

A comprehensive guide For the Best Practices for women's political empowerment within Jordanian political parties.



1	We Rise Center for Sustainable Development
2	Women in Political Parties: Towards Effective
3	An Overview of Women's Political Participation
5	The Importance of Women's Participation in Political
6	Executive Summary and Key Messages of the Guide
8	Key Findings
11	Challenges and Recommendations Matrix
14	A Reference Guide for Political Parties
17	Practical Tools
19	Conclusion

1. Introduction

1.1 We Rise Center for Sustainable Development

We Rise for Sustainable Development Center is an independent Jordanian civil society organization established in 2018. Its mission is to promote active citizenship based on the principles of democracy, human rights, and the rule of law, while enhancing community participation in decision-making processes to achieve more inclusive and sustainable development outcomes in Jordan. The center operates across three integrated main areas: political empowerment, economic empowerment, and digital media.

In the area of political empowerment, the center focuses on enhancing the participation of Jordanian youth in decision-making processes and community accountability. This is achieved by building their capacities and preparing them for active engagement in political life. The center conducted Jordan's first electronic youth elections, which involved over 65,000 youth participant male and female from various governorates, marking a pioneering national experience in youth inclusion in decision-making.

In the area of economic empowerment, the Center aims to equip (male/female) youth with the skills and tools needed to enhance their participation in economic life and create sustainable employment opportunities. One of the Center's key initiatives is the "She is Entrepreneurial" network, a local platform dedicated to women's economic and political empowerment. This network includes more than 850 women and girls from various governorates across Jordan and works to improve their access to resources, markets, and decision-making positions.

In the field of digital media, and recognizing the crucial role media plays in shaping public opinion and influencing public policies, the Center established the "Ruwad" platform for youth digital media. This initiative aims to enhance digital literacy among youth and monitor hate speech on social media platforms through specialized training and the production of purposeful media content grounded in values and human rights.

To date, We Rise for Sustainable Development Center has implemented 21 national and development projects, reaching over 10,000 beneficiaries across various governorates in Jordan. The center has also managed more than 20 advocacy campaigns to gain support for youth and development issues. Moreover, it has a broad media outreach, engaging over 22 million people across multiple social media platforms.

The center plays a key role in building partnerships and coalitions, having established the "Jusoor" (Bridges) coalition, which includes 36 civil society organizations from 12 Jordanian governorates. This coalition aims to unify efforts in monitoring and evaluating the performance of elected local councils, enhancing community accountability, and influencing public policies.

Through this integrated approach, the center continues to contribute to building a more inclusive, participatory, and just Jordanian society, grounded in the principles of active citizenship and sustainable development.

2.1 "Women in Political Parties: Towards Effective Leadership" Project

The project "Women in Political Parties: Towards Effective Leadership" represents a strategic national initiative aimed at strengthening women's leadership roles and effective representation within Jordan's political landscape. It seeks to support their meaningful participation in decision-making positions inside political parties. Despite significant legislative reforms in recent years—including amendments to election laws, political party regulations, and local governance—women's actual presence and direct influence within parties and elected bodies remain limited due to structural, cultural, and economic barriers.

The project is implemented by the We Rise Center for Sustainable Development, in partnership with the Princess Basma Center for Jordanian Women's Studies at Yarmouk University and supported by the Konrad Adenauer Foundation – Jordan Office (KAS). It was specifically designed to bridge the gap between legislative reforms on one hand, and actual political party practice on the other. The project targets 25 female leaders and young political activists, aged 18 to 55, from diverse political and social backgrounds to ensure inclusivity and pluralism.

The project is built on three interconnected main components:

Capacity Building: Through an intensive six-day training program, participants develop skills in leadership, political identity, negotiation, communication, campaign management, and coalition building. The program combines theoretical learning with interactive practical exercises, including simulations, scenario-based activities, and group discussions.

Knowledge Production: Through the development of a national guide on best practices for women's political empowerment within parties, based on a qualitative study conducted through direct engagement with women party members from various political parties, and through three dialogue sessions representing all governorates of the Kingdom. The aim was to identify the challenges and opportunities women face in party work, creating a sustainable reference for political parties, civil society organizations, and policymakers in Jordan.

Networking and Alliances: By creating structured opportunities for participants to engage with policymakers, party leaders, civil society actors, and academics, this approach strengthens their political networks and public presence.

The project goes beyond short-term individual skill-building; it aims to create a sustainable impact and a qualitative transformation in the partisan political landscape by empowering participants to become influential leaders within their parties and communities. Early indicators have already shown promising results: some participants have formally joined political parties for the first time, while others have introduced proposals within their parties to enhance women's representation and leadership participation.

The project also contributes to the implementation of Jordan's political reform agenda by supporting women's participation as a fundamental pillar of democracy and sustainable development. It aligns directly with the outcomes of the Royal Committee for the Modernization of the Political System and the National Strategy for Women, clearly reflecting Jordan's commitment to inclusive governance and equitable political representation.

