



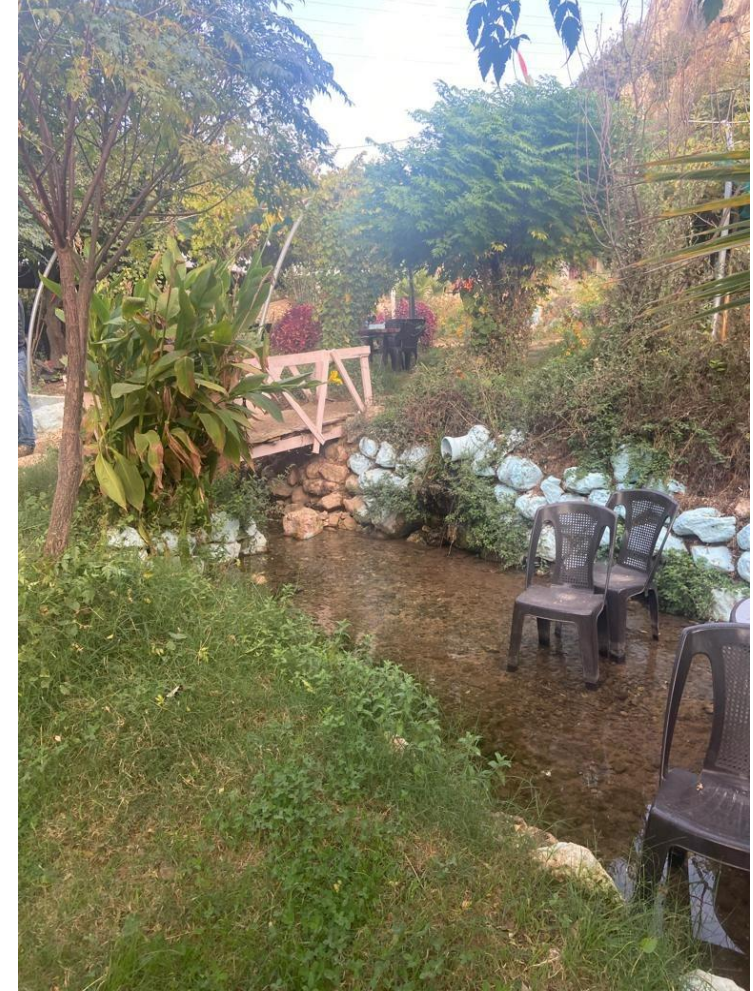
Zahrat Arjan

MEProLand 2022 Team3

sustainable tourism

3.12.2022

Location



Preparing for the exhibition

Preparing for the exhibition

Developing a business model

25.OCT.2022

First site visit



26.oct.2022

Meeting Alaa's family at ZA
They told us about their story
Their vision
The problem they are facing and what are their priorities

29.OCT.2022

Exhibition Day

Presented our plan to the community and the owners.
We raised many discussions and collected feedbacks.



12 DEC.2022

Business model is ready.



