

Corporate Social Responsibility of the Banking Sector: An Investment in the Nation and Its People

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In a world where economic and social challenges are mounting, the role of banking institutions is no longer confined to providing financial services and driving economic growth. It has extended far more deeply to encompass a direct contribution to building human capital, strengthening community stability, and supporting the broader course of national development. From this premise, the Jordanian banking sector has, over the past decades, established an advanced model of corporate social responsibility, one founded on a genuine partnership with the state and society, and on the conviction that sustainable development can be achieved only through the integration of roles and the channeling of resources toward the national priorities that have the greatest impact on the lives of citizens.

The Jordanian banking sector has proven that it is not merely an active economic sector, but a national partner that shoulders its responsibilities toward the nation and society with full commitment and awareness. Over the past decade, the contributions of banks in the field of social responsibility have exceeded approximately 350 million Jordanian Dinars, distributed across initiatives and programs spanning various fields.

The contributions of the Jordanian banking sector in the area of social responsibility have not been limited to direct financial support, but have extended to the launch and implementation of diverse developmental and community initiatives targeting various segments of society across all governorates of the Kingdom. Over the past years, banks have contributed to supporting the sectors of education, health, social protection, youth, culture, and sports through initiatives of tangible impact. Among the most prominent were the initiatives to support the education and health sectors with a value of 90 million Dinars, support for the Himmatt Watan Fund, support for the Ministry of Health's account, in addition to initiatives supporting the Ministry of Social Development, the Aman Fund for the Future of Orphans, the Student Fund at Al-Hussein Technical University, and the Martyr Mu'ath Al-Kasasbeh Scholarship, alongside support for the Jerash Festival, the Jordanian National Basketball Team, and numerous other national institutions and community initiatives. These initiatives have reflected the banking sector's commitment to its national and humanitarian role, and its dedication to channeling its contributions toward projects directly linked to improving citizens' quality of life and reinforcing social and economic stability in the Kingdom.

The banking sector has also devoted growing attention to empowering youth and promoting financial literacy and financial inclusion as fundamental pillars of sustainable development. Within this framework, the Association of Banks in Jordan launched Finapp.jo, a dedicated platform for financial awareness and education, alongside the implementation of financial awareness and education programs targeting youth across various governorates,

in partnership with national institutions such as the Central Bank of Jordan, the Crown Prince Foundation, and JoPACC. These efforts aim to enhance financial awareness and enable young people to manage their resources more effectively. The Association's efforts have also included the implementation of training and professional qualification programs for new graduates, most notably the Banking Qualification Program, which seeks to train and qualify 100 young men and women annually, raising their readiness for the labor market, with a commitment to employ no less than 60% of them within the banking sector. These initiatives have also extended to supporting entrepreneurship and small enterprises, farmers' programs, as well as environmental sustainability initiatives such as Green Footprints for paper recycling. All of which reflect the evolving concept of corporate social responsibility within the Jordanian banking sector and its alignment with national priorities.

Within this framework, the banks' initiative to support the education and health sectors stands as one of the largest community initiatives undertaken by the Jordanian banking sector. A total of 90 million Dinars has been allocated over three years to support developmental projects in the education and health sectors across the governorates of the Kingdom. This initiative was launched with a clear vision of channeling social responsibility contributions toward national projects of strategic impact – aligned with the Economic Modernization Vision and supporting investment in human capital as the cornerstone of growth and stability. It also aimed to establish an advanced model of partnership between the banking sector and the government, founded on integration, institutional coordination, governance, and transparency.

For the Jordanian banking sector, social responsibility is not a seasonal activity or a series of scattered initiatives; it is a deeply rooted institutional approach that reflects an advanced awareness of the sector's role in national development. In Jordan, the banking sector has always stood alongside the state and society in all circumstances and challenges, drawing upon a firm conviction that economic and social stability is a shared responsibility.

The banking sector understands that genuine investment begins with the individual, and that supporting education and health, empowering youth, and promoting financial literacy form the foundation for building a strong economy and a society that is more stable and more capable of confronting challenges.

The Jordanian banking sector continues to develop the concept of social responsibility in step with global changes and the Sustainable Development Goals; through a focus on sustainability, green finance, support for innovation and entrepreneurship, the promotion of financial inclusion, and the channeling of initiatives toward projects that generate long-term economic and social impact. This aligns with Jordan's aspirations and with the vision of His Majesty King Abdullah II bin Al-Hussein toward a more prosperous and sustainable future.

Today, as we reflect upon what has been accomplished, we take pride in the fact that the Jordanian banking sector has succeeded in presenting an advanced national model that combines economic strength with social responsibility, affirming that Jordanian banks are a true partner in building human capital and advancing the path of development. We likewise believe that the coming stage will require greater integration among the various sectors and a continuation of work in the spirit of partnership and responsibility, in order to ensure the sustainability of development and to achieve broader and deeper impact across all fields.

The Jordanian banking sector will remain committed to continuing this national approach and to strengthening its contribution to supporting society and the economy. Drawing upon a firm conviction that the strength of the nation, its stability, and its prosperity constitute a shared responsibility, and that investment in human beings is the greatest investment in the future. Investment in people will always remain the most sustainable investment, and the one with the deepest impact on the future of the nation.