3.1 General Background on Women's Political Participation in Jordan

3.1.3.1 Overview of Women's Political Participation in Jordan

There is still much work to be done to achieve political equality in Jordan. According to the 2019 Roadmap for Stimulating Women's Political Participation, which surveyed women's political involvement in parliaments worldwide, Jordan ranked 132nd out of 193 countries. Similarly, the 2021 Global Gender Gap Report places Jordan at 144th out of 156 countries in terms of political empowerment. According to the 2021 Global Soft Power Index by the Council on Foreign Relations, Jordan ranks 18th out of 100 for women's political participation.

Women hold only 9% of senior leadership positions in the Cabinet, 12% of seats in the National Assembly—including both the House of Representatives and the Senate—and 32% of elected seats in local government bodies. The Organisation for Economic Co-operation and Development (OECD) reported in 2018 that since the increase of women's reserved seats (the "quota system") to 15 seats in 2010, the average rate of change has risen by 3%. The OECD projects that, under the best-case scenario, it will take another 12 years for women's parliamentary representation to reach parity with men. This timeline is even longer for women's participation within political parties, where it may take an additional 30 years to achieve equal representation.

2.3.1 Government Efforts to Enhance Women's Political Participation in Jordan

Women's political participation in Jordan dates back to the 1970s, when women gained the right to vote and to be represented in the Parliament in 1974. However, women did not actively participate in political life until 1978. Since then, several measures have been taken to increase women's representation in elected decision-making positions in Jordan.

The Jordanian Constitution guarantees women the right to representation in both Parliament and municipal councils through a quota system established by the 2003 Election Law (Law No. 11 of 2013) and the 2007 Municipalities Law. In the 2013 parliamentary elections, the number of seats reserved for women was increased to 15 out of 100 seats. By 2016, women's representation in Parliament reached its highest level, with women holding 20 seats out of 130.

Despite these reforms, women still accounted for less than a quarter of parliamentary candidates. Furthermore, the 2020 election results showed that no woman won a seat through direct competition; all female winners secured their seats through the women's quota system, which reserved 15 seats for women.

The Municipalities Law (2011) increased the women's allocation in municipal councils from 20% to 25%, a change that demonstrated immediate success, resulting in women winning 35.9% of the seats in the 2013 elections. According to the Municipalities Law (2015), one seat out of every five in local councils was reserved for women, while 25% of seats in municipal councils continued to be reserved for women. In 2017, only four women ran for the position of mayor across the entire kingdom. In the same year's decentralization elections, female candidates won 241 seats through direct competition and secured an additional 549 seats through the quota system. Of these, 175 seats were in municipal councils, 342 in local councils, and 32 in governorate councils.

The government has also worked to support women's political participation by adopting a series of plans and policies over recent years. These include the National Agenda Document 2016–2025, which focused on key pillars for women's empowerment and activating their role, as well as the National Strategy for Women 2020–2025. The latter was developed by the National Committee for Women's Affairs under the guidance of the Prime Ministry. Its vision centers on achieving a society free from gender-based discrimination and violence, where women and girls fully enjoy their human rights and have equal opportunities to contribute to comprehensive and sustainable development.

On June 10, 2021, King Abdullah II called for the establishment of the Royal Committee for the Modernization of the Political System. The committee's mandate was to provide recommendations on updates and reforms to the election laws and political party regulations. Within this Royal Committee, a subcommittee on women's empowerment was formed to develop recommendations aimed at enhancing women's participation in decision-making processes, expanding their involvement in political life, and ensuring equal opportunities for women across all sectors.

Accordingly, Jordan reached a pivotal milestone through the outcomes of the Royal Committee for the Modernization of the Political System (2021), which established a new legal framework for women's participation in political parties and parliamentary elections. These outcomes were reflected in the Political Parties Law (2022) and the Election Law (2022), where explicit guarantees were incorporated to support women's participation and representation, including:

- **Requiring political parties to ensure that women constitute at least 20% of the founding members of any party.**
- **Linking the women's quota to the electoral district and increasing the number of reserved seats from 15 to 18.**
- **Requiring party lists to include a woman among the first three candidates and another woman among the second group of three candidates, as well as a young person (aged 25–35) among the first five candidates.**
- **Allocating 25% of seats in municipal and governorate councils to women, as stipulated in the Local Administration Law.**
- **Providing additional financial support to political parties for each seat won by a female candidate.**

In addition, the 2022 constitutional amendment explicitly affirms equality between Jordanian men and women, obligating the state to empower women, protect them from violence and discrimination, and ensure equal opportunities based on justice and fairness. These commitments also align with Jordan's international obligations, including the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Sustainable Development Goals, particularly Goal 5 on gender equality.