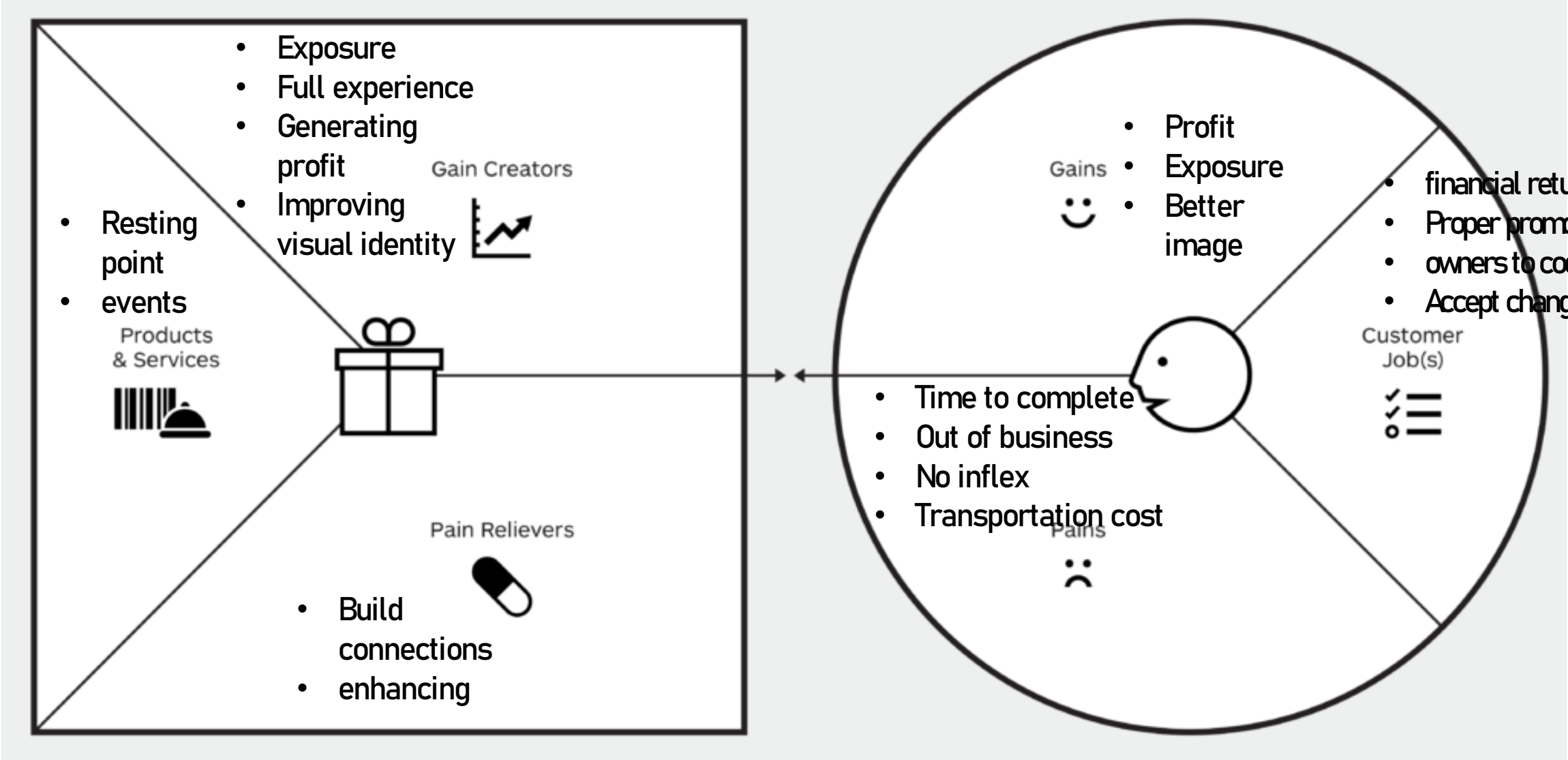
Next year

Very excited to present the final result to the community



Social Enterprise: Zahrat Arjan, family business, founded in 2018, by Alaa Dwekat and her family, it provides a place for recreational outdoors activities				
Mission Statement Promoting sustainable recreational activities in Ajloun through fostering local community development and partnerships				
Key Partners - Transportation agencies - Local kitchens - RSCN - Municipality - Other local enterprises - Local and national musicians - Social media influencers -	Key Processes - Training owners to host different types of activities. And to build furniture with recycled materials. - Improving the infrastructure of the place - Preparing for a fund-raising event - Running a festival “layali Arjan”	Value Proposition Create exposure to Ajloun by hosting workshops (for different institutions) and events for the local communities, to sell their products which maximizes the potential use of the space. To enhance the space through promoting the place with recycled and reused material, which will help raise awareness about the environment.	Key products and services - Space for events - Resting place for hikers - Camping area - Place for artists to show case their art. - Workshops to raise awareness of environment in Ajloun	Beneficiaries -local community -entrepreneurs -environment
	Key Resources - Build a reputation for the enhanced place. - Unique Green environment		Channels - Social Media platforms - Words of mouth - Jordan trail - Local connections - RSCN - Ministry of tourism - University or other institution events	Customers: - Jordanian tourists - Local families - Hikers - Artists - NGOs - International tourists - Academic institution
/Cost structure / cost drivers Place rent – Improvements- maintenance of infrastructure and plants			Revenues Number of people coming to Zahrat Arjan Number of collaborations made with local stakeholders	
Customer & Beneficiary Input Entrance fees for activities, fees for snacks, meals and beverages, donations, fees for tents (campers), participation of local stakeholders/ Beneficiaries, participation of tourists, sharing the place with their circles either through word of mouth or social media, artists and musicians’ social media pages when ZA holds a festival or a concert			Key performance indicators (KPI) -Number of events taking place in Zahrat Arjan per year and per Layali Arjan festival. Number of participants attending per event, number of partnerships/ collaborations developed for layali Arjan festivals and in general, percentage of sustainable furniture out of the total furniture at ZA. Number of followers, percentage of new engagement on social media pages	
