amman / Jordan under the framework of the "Promoting Innovation" program by supporting joint cooperation and ecosystems for emerging companies in the southern neighboring countries, funded by the European Union between February 20-21, 2023. The university was represented by the Director of the Center for Creativity, Innovation and Entrepreneurship, Dr. Samer Ayasrah.

The forum brought together key regional stakeholders active in the startup ecosystems in Jordan, Lebanon, Palestine, and Tunisia, as well as business support organizations, government representatives, civil society representatives, and European partners. The forum aims to bring together various stakeholders to exchange information and discuss common challenges and opportunities, and how to enhance existing programs and services in the systems of local and regional startups.



Launching Entrepreneurial Projects at Amman Arab University under the auspices of the Digital Business Development Platform

Under the patronage of Prof. Dr. Muhammad Al-Widyan, President of Amman Arab University, and His Excellency Dr. Maan Qatamin, CEO of the Digital Platform for Entrepreneurship Development, and in cooperation with the Creativity, Innovation and Entrepreneurship Center at the university, a ceremony was held to launch emerging entrepreneurial projects sponsored by the Digital Platform for Entrepreneurship Development, in the presence of Prof. Dr. Hassan Al-Zubi, representative of the President of the University, Assistant to the President for Financial and Administrative Affairs, Mrs. Nadia Al-Qadimat, deans of faculties, directors of administrative departments, and a group of students and interested parties.

Prof. Dr. Hassan Al-Zu'bi, Acting President of Amman Arab University, stressed in his speech that the university pays great attention to leadership, creativity and innovation and supports pioneering projects, as the university has taken leadership and excellence as its slogan, and expressed his happiness with the continuation of joint cooperation between the university and the digital platform, and on the other hand, His Excellency Dr. Maan Qatamin expressed his happiness and admiration for Amman Arab University and that it represents a distinguished scientific edifice and that there are many areas of cooperation between Amman Arab University and the digital platform. To develop entrepreneurship within the previously signed cooperation agreement.

During the ceremony, two distinguished startups were launched:

1- Saaed platform: It is a Jordanian digital platform that helps young self-employed people and those who have the skill to offer their services to companies requesting these services.

2- Beyond Universe: It is a leading emerging company specialized in providing metaverse and integrated augmented reality services and solutions.



Signing a Cooperation Agreement between Amman Arab University and the National Center for Creativity

Within the framework of strengthening cooperation between Amman Arab University and institutions concerned with the system of creativity, innovation and scientific research in the Hashemite Kingdom of Jordan, a cooperation agreement was signed between Amman Arab University, represented by its president, Prof. Dr. Mohamoad Al-Widyan, and the National Center for Creativity affiliated to the Supreme Council for Science and Technology, represented by its president, Dr. Hussam Khasawneh, to adopt Jordan Open Creativity Platform (JOIP) as an official national platform for researchers, in line with the decision of the Higher Education Council.

This agreement comes within the framework of joint cooperation between the University and the center to enhance the fields of scientific research, creativity and innovation, as the National Center for Creativity seeks to support and develop creativity and innovation in the Kingdom, and Amman Arab University is considered one of the leading Jordanian universities in the field of education, scientific research and innovation. It aims to unify efforts and available resources to achieve common strategic goals to enrich scientific research, creativity and innovation in Jordan, and to promote the exchange of knowledge and expertise between institutions.

Prof. Al-Widyan stressed the importance of raising the level of scientific research and providing services, facilities, and moral and material support for researchers from faculty members and postgraduate students at the university, and the importance of strengthening community partnership, cooperation and networking with the private sector and civil society institutions. He also indicated that the university directs the Deanship of Scientific Research and Graduate

Studies to encourage To intensify researchers' efforts to publish in prestigious scientific journals classified within global databases with high impact coefficients; Scientific research contributes to increasing the experience of researchers in conducting scientific research, It also increases their knowledge and helps them come up with new and useful facts that enhance the researchers' self-confidence and make them able to fully rely on themselves. Thus, he is able to overcome the obstacles that hinder his scientific research and develop his abilities in the field of creativity and innovation.

Prof. Al-Widyan also referred to the role of the National Center for Creativity as a national umbrella for the system of creativity, innovation and scientific research. He added that the adoption of the Jordan Open Creativity Platform (JOIP) came in line with the university's directions to enable professors and researchers to benefit from its services and features, especially as they are linked to global databases such as ORCID.

In turn, Dr. Khasawneh, head of the National Center for Creativity, praised the role played by the Amman Arab University in supporting the scientific research system, leadership and innovation, and the high level of education and scientific research outputs at the university and its pioneering role in encouraging its students to be creative.

The Jordan Open Innovation Platform (JOIP) is the first digital platform of its kind that brings together the activities of stakeholders in the system of creativity, innovation and scientific research in Jordan, and provides them with services and tools that will enable them to access and obtain the necessary information to help them in their journey of discovering creativity. In a unique way similar to social networking sites, through its connection to reliable global

databases, relying on artificial intelligence algorithms to enhance cooperation and networking among them, whether they are individuals or institutions to coordinate efforts interactively to exchange ideas and experiences, share knowledge, and activate cooperation more between science, technology and creativity, And promoting Jordan as a center for creativity and innovation.



"Amman Arab University" Participates in the Community Meeting on Smart Cities

Amman Arab University participated in the activities of the fifth community meeting under the title "Smart Cities: Providing Entrepreneurial Opportunities", which was held by "TTI" Jordan and in cooperation with the international organization SPARK. Dr. Samer Ayasrah, Director of the Creativity and Innovation Center represented the University in the activities of the meeting, with the participation of a group of specialists and decision makers from civil society organizations, representatives of the government sector, and some business incubators and centers in public and private universities.

Ayasrah participated in the meeting that brought together institutions that support entrepreneurship, startups and entrepreneurs to exchange knowledge, provide communication opportunities, share common challenges and opportunities, and listen to inspiring success stories from entrepreneurs.

The meeting focused on the entrepreneurial opportunities offered by smart cities to entrepreneurs, which deals with one of the recent topics in the region and has a direct relationship with creating a suitable environment for entrepreneurs to launch their ideas and entrepreneurial projects, through which we will reach the establishment of sustainable smart cities that compete globally and are in line with the goals of sustainable development.

It is noteworthy that this meeting falls within the framework of the You Innovate 3 project, which aims to support the entrepreneurship system and start-up companies in Jordan, and is part of the "From Innovation to Creativity" program funded by the European Union in cooperation with the international SPARK organization.



Pioneering and Excellence