The impact of these reforms is reflected in the actual rates of women's participation in parliamentary elections as below:

- **2020 Elections: The number of female voters reached 2,443,482, representing 53% of the total electorate. Of these, 638,081 women cast their ballots, accounting for 26% of all registered female voters.**
- **2024 Elections: The number of female voters reached 2,686,468, representing 52.87% of the total electorate. Approximately 786,411 women cast their ballots, accounting for 29% of all registered female voters.**

These figures reflect a quantitative increase in women's presence in the electoral process, while a persistent challenge remains in boosting turnout and actual participation relative to the total number of women eligible to vote. Notably, there is a gradual rise in the percentage of women voters among registered female voters, increasing from **26% in 2020 to 29% in 2024.**

In addition to their participation in elections, women currently constitute approximately 43.2% of members within political parties (36,521 women), according to the Political Parties Platform on the Independent Election Commission's website. This represents a significant organizational base that can be leveraged to enhance their meaningful participation in party structures, as well as in leadership and decision-making positions.

Hence, the importance of this training guide lies in its role as a practical tool to empower women party members by equipping them with essential knowledge and leadership skills. It aims to strengthen their active presence within party and national political arenas, thereby contributing to the consolidation of equal participation and political justice principles, and supporting the overall process of political reform in Jordan.

4.1 The Importance of Women's Participation in Political Parties

Women's participation in political parties is not only a constitutional right but also a fundamental pillar for building a more inclusive and just democracy. The presence of women contributes to:

1. Enriching political life with perspectives and programs that reflect the diverse needs of society.
2. Promoting social justice by developing policies that address the issues faced by women and marginalized groups.
3. Building community trust by creating positive role models that encourage younger generations to participate.
4. Aligning with national reforms within the framework of the political and economic modernization vision.

5.1 Target Group

- Women party members (both members and leaders) who seek to strengthen their roles within political parties.

Party members of both genders seek to build a more inclusive environment.

- Youth party members, both Male & Female, as potential agents of change.
- Civil society organizations working on women's empowerment and enhancing political participation.

6.1 Executive Summary and Key Messages of the Guide

This guide constitutes a strategic intervention designed to address the critical challenges hindering sustainable women's political participation within Jordanian party structures. Evidence from a comprehensive national study and focused group discussions with women members confirms that their presence remains quantitatively limited and qualitatively weak. The challenges form a critical barrier across the entire participation lifecycle: it begins with unstructured and non-transparent recruitment mechanisms, continues with an absence of clear orientation and capacity-building programs for new members, and is exacerbated by severely limited access to financial and training resources. These issues culminate in an overarching party environment that often lacks institutionalized protective measures and fails to foster genuinely inclusive internal practices, thereby preventing women from evolving from mere members into effective leaders and decision-makers. This guide provides a practical framework to systematically dismantle these barriers.

This guide responds to these gaps by providing a roadmap and practical tools to help political parties translate their commitments into actionable steps. It is based on survey results gathered from women participants, as well as inspiring international experiences that can be adapted to the Jordanian context.

Key Messages of the Guide:

This guide addresses the systemic barriers to women's sustainable participation in Jordanian political parties, as identified by empirical data. The key findings and corresponding strategic interventions are as follows:

- 1. Structured Recruitment Is Essential :**54% of women joined political parties through personal connections, revealing a lack of institutional recruitment strategies. Parties should launch targeted outreach campaigns in universities and local communities, with a focus on underserved governorates such as Ma'an and Tafilah.
- 2. Young Women Are the Future of Political Life:** Women aged 18–25 represent only 7% of party membership. This underscores the need for youth-focused programs that reflect their interests and address their unique challenges.
- 3. New Membership Is a Strategic Opportunity :**68% of female members joined between 2022 and 2024, presenting a critical window to strengthen engagement through structured onboarding, orientation, and mentorship programs that ensure long-term retention.
- 4. Lack of Financial Support Undermines Women's Visibility:** Over half of respondents (52.4%) cited the absence of dedicated funding for women and female candidates. Political parties must allocate clear and equitable budgets to support women's participation and candidacy.
- 5. Political Training Is a Priority :**48% of women reported insufficient training, and 50% identified lack of political experience as a barrier. Continuous, structured capacity-building is essential to develop future female political leaders.
- 6. Safe Environments Are a Prerequisite for Participation :**38.4% of women noted the persistence of patriarchal culture, while 16.5% highlighted the absence of effective protection mechanisms. Parties must establish codes of conduct and independent complaint mechanisms to ensure safe and inclusive spaces.

7. Internal Communication Channels Are Weak :41% of women are unaware of party activities and plans. This calls for a restructuring of internal communication systems to ensure equal access to information for all members.

8. Media Visibility for Women Is Critical :54.4% of respondents called for increased media coverage of female leaders, recognizing media as a tool to challenge stereotypes and showcase success stories.

9. Sustained Engagement Requires Long-Term Support: New female members need ongoing mentorship, structured electoral support, and visibility in national and party media to inspire broader participation.

10. Change Must Begin Within: Legislative reform alone is insufficient. Parties must proactively adopt inclusive internal policies—such as internal quotas, transparent selection of women’s committee leaders, and guaranteed representation in core decision-making bodies.