Social and/or Environmental Impact: Zahrat Arjan as a well-known natural local destination empowers other local entities, entrepreneurs and organizations through collaboration and promotional participation in ZA events. Zahrat Arjan promoting sustainable and eco-friendly practices through its use of material and way of living to reduce negative impacts on the environment, and encouraging the local community and foreign visitors to the same with respect to the environment through leading by example.				

Value proposition



Gain creators



- Exposure to local product
- Giving tourists full experience of ajloun's nature
- Generating profit for the local community
- Improving visual identity

Pain relievers



- Build connection with other entities in the region
- Enhance the place with affordable intervention
- Teach owners how to deal with recycled material

Product and service



- Space for workshop/events
- Resting point for hikers
- Events for local community to sell their product

tasks



- Owners to coordinate with member of local community/event planners
- Accept the change in the newly introduced business

time



- Time to complete the new design
- Time to wait for ZA to be a part of the Jordan trail
- Time to get proper exposure

risks



- No influx of tourists as anticipated
- Remoteness and transportation cost

need



- financial return that matches the place value
- Proper promotion of the place across social media platform

cost



- Out of business during construction phase

Negative trends

- Lack of budget
- Not accessible in winter

headaches

- Slow enhancement progress
- Professional photo raise visitors expectations
- Kids pollute water by playing in it

fears

Difficult access especially in winter

Persona canvas



Name: Alaa Dwekat

Role: Owner, Manager

Positive trends

Attractive to tourists

Opportunities

- Neighbors can contribute to tourism
- Local community can benefit greatly

hopes

- Expand into kitchen
- Employ more people
- Have a local bazaar
- Dialogue with neighbors

Negative trends

- Bad conditions of the WC
- Lack of accessibility in cold season
- Chance that the owner might not open during cold seasons

headaches

- The chance that the Jordan trail might not add ZA to the map
- Inability to rest during cold season

fears

- The place might not be welcoming/comfortable for the hikers
- Huge influx of tourists might conflict with hikers during resting period

Persona canvas



Name: Sager Ali

Role: Hiker/Jordan trail

Other info: looking for a place to rest during hike in ajloun

Positive trends

- Availability of the space that is rich in culture and biodiversity
- Space already offers camping and over night stays

Opportunities

- Create collaborations with Jordan trail where ZA can offer discounts and offers
- Opportunities to add ZA to the Jordan trail map for hikers in Jordanian trail

hopes

- I hope the place can be a resting distention for hikers
- I hope the place adds a more exploration experience for hikers

Key product and service



We provide a unique green space which can accommodate different recreational and cultural activities.



