

Title

Case Study: Promoting Digital Inclusion in Jordan

Executive Summary

Digital inclusion is essential for achieving equitable and sustainable development in Jordan. Despite an internet penetration rate of [88%](#), structural inequalities—such as economic disparities, rural-urban divides, gender inequities, and gaps in education and awareness—continue to limit access to digital technologies. To address these challenges, the Jordan Open Source Association (JOSA), with support from the Center for International Private Enterprise (CIPE), developed and published a policy memo that complements the Ministry of Digital Economy and Entrepreneurship’s (MODEE) [Jordanian Digital Inclusion Policy and Implementation Plan 2025](#).



The policy memo identifies actionable recommendations to address key barriers and promote equitable access to digital technologies. The initiative adopted a collaborative and evidence-based approach, incorporating desk research, consultations, and stakeholder feedback sessions. JOSA also hosted a session in Portugal at the [Global Gathering](#) to identify global best practices in digital inclusion and collected localized insights and feedback through a workshop in Amman.

The resulting policy recommendations aim to foster inclusivity and equity within Jordan’s digital landscape. This case study outlines the methodology, key outcomes, and lessons learned, providing a replicable model for advancing digital inclusion efforts.

Background

Digital inclusion is defined by the [United Nations](#) as, “equitable, meaningful, and safe access to use, lead, and design of digital technologies, services, and associated opportunities for everyone, everywhere.” In Jordan, however, significant barriers impede achieving this goal. Despite an [88% internet penetration rate](#) and the adoption of initiatives like the [National Financial Inclusion Strategy \(2023-2028\)](#), Jordan faces pronounced digital divides driven by economic inequality, gender disparity, and rural-urban gaps.

Rural communities often struggle with inadequate digital infrastructure, while economically

disadvantaged populations face high costs for devices and connectivity. Moreover, traditional gender roles contribute to limited digital access for women, reinforcing societal inequities. Youth, though representing a large segment of the population, require targeted skill-building initiatives to compete in an increasingly digital job market.

To address these challenges, the Ministry of Digital Economy and Entrepreneurship (MODEE) has developed a new digital inclusion policy to reduce these disparities and published it for public consultation in November 2024. Complementing this effort, the Jordan Open Source Association (JOSA) prepared a policy memo to guide and support the process while reviewing the MODEE's policy to ensure it aligns with principles of inclusivity and equity.

Methodology & Process

JOSA adopted a multi-phase methodology to inform and enhance Jordan's digital inclusion policy. The process began with comprehensive desk research, analyzing digital inclusion policies from the MENA region, alongside international frameworks from institutions like the European Union and the United Nations. This research aimed to identify best practices and existing gaps that could inform Jordan's context-specific digital inclusion efforts.

Following the research phase, JOSA conducted targeted consultations to gather diverse perspectives and ensure the policy's inclusivity. JOSA organized a feedback session at the Global Gathering in Portugal, bringing together experts from countries such as Tunisia, Argentina, The Gambia, Brazil, and the



United Kingdom. These discussions facilitated a valuable exchange of experiences and insights on advancing digital inclusion globally, which brought together 18 participants, including local stakeholders such as government representatives, private sector actors, women's rights organizations, civil society groups, and academics. This workshop served to gather localized feedback and address structural challenges specific to Jordan's digital landscape.

Building on the insights from research and consultations, JOSA developed a policy memo that addressed key barriers to digital inclusion. The memo provided actionable recommendations while ensuring alignment with the Ministry of Digital Economy and Entrepreneurship's (MODEE) Jordanian Digital Inclusion Policy and Implementation Plan 2025. Through this alignment, JOSA aimed to support

the Ministry's efforts while emphasizing broader goals of equity and accessibility in Jordan's digital transformation.

Key Outcomes and Lessons Learned

In supporting the Ministry of Digital Economy and Entrepreneurship (MODEE) in developing the Jordanian Digital Inclusion Policy and Implementation Plan 2025, several key outcomes, challenges, and best practices emerged.

One significant achievement was the publication of a comprehensive policy memo, which synthesized insights gathered from both Jordanian stakeholders and international organizations. The memo provided evidence-based recommendations tailored to local needs while leveraging global best practices to ensure relevance and potential impact. By aligning international benchmarks with the Jordanian context, JOSA successfully highlighted key structural barriers that impact the advancement of digital inclusion.

Despite these successes, challenges were encountered throughout the process. Coordinating with diverse stakeholders—ranging from government representatives to civil society and private sector actors—required significant effort, time, and resources. Furthermore, limitations in available local data and gaps in existing research posed additional hurdles, often necessitating reliance on international benchmarks to inform the policy recommendations.

A notable best practice was JOSA's strategic emphasis on the dissemination of the policy memo. JOSA ensured that its recommendations were submitted as direct feedback into the public consultation period for the Digital Inclusion Policy and Implementation Plan 2025, on the government's official portal. This transparent and collaborative approach fostered meaningful engagement with stakeholders, enabling constructive feedback and increased ownership of the proposed policies.



These outcomes highlight the importance of combining global insights with localized solutions, fostering multi-stakeholder collaboration, and ensuring transparency in the policy-making process to drive impactful and inclusive digital transformation.

Conclusion

This case study demonstrates the value of multi-stakeholder collaboration and targeted, inclusive approaches in advancing digital inclusion in Jordan. By addressing structural barriers such as economic

disparities, rural-urban divides, gender inequities, and gaps in education and awareness, JOSA, in partnership with CIPE, developed a policy memo that aligns with the Jordanian Digital Inclusion Policy and Implementation Plan 2025.

The process, which combined global insights with localized consultations, resulted in actionable recommendations that reflect both international best practices and Jordanian realities. Through effective dissemination and stakeholder engagement, JOSA ensured the recommendations were well-received, fostering broader ownership and alignment with national priorities.

Ultimately, this case study highlights the importance of inclusive policies in creating a sustainable foundation for digital inclusion, bridging divides, and empowering communities to thrive in an increasingly digital world.