This guide goes beyond offering general recommendations; it provides a clear roadmap and practical tools, including implementation checklists, a comparative matrix of political parties, and international case studies. It equips Jordanian parties with actionable steps to strengthen women’s presence within party structures, ensuring their participation is deeper, more sustainable, and more impactful in shaping a fair and balanced political future.

2. Key Findings

The analysis was based on a survey directed at female members across a broad range of political parties, complemented by three focused group discussions conducted in the regions of the North, Central, and South. This combination of quantitative and qualitative methods provides an accurate picture of women’s participation in political parties, as well as the structural and organizational gaps within these parties.

1.2 Sample Characteristics and Membership

Party Diversity and Varied Positions: Notable presence of both established and new parties, with the majority of members holding general membership (42.7%) followed by committee membership (22.3%), while representation in senior leadership bodies remains limited (2.9%).

Opportunity in Recent Membership: 68% joined between 2022 and 2024, creating a valuable window for early empowerment through targeted guidance and mentorship.

Geographical Gap: Membership is concentrated in Amman (34.5%) and Irbid (30.1%), with significantly lower representation in the southern regions, specifically Tafila (1.5%) and Ma’an (0.5%).

High Education Levels: The majority hold a bachelor’s degree or higher, accompanied by diverse professional backgrounds across government, private sector, civil society, and self-employment.

2.2 Party and Political Participation

Electoral Intentions :38% of surveyed women indicated a clear intention to contest upcoming local elections, while 29% remain undecided. This reflects a promising pool of potential female candidates, contingent on sustained support and capacity-building

Role of Political Parties in Capacity Building: 64% of women received electoral support or training within their parties, while 36% did not receive any.

Impact of Political Modernization: 89% confirmed that the outcomes of the Royal Committee motivated them to join political parties.

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Methods of Joining: Primarily an informal channel; individual invitations and personal connections (together accounting for 54%) are more common than formal campaigns and programs.

3.2 Internal Environment and Policies

Supportive Policies on Paper: While 87% of parties report having supportive policies, only 62% have clear implementation plans—highlighting a significant gap between policy and practice.

Quota and Internal Empowerment: While 81% of parties report that their internal regulations provide empowerment mechanisms, only 64% have confirmed the existence of internal quotas, and 22% are unaware of whether such quotas exist.

Safe Environment and Complaint Mechanisms: 71% of parties have policies ensuring a safe environment, and 61% have established complaint committees—however, there is a clear need for greater enforcement and transparency.

4.2 Communication and Institutional Integration

Communication Channels: WhatsApp is the most common channel (61%) and the preferred one (48%). Additionally, 70% of women regularly follow the party's plans, but 41% are not informed about the branch-level plans.

Institutional Communication: Only 55% of women receive consistent communication from the General Secretariat, and 54% from branch secretariats. This highlights the need for more structured, inclusive, and multi-tiered communication strategies across party levels.

Invitations and Representation at Events: Although invitations are extended to central headquarters (74%) and branch events (69%), 36% of women report unequal access to national conferences and high-level forums. This underscores the importance of equitable representation mechanisms and transparent selection processes for public-facing engagements.

5.2 Capacities and Training

Empowerment programs are available in 58% of cases but absent in 42%. Specific requested topics include political education and media (25.7%), campaign management and digital media (15.5% each), public speaking (16%), networking and mobilization (16.5%), and negotiation and conflict resolution (12.6%).

6.3 Structural Challenges

Operational Resources and Barriers: Key challenges identified include geographical distance (33.5%), limited financial resources (29.6%), weak reporting on activities (26.2%), unclear role definitions (20.9%), and social/family pressures (9.2%).

Enabling and Structural Barriers: limited financial support (52.4%), lack of political experience (50%), absence of regular training (48%), prevailing patriarchal culture (38.4%), and limited leadership skills (32.5%).

7.2 Required Changes from the Perspective of the Participants

- Increasing women's leadership representation (62.6%)
- Allocating a dedicated budget for the women's sector (57.8%)
- Enhancing media visibility (54.4%)
- Involving women in policy-making processes (53.4%)
- Conducting political education workshops (48.5%)
- Providing financial support for female candidates (45.1%)
- Calls for organizational reforms, including restructuring and transparent selection of the Women's Committee chairperson

8.2 Key Insights from the Focus Group Discussions (Qualitative)

Implementation gap: Supportive provisions exist, but clear enforcement mechanisms within parties are lacking.

Unstructured outreach and Informal Training: Entry through personal connections and nominal memberships without a clear political development pathway or introduction about the party vision mission and program.

Financial Influence and Networks: Access to positions is shaped more by financial capacity and personal connections than by merit.

Geographical Marginalization and Eroded Trust: Weak presence of offices and activities in peripheral areas, frequent resignations, and hesitation among women to join.

Economic/Political Linkage: Economic empowerment is a necessary condition that supports political empowerment.

Priority of Partnerships: An urgent need to establish alliances with civil society organizations and universities for early-stage training and capacity building.

9.2 Brief Practical Conclusions

Overall Summary

The overall picture reveals a strong demand for women's participation, with many women being academically qualified. However, they face a gap between formal policies and actual practice, insufficient funding, a partially male-dominated organizational culture, and communication structures that rely on informal channels.

