



Concept Note

Organization Details:

Project Title	Hand In Hand
Organization Name	Arab Open university
Address	Jordan – Amman - Tariq
Website	www.aou.edu.jo
Telephone	00962-65630630
Contact Person	Name: Dr. Mohamed Hamouri
	Position: Business Development Director
	Telephone: 00965-24394105
	Mobile: 00965-92256272
	Email: m.hamouri@arabou.edu.kw
Registration Details	Type of Organization: Non-Governmental organization / Non-profit profit
	Country: Jordan
	Year of establishment: 2002

Project Summary:

The proposed project aims to establish a sustainable and innovative vertical farming system within shipping containers to generate funds for supporting students' education at the Arab Open University. Vertical farming offers an efficient and spacesaving method for growing crops in a controlled environment, making it ideal for urban areas with limited land resources. By leveraging this technology, the project aims to not only contribute to local food production but also provide a continuous source of funding to empower deserving students pursuing higher education.

Problem:

- 1. **Financial Barriers to Education:** One of the primary problems the project aims to solve is the financial barriers that many students face in pursuing higher education at the Arab Open University.
- 2. Limited Access to Sustainable Funding: The Arab Open University, might face challenges in obtaining sustainable and reliable funding sources to support financially challenged students. Traditional funding channels, such as government grants or private donations, may fluctuate or be insufficient to meet the institution's long-term goals.

Target area & Beneficiaries:

- Students at Arab Open University: The primary beneficiaries of the project are the students studying at the Arab Open University. The funds generated from the vertical farming initiative will be utilized to provide scholarships, grants, and educational support to deserving and financially challenged students.
- 2. Local Community: The project will have a positive impact on the local community. By providing fresh, locally grown produce through the vertical farming system. Additionally, the project may create employment opportunities for community members involved in the farming operations or distribution of the produce.
- 3. Arab Open University: The institution itself will benefit from the project as it will have access to a sustainable and reliable source of funding. The funds generated through the sale of the harvested crops will support various educational programs, research initiatives, and infrastructure improvements at the university,

- 4. Environment: Vertical farming systems are known for their resource efficiency and reduced environmental impact compared to traditional agriculture, such as conserving water resources, reducing greenhouse gas emissions, and minimizing the use of pesticides and fertilizers.
- 5. Educational Institutions and Researchers: The project may serve as a case study and model for other educational institutions or researchers interested in implementing similar vertical farming initiatives. It can provide valuable insights into the feasibility, challenges, and benefits of integrating vertical farming.

Goal:

- a) Establish a vertical farming system within containers to grow high-value crops, such as leafy greens, herbs, and microgreens, in an urban setting.
- b) Generate revenue through the sale of the produce to fund the education of deserving students.
- c) Provide hands-on learning opportunities for students involved in the project, fostering their skills in agriculture, entrepreneurship, and sustainable practices.
- d) Raise awareness about the benefits of vertical farming and its potential to address food security and environmental challenges in our community.

Outcomes:

- Financial Support for Students: The most significant outcome of the project is providing financial support to students studying at the Arab Open University. By generating revenue through the vertical farming system, the project aims to fund scholarships, grants, and educational programs.
- 2. **Sustainable Revenue Source:** The successful implementation of the vertical farming initiative will establish a sustainable and self-sufficient revenue source for supporting students' education.

- 3. Food Security and Local Produce: The project contributes to food security in the region by locally producing fresh and nutritious crops through vertical farming.
- 4. Environmental Sustainability: The project promotes environmental sustainability by adopting resource-efficient agricultural practices. Vertical farming systems typically use less water and land compared to traditional agriculture, resulting in reduced water usage, lower carbon emissions, and minimized ecological impact.
- 5. **Practical Learning Experiences:** The project provides valuable practical learning opportunities for students, by involving students in the day-to-day management and operation of the vertical farming system, they gain hands-on experience in innovative farming techniques, fostering their understanding of sustainable agriculture.
- 6. **Community Engagement:** The project encourages community involvement and engagement. Local residents benefit from access to fresh, locally grown produce, which can have positive effects on public health and nutrition.
- 7. Academic and Research Impact: The project's success may attract academic and research interest from other educational institutions and agricultural experts. It could serve as a model for integrating vertical farming with educational funding initiatives, inspiring similar projects in different regions to address financial barriers to education and promote sustainable agriculture.

Duration (Timeline)

 Project Planning and Feasibility Assessment: 	1 to 2 months
2. Site Selection and Preparation:	1 to 2 months
3. Container Modification and Infrastructure Setup:	from 3 to 6 months
4. Marketing and Sales Integration:	throughout the project's
	duration.
5. Educational Programs and Scholarship Management:	throughout the project's
	duration.

Approach:

- Feasibility Study: This study will analyze the market demand for specific crops, the potential revenue generation from vertical farming, the availability of resources (such as land, water, and energy), and the overall financial sustainability of the project.
- Site Selection: Identifying suitable locations for setting up the vertical farming containers. (AOU – Campus)
- 3. Vertical Farming Infrastructure: Order form Supplier, The container will be equipped with advanced hydroponic or aeroponic systems, LED lighting, climate control, and automated monitoring technology.
- Crop Selection: Selecting crops based on market demand, local preferences, High-yield and high-value crops will be prioritized to maximize revenue generation.
- 5. **Proof of Concept:** A successful pilot phase can serve as a proof of concept for potential stakeholders, doners, and the Arab Open University. Demonstrating positive outcomes and the viability of the project during the pilot can help garner support and secure funding for further expansion.