There are few green places in Jordan hence people search for humid cool areas in the hot summers. This place offers a destination for families, kids and youth; with opportunities to have different outdoor activities



channels



Social media platform are essential for such projects, visual identity and pictures from different activities can reach hundreds of people at their homes and encourage them to visit the place



There are thousands of followers on their Facebook page,however,there is no Instagram page so creating an Instagram page is a necessary in order to reach wider range of people.

Key Process

Training owners and employees to host different activities and build furniture with recycled material.



Green Environment.

Our site is unique for its nature, and one of our missions is to protect it

Hbw?

REUSE & RECYCLE

Cut down on what we throw away and use it creatively.



Key-Resources

HUMAN RESOURCES



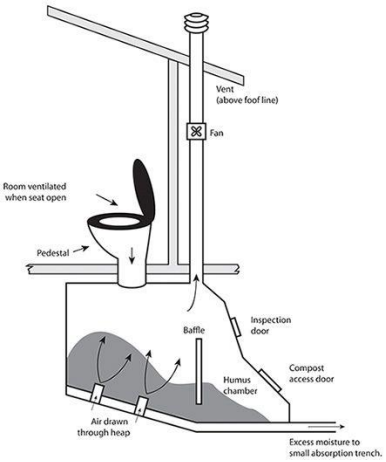
- Invite volunteers to participate in building sustainable materials
- Artists, coaches, and teachers to lead the workshop/activities done outdoors
- Local entrepreneurs and their products (i.e. for bazaars, or booths)

EDUCATE



Promote the value of natural resources by hosting educational seminars and DIY workshops using sustainable and reused material.

INNOVATIVE IDEAS



Environmentally friendly toilets (Composting Toilets)

- These use nature's composting process to break down waste into a nutrient rich soil.
- Requires minimum amount of water.
- Less expensive to install and maintain.

Key-Partners

Local kitchens

In addition to:
Families bringing their
own food for BBQ and
pre-ordering food

Visitors will be able to:
Order Food from local
kitchens on the spot
(there could be a set
plat du jour menu)



Jordan Trail

- Hikers and campers' passes and offers in collaboration with ZA
- Guided short hikes in the nature surrounding ZA

Relevant NGOs, Academic Institutions, and local entrepreneurs:

- Delivering workshops and activities outdoors in ZA
- Bringing groups of visitors for different activities in ZA



KPIs

RECYCLED MATERIAL



Percentage of furniture made out of reused materials

our goal is to reach

100

COLLABORATIONS



Number of collaborations/partnerships/contracts

collaborations/
partnerships



Revenue and community development

Festivals and activities



- Nb of events taking place in ZA per year
- Nb of participants attending per event



EXPOSURE



- Number of new followers and % of engagement on social media
- Number of visitors independently coming to ZA



The more famous ZA becomes

=

The more people coming independently to check out the place

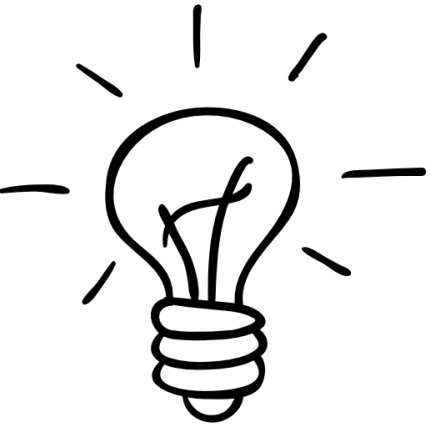
Social and Environmental Impact



Zahrat Arjan as a well-known natural local destination that empowers other local entities, entrepreneurs and organizations through collaboration and promotional participation in ZA events



Zahrat Arjan will also inspire many people in Rasun and Arjan to start their own businesses and create an impact.



How do we achieve this result?

1. Promoting eco-friendly and sustainable practices
2. Establishing solid partnerships with local entrepreneurs
3. Reduce negative impacts on the environment
4. Encouraging the local community through leading by example.