Given that 68% of members have joined recently, there is a significant opportunity to capitalize on this momentum. This calls for a clear roadmap covering all stages—from outreach to leadership—dedicated funding, systematic training programs, independent protection and grievance mechanisms, and transparent internal communication that ensures equitable access to information and opportunities.

3. Matrix of Recommendations and Challenges

The Challenge	Recommendation	Source	Perspective
Limited access of women to leadership positions (only 2.9% in decision-making roles)	Allocating Training Pathways and Linking Party Funding to the Proportion of Women in Leadership	Questionnaire – Section One: General Information	Respondents + Researcher
Concentration of participation in Amman and Irbid compared to low participation in the southern regions (0.5% in Ma'an, 1.5% in Tafilá)	Launching Decentralized Programs Targeting Peripheral Governorates	Questionnaire – Section One: General Information	Researcher
Low participation of the 18–25 age group (only 7%)	Party-Led Student and University Initiatives Specifically for Young Women	Questionnaire – Section One: General Information	Researcher
Limited Electoral Support for Parties (36% of Women Do Not Receive Electoral Training)	Developing Specialized Electoral Party Programs for Women	Questionnaire – Section Two: Party and Political Participation	Respondents
Relying on personal connections for party membership (54%)	Developing Institutionalized Recruitment Strategies through Media and Programs	Questionnaire – Section Two: Party and Political Participation	Researcher
Internal Confidence Variation (9% Weak/Adequate)	Enhancing Internal Transparency and Involving Women in Decision-Making	Questionnaire – Section Two: Party and Political Participation	Respondents
Desire of 24% to leave due to weak activity and lack of internal fairness	Develop regular activities and ensure internal fairness	Questionnaire – Section Two: Party and Political Participation	Respondents
Limited financial support for women (52.4%)	Allocating Clear Budgets for the Women's Sector	Questionnaire – Section Three: Internal Party Structure	Respondents
Limited political experience (50%)	Specialized Political Training and Capacity-Building Programs	Questionnaire – Section Three: Internal Party Structure	Respondents
Lack of training and empowerment (48%)	Regular Political Awareness Workshops	Questionnaire – Section Three: Internal Party Structure	Respondents
Persistence of Patriarchal Culture (38.4%)	Promoting a Culture of Internal Dialogue and Participatory Mechanisms	Questionnaire – Section Three: Internal Party Structure + Focus Group Sessions	Researcher + Respondents

Lack of transparency in leadership selection mechanisms (appointment versus closely contested elections).	Adopting Transparent Electoral Mechanisms.	Questionnaire – Section Three: Internal Party Structure	Researcher
Weak internal communication (41% are not informed about the plans, 26.2% have not been notified about the activities)	Improving Communication Channels (Newsletters, Digital Groups).	Questionnaire – Section Three: Internal Party Structure	Respondents
Logistical challenges (33.5% due to distance, 15.5% due to delayed scheduling).	Organizing decentralized activities and providing logistical support (transportation and convenient timing).	Questionnaire – Section Three: Internal Party Structure	Respondents
Lack of clear protection mechanisms (16.5%).	Enhancing Protection and Reporting Policies.	Questionnaire – Section Three: Internal Party Structure	Respondents
Weak responsiveness of some political parties to the calls.	Developing Party Commitment to Partnerships and Participation.	Focused Sessions	Researcher
Limited knowledge of party structures and low member awareness of programs.	Ongoing Internal Awareness Programs Integration.	Focused Sessions	Respondents
The relatively recent experience of many women in political party participation.	Long-term mentoring programs to build cumulative expertise.	Focused Sessions	Researcher
Lack of early political socialization for young women.	Integration of Political Education Programs in Universities and Schools.	Focused Sessions	Respondents
Limited media presence of women (54.4% requested increased coverage)	Enhancing Media Coverage of Women Leaders.	Questionnaire – Section Three: Internal Party Structure	Respondents

The matrix of challenges and recommendations derived from the survey and focus group discussions provides a comprehensive picture of the current state of women's participation in political parties in Jordan. At the structural level, a significant gap was identified in women's access to leadership positions, with only 2.9% occupying decision-making roles. Participation is heavily concentrated in Amman and Irbid, while the southern regions remain marginalized. Additionally, youth participation is low (7%), and party membership is relatively recent, with 68% joining between 2022 and 2024. The findings also revealed that recruitment methods still rely heavily on personal connections (54%), and 36% of women reported receiving no electoral training, which further weakens their readiness to run for office and diminishes motivation to engage.

Within party structures, women highlighted key challenges including inadequate financial support (52.4%), lack of systematic training and empowerment programs (48%), entrenched patriarchal culture (38.4%), and family and societal constraints (26.2%).

These challenges were echoed in the focus group discussions, which underscored issues such as lack of internal transparency, limited knowledge of party processes, geographic marginalization, especially in the south—and weak sustainability of empowerment initiatives.