- Operational Management: The supplier will train eligible students to manage the day-to-day farming operations, ensuring proper crop cultivation, monitoring, and maintenance.
- 7. **Revenue Generation:** The harvested crops will be sold to local markets, restaurants, and supermarkets to generate revenue for the project. Developing partnerships and distribution channels will be crucial to ensure a steady income stream.
- 8. Scholarship Management: Establishing a transparent and accountable scholarship management system. This will involve defining criteria for student selection, managing the application and evaluation process, and disbursing funds to eligible students.
- 9. Educational Programs: Integrating educational programs within the project will provide practical learning opportunities for students.
- 10. **Community Engagement:** Engaging the local community is a key aspect of the project. Providing fresh, locally grown produce to the community fosters a sense of ownership and support for the initiative.
- 11. Monitoring and Evaluation: Implementing a robust monitoring and evaluation system will allow the project team to assess the project's progress, identify challenges, and make necessary adjustments for continuous improvement.
- 12. Sustainability and Expansion: Ensuring the sustainability of the project is vital. Exploring renewable energy sources and optimizing resource usage will contribute to the project's long-term viability. Additionally, the project may consider expanding to more containers or locations as it grows.

Project Staff:

1. Project Manager	AOU - Business Development manger
2. Agriculture and Vertical	The Supplier - Trained students
Farming Experts	
3. Financial Analyst	AOU - Business Development manger
4. Scholarships and Educational	AOU – Student affairs
Program Coordinator	
5. Community Engagement	AOU – Marketing and community
Specialist	engagement manger
6. Container Modification and	The Supplier - Trained students
Technology Experts	
7. Marketing and Sales Team	AOU – Marketing and community
	engagement manger
8. Operations and Maintenance	The Supplier - Trained students
Staff	
9. Data Analyst and Monitoring	AOU – Marketing and community
Specialist	engagement manger
10. Academic Liaison	AOU - Academic Liaison officer

Monitoring & Evaluation

- ✓ Set Clear Objectives
- ✓ Develop Indicators
- ✓ Establish Baselines
- ✓ Regular Data Collection
- ✓ Data Analysis
- ✓ Review Project Activities
- ✓ Engage Stakeholders
- ✓ Address Challenges and Adjustments
- ✓ Reporting and Communication
- ✓ Assess Impact
- ✓ Learning and Improvement
- ✓ Review and Reflect

Budget (Pilot)

Price range for one fully equipped container	\$50,000 – \$100,000
site cost	No – Cost
	AOU Campus

Sustainability:

- a) Empowering Students
- b) Enhanced Learning Opportunities
- c) Research and Innovation

- d) Sustainable Agriculture
- e) Community Engagement
- f) Collaboration Opportunities
- g) Technological Advancement

Project Impact:

- a) **Social Impact:** The Vertical Farming in Containers project will provide fresh, locally sourced food to the community, reducing dependence on imported produce and promoting sustainable agriculture practices.
- b) Economic Impact: The project will generate revenue through the sale of produce, creating employment opportunities and supporting students' education.
- c) Educational Impact: Students involved in the project will gain hands-on experience in sustainable agriculture, entrepreneurship, and business management.
- d) **Environmental Impact:** Vertical farming reduces the need for traditional agricultural land, conserves water, and minimizes the use of pesticides and herbicides, contributing to a more sustainable future.

Sustainable Development Goals (SDGs)



SDG 2: Zero Hunger - The project aims to provide fresh, nutritious, and locally sourced food to the community,

SDG 4: Quality Education - The project generates funds to support students' education at Arab Open University,

SDG 8: Decent Work and Economic Growth - The project creates employment opportunities through the operation and maintenance of the vertical farming systems and the sale of produce.

SDG 9: Industry, Innovation, and Infrastructure - The project embraces technological innovation by utilizing vertical farming systems within shipping containers.

SDG 11: Sustainable Cities and Communities - Vertical farming in containers addresses the challenges of limited agricultural land in urban areas.

SDG 12: Responsible Consumption and Production – By promoting local production and reducing the reliance on imported produce, the project encourages responsible consumption and production patterns.

SDG 13: Climate Action - Vertical farming reduces the need for traditional agricultural practices that contribute to deforestation and greenhouse gas emissions.

SDG 15: Life on Land - Vertical farming minimizes the need for agricultural land expansion, thus helping to preserve natural habitats and biodiversity.

SDG 17: Partnership for the goal – Which we do by partnering with your respected organization and other stakeholders.

Operating model

Operating Hand In Hand Project for a specific duration, followed by transferring the project to new students, can be an effective approach to sustain the Vertical Farming in Containers project while continuously supporting education at Arab Open University. Here's how this model can work:

By implementing this funding and transfer model, the Vertical Farming in Containers project can provide educational opportunities for multiple students over time while ensuring the continuity of the project's operations and impact. It allows a broader group of students to benefit from the project while fostering knowledge sharing and sustainability.

Thank you Hapag Lloyd For Considering this Proposal



On Sunday October 9, 2022, Hapag-Lloyd AG Jordan has proudly launched a CSR -Sustainability Initiative to spread environmental awareness in Aqaba, JO.see more



CC 207

3 comments • 3 reposts