In contrast, the participants proposed a set of practical recommendations, the most prominent of which include:

- establishing clear pathways to empower women and increase their representation in leadership positions (62.6%).
- providing equitable financial support to female candidates (45.1%).
- allocating a dedicated budget for the women's sector within political parties (57.8%).

They also emphasized the importance of developing sustainable training programs covering leadership, media, and policy-making skills (42.7%), enhancing women's media visibility (54.4%), and directly involving them in policy formulation (53.4%).

At a broader level, calls were made to expand party activities in peripheral governorates, build partnerships with civil society organizations and universities to offer early political socialization programs, and develop transparent mechanisms to monitor women's needs while ensuring a safe party environment that protects their rights and supports their effective participation.

5. Reference Guide for Political Parties on Attracting and Enhancing Women's Participation

Introduction

This guide responds to the multiple challenges identified through surveys and focused dialogue sessions with women party members across various governorates in Jordan. The findings revealed a clear gap between the legal provisions guaranteeing women's participation in political life and the actual practices within political parties. They also highlighted challenges related to insufficient financial support, the absence of systematic training and empowerment mechanisms, limited transparency in leadership selection, weak internal communication channels, and the persistence of a male-dominated culture that restricts equal opportunities.

Based on these recommendations and challenges, this guide aims to provide a practical framework that political parties can use as a reference to attract women, create a supportive environment from the moment of membership, and enhance their opportunities for advancement within party structures up to leadership positions. The need for this guide stems from the understanding that political empowerment is inseparable from institutional empowerment within parties, and that the success of political reform depends on parties' ability to be more inclusive and equitable in their treatment of female members.

1- Engaging Women into Political Parties: The process of Engaging women into political parties represents the crucial first step toward building effective party participation. Findings have shown that current recruitment methods often rely on personal connections and individual invitations, which limits fairness and equal opportunity. Therefore, adopting organized and transparent recruitment mechanisms has become essential to ensure that women—especially young women—can access party work in an informed and deliberate manner. This section focuses on how to diversify Engaging channels, craft targeted messages for women, and expand opportunities for inclusive and equitable engagement within parties. This can be achieved through the following steps:

Diversify Engaging channels: Shift from relying on personal networks and individual invitations to institutional strategies that include media campaigns, partnerships with universities, and community-based initiatives.

Messages Targeted at Women: Develop media campaigns that highlight the success stories of women party members and clearly communicate the opportunities for advancement within political parties.

Fair and Transparent Engaging Mechanisms: Establish and publicize clear membership criteria that ensure gender equality, accompanied by documented admission procedures.

Targeting Young Groups: Launch university and youth initiatives to promote early engagement, addressing the low participation rates among the 18–25 age group.

2. Welcoming New Women Members:

The next stage after Engaging recruitment is how parties welcome their new women members. Experience has shown that many women join parties without introductory programs or systematic follow-up, which often leads to feelings of marginalization or unclear roles. This section highlights the importance of providing orientation and guidance programs from the very first moment, alongside establishing communication channels and trust-building measures that help new members integrate quickly within the party. This, in turn, strengthens their sense of belonging and sustained participation.

The process can be implemented through the following steps:

- **Regular Orientation Sessions:** Organize introductory programs for new women members that cover the party's internal regulations, organizational structure, as well as their rights and responsibilities.
- **Internal Mentorship Programs:** Appoint experienced women leaders or members as mentors to support the development and progress of newly joined women members.
- **Building Trust and a Sense of Belonging:** Organize informal meetings that strengthen communication between women members and party leadership.
- **Providing logistical support:** Offer practical accommodation such as convenient scheduling, transportation assistance when needed, or options for remote participation.

3. Internal Advancement within the Party:

The success of women's participation is incomplete without a clear pathway for political and leadership development within the party, many of the challenges we identified relate to limited financial support, lack of ongoing training, entrenched male-dominated culture, and absence of complaint and protection mechanisms.

This section highlights how to address these gaps by:

- Providing equal opportunities for women to participate in party committees .
- Strengthening training and empowerment programs .
- Establishing effective protection and grievance mechanisms.
- Ensuring fair media representation .

These measures collectively support the gradual advancement of women within the party, ultimately enabling their access to leadership positions.

The following steps outline this process:

Providing Equal Opportunities in Committees: Ensure the inclusion of women across various party committees—such as political, media, and financial committees—rather than limiting their participation solely to the women’s affairs sector.

Equality in Leadership Opportunities: Adopt transparent criteria for candidacy to internal positions (whether by election or appointment) that ensure equal opportunities for all.

Sustainable Training and Empowerment Programs: Develop annual plans to train women in leadership skills, political communication, negotiation, and election campaign management.

Protection and Complaints Mechanisms: Establish confidential and secure channels for receiving women’s complaints, linked to clear accountability policies.

Improving Internal Communication: Utilize regular newsletters, digital platforms, and scheduled meetings to ensure that information reaches all female members.

Integrated Economic and Political Empowerment: Connect women to programs that support their entrepreneurship or provide small grants, thereby enhancing their economic independence as a foundation for more effective political participation.

Fair Representation in the Media: Ensure that women leaders are prominently featured in party activities and media coverage, addressing the existing gap in media representation.

Candidacy and Electoral Support Phase: When a female member decides to run in general or local elections, the party must provide comprehensive support. This includes assistance in preparing the candidacy file and registration procedures, strategic advice on selecting a suitable electoral district, and training in campaign skills such as voter outreach and effective use of communication channels. Additionally, resources can be allocated specifically for women’s campaigns—for example, establishing an “electoral fund” dedicated to female candidates—and these should be integrated into the party’s electoral programs. The guideline also recommends mobilizing party support for a candidate quota system, incorporating it into the party’s bylaws, and ensuring that women candidates are placed on “winnable” lists or districts. At this stage, collaboration with national women’s networks—such as the Women and Elections Network—should be organized to leverage their expertise and broaden the voter base.

Post-Election Phase (Representation and Follow-Up): If a woman succeeds in obtaining an elected position or a party leadership role, the party must continue to support her. It is essential to involve her in the party’s leadership committees and decision-making processes, rather than limiting her to secondary or symbolic roles. Therefore, additional training should be provided—for example, on parliamentary management or executive leadership skills—and opportunities should be facilitated for her to connect with former female candidates to exchange experiences.

Reports emphasize that the transition to power requires ongoing support through resources and grassroots networks. Even when quotas are secured, women may lack a strong popular base and leadership connections. Hence, the party should contribute to building this base by organizing regular meetings with women voters and promoting a positive image of women in party media.

It is also advisable to establish an expanded women's council that brings together all female leaders within the party to regularly assess performance and update strategies.

In conclusion, this guide emphasizes that attracting women and enhancing their participation within political parties cannot remain merely as written provisions in laws or slogans in party platforms. Rather, it requires practical actions that demonstrate parties' genuine commitment to justice and transparency. The success of any party in becoming more inclusive depends on its ability to provide a safe, fair, and supportive environment for women, thereby strengthening public confidence in the relevance and effectiveness of party work.

6. Practical Tools (Toolcards) –

Objective: Increase the proportion of new female members, with a particular focus on young women aged 18 to 25.

Implementation Steps:

- Organize awareness campaigns at universities and community centers.
- Produce engaging media materials using youth-oriented language.
- Allocate a mixed-gender party team (women and men) to carry out the campaign.

Required Resources: printed materials, a social media platform, and volunteers.

Responsible Parties: The Women's Committee and the Media Committee.

Challenges: Limited funding and social resistance.

Measurement Indicators: Number of new female members within one year; percentage of young women among them.

Practical Example: A campaign conducted by a political party in Tunisia within universities after 2011.

Card (2): Complaints and Protection Mechanism

Objective: To ensure a safe and supportive party environment for women.

Implementation Steps:

- Establish an independent committee to receive complaints.
- Develop a written policy that criminalizes harassment and discrimination.
- Establish multiple complaint channels (email, locked suggestion box, hotline).

Required Resources: A legal advisor and a simple electronic system.

Responsible Entities: The Disciplinary Committee and the Women's Committee.

Challenges: Internal resistance from certain leadership figures.

Measurement Indicators: The number of documented and resolved complaints; the satisfaction of female members with the follow-up mechanism.

Practical Example: Protection Protocols in Some European Political Parties (Sweden as a Model)

Card 3: Capacity Building and Training

Objective: Enhance the leadership and political skills of women party members.

Implementation Steps:

- Design an annual training program that includes public speaking, negotiation, electoral law, and campaign management.
- Hold regular short workshops to enhance practical skills.
- Engage experienced women leaders as trainers or mentors.

Required Resources: Training venue, expert trainers or facilitators, training materials.

Responsible Entities: The Training Committee and the Women's Committee.

Challenges: Limited funding; reluctance of some female members due to family commitments.

Measurement Indicators: Number of training sessions conducted; percentage of female members benefiting; level of skills improvement assessed through pre- and post-training evaluations.

Practical Example: Training Programs Implemented by the National Democratic Institute (NDI) in Morocco and Tunisia to Empower Female Candidates.

Card (4): Supporting Women's Electoral Campaigns

Objective: Enhance the chances of female candidates to secure winnable electoral positions.

Implementation Steps:

- Establish an internal financial fund to support female candidates.
- Provide specialized consulting services for the development of electoral campaign messages.
- Training female candidates on the effective use of traditional and digital media.

Required Resources: Allocated budget, media and political experts, communication tools.

Responsible Entities: Internal Elections Committee and Finance Committee.

Challenges: Difficulty in allocating sufficient financial resources; internal competition for support.

Measurement Indicators: Number of supported female candidates; percentage of women included on winnable electoral lists.

Practical Example: The Albanian Experience, where a National Fund was established to support female candidates.

Card (5): Media and Public Visibility

Objective: Enhance the presence of women in public spaces and the media.

Implementation Steps:

- Allocate specific segments for the visibility of women leaders in conferences and public activities.
- Training women on media communication and on-camera presentation skills.
- Producing short content (such as videos and posts) that showcases success stories of women's participation in political parties.

Required Resources: Technical and media support, a basic camera, and social media platforms.

Responsible Entities: The Media Committee and the Women's Committee.

Challenges: Limited attention from traditional media outlets to women.

Measurement Indicators: Number of media appearances by women; level of engagement with published content.

Practical Example: Media Appearance Programs for Female Candidates in Tunisia during the 2019 Elections.

Card (6): Allocation of Funding and Resources

Objective: Ensure the fair allocation of resources within the party to support women and female candidates.

Implementation Steps:

- Include an annual budget line dedicated to supporting women's programs.
- Allocate a specific portion of training and media resources exclusively for women.
- Publish a regular report detailing the amount of resources allocated to women to ensure transparency.

Required Resources: party budget, financial unit, oversight committee.

Responsible Entities: Finance Committee and Women's Committee.

Challenges: Resistance from some leadership figures to the idea of allocating dedicated resources.

Measurement Indicators: Annual amount of allocated funding; percentage of women beneficiaries; satisfaction level of female members.

Practical Example: Allocating resources specifically for women within the annual budgets of certain European political parties.

Summary

These practical toolkits (Engaging – Complaints – Training – Electoral Support – Media – Funding) provide political parties with ready-to-use instruments, transforming broad recommendations into concrete, actionable steps that can be implemented and monitored with clear indicators.

7. Conclusion

This training guide is the result of a participatory research process that included national surveys and focused group discussions across Jordan's three regions. It directly gathered insights from women party members about their experiences and challenges within Jordanian political parties. The findings reveal that women's participation continues to face multiple barriers, starting with unstructured recruitment and inadequate capacity building, followed by a lack of financial and moral support, and culminating in limited opportunities to access decision-making positions. These challenges highlight a clear gap between the legal frameworks and state-led reforms on one hand, and the everyday practices within political parties on the other.

This guide does not merely provide a diagnostic description of the current situation; rather, it aims to serve as a practical tool for political parties to develop a more inclusive and equitable environment. The recommendations are directly linked to the findings of the survey and discussion sessions, giving them strength and legitimacy grounded in the voices of the women themselves, rather than external assumptions. This enhances the value of the guide as a living reference that can be used to formulate new party policies that address women's needs, leverage their potential, and open clear pathways to leadership.

The guide emphasizes that women's political empowerment cannot be separated from their economic and social empowerment. Women facing resource constraints are less able to sustain themselves and compete effectively within political parties. Building trust in the role of parties begins with establishing transparent communication channels, creating protection mechanisms against violations, and developing sustainable political education programs that enhance skills and readiness. Accordingly, the practical recommendations include: allocating budgets specifically for the women's sector, adopting clear electoral mechanisms for committee leadership positions, providing equitable electoral support, and directly integrating women into party decision-making processes.

This guide also highlights the need for broader partnerships with civil society organizations and universities to establish early political socialization programs and develop joint training platforms that enhance the readiness of young women and men to engage in party politics. Sustainable empowerment requires a comprehensive environment that begins with education and early socialization, continues through civic engagement, and culminates in party participation and decision-making.

In conclusion, this document goes beyond serving as mere training material; it is a roadmap for Jordanian political parties to transform into institutions that are more representative, equitable, and capable of embracing societal diversity. Translating this guide into practical reality means that women will no longer be marginal members but active leaders who contribute to shaping national policies, rebuilding public trust in political parties, and participating in the ongoing political modernization process in the Kingdom.

The future we aspire to is one in which women and youth participate equally alongside men—a future where political parties are genuine democratic institutions that not only reflect legal frameworks but also embody the values of justice, equality, and inclusion in every internal practice and political decision. This guide represents a first step toward that future, but it is not the final destination. Rather, it is an open invitation to political parties to build upon and continuously develop the principles outlined here, ensuring they remain vibrant and evolving—just as Jordanian women’s ambitions for leadership and change continue to grow.

Building on the above, this guide calls on all political parties in Jordan to adopt the recommendations and mechanisms outlined herein as integral components of their internal institutional development plans. Commitment to these recommendations is not optional or supplementary; rather, it is essential to strengthening public trust in political parties and ensuring their sustainability as genuine democratic platforms.

We recommend that political parties establish clear timelines for implementing the measures outlined in this guideline, including:

Review their internal regulations to incorporate policies for the empowerment of women and youth.

Establish specialized units or committees to systematically and sustainably address women’s issues within the institution.

Link party financial support to the level of commitment to gender equality and the representation of women in leadership positions.

Collaborate with civil society organizations to develop joint and ongoing training programs.

The adoption of this guideline represents a strategic opportunity for political parties to renew their public image and demonstrate their genuine commitment to the political modernization process led by the Kingdom. It also serves as a practical step toward building a party environment that is inclusive, equitable, and empowering for women, thereby strengthening their leadership presence and enriching the national political landscape.