Humanitarian Entrepreneurs Association

Humanitarian Entrepreneurs Association (HEA)

Where Entrepreneurship Meets Humanity

About Us

The Humanitarian Entrepreneurs Association (HEA) is a nonprofit cultural association established in Jordan in 2017. It empowers young people, women, and local communities through non-formal learning, skills development, entrepreneurship, volunteering, and cultural dialogue. HEA is guided by the belief that economic opportunities, knowledge, and community solidarity are interconnected tools for more inclusive and sustainable development.

The Association focuses its activities in Amman and underserved areas, including rural communities and Palestinian refugee camps, with particular attention to young people with fewer opportunities and women seeking to establish or develop small businesses.

Our Vision

A supportive and inclusive society in which young people and women have the knowledge, opportunities, and ability to turn their ideas into initiatives and projects that create lasting humanitarian and developmental impact.

Our Mission

To empower individuals and community-based organizations, particularly young people, women, and groups with limited access to opportunities, through practical training, entrepreneurship, volunteering, cultural dialogue, and partnerships, transforming local needs and challenges into opportunities for learning, work, and positive participation.

Our Values

Human dignity • Inclusion and equal opportunity • Solidarity and volunteering • Integrity and accountability • Creativity and initiative • Cooperation and respect for diversity

Our Strategic Objectives

- Strengthen young people’s employability, initiative, leadership, and community participation.
- Support women’s economic empowerment, small enterprises, and home-based businesses.
- Build the capacity of local organizations in planning, project management, and proposal writing.
- Promote a culture of volunteering, intercultural understanding, and acceptance of others.

- Build local and international partnerships that create opportunities for learning, exchange, and community service.

Target Groups and Geographic Scope

Young people, particularly those with fewer opportunities; women and owners of home-based and small enterprises; volunteers; community-based organizations; rural communities; residents of Palestinian refugee camps; and Syrian refugees. The Association works across Jordan, with a particular focus on the Capital Governorate, and reaches remote and underserved areas according to the nature of its programs and partnerships.

Areas of Work and Programs

Economic Empowerment and Entrepreneurship

Training in generating business ideas, developing business models, marketing, business plans, feasibility studies, and managing small enterprises.

Organizational Capacity Building

Training staff and teams in needs assessment, initiative design, project proposal writing, and the development of objectives, activities, and indicators.

Youth, Leadership, and Volunteering

Developing life skills, leadership, initiative, and teamwork, and carrying out community service activities.

Culture and Dialogue

Dialogue and awareness sessions on acceptance of others, diversity, active citizenship, and cultural participation.

Awareness and Protection

Workplace training and awareness activities addressing gender-based violence and harassment, as well as prevention and response mechanisms, according to the scope of the relevant partnerships and programs.

Selected Achievements and Experience

- Reached more than 1,500 beneficiaries since the Association was founded.
- Collaborated with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ Jordan) to train women from Palestinian refugee camps in business start-up, marketing, business planning, and feasibility studies for their enterprises.
- Collaborated with the Greater Amman Municipality to train municipal employees in proposal writing and strengthen their capacity to plan development initiatives.

- Delivered cultural and awareness sessions and activities, including intercultural dialogue and acceptance of others, in cooperation with local stakeholders.
- Delivered training and capacity-building activities in entrepreneurship, leadership, and volunteering in local communities within Amman and beyond its urban center.
- Obtained the European Solidarity Corps (ESC) Quality Label in September 2026 in the context of individual volunteering, opening opportunities to develop international volunteering opportunities and partnerships in accordance with the program's requirements.

Examples of HEA Initiatives and Projects

- Bridges of Dialogue: Volunteerism and Intercultural Understanding.
- Pulse of the Green Earth / Hand in Hand Towards a Greener Tomorrow.
- Above the Summits of the Clouds: Youth leadership and skills development activities.

Partnerships and Institutional Cooperation

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ Jordan)

Cooperation in the economic empowerment of women from Palestinian refugee camps through training in business start-up, marketing, business plans, and feasibility studies.

Greater Amman Municipality (GAM)

Building employees' capacity to develop and write project proposals.

IRADA Program

A partner in local development, entrepreneurship, small-enterprise support, and community capacity building. The specific details of joint activities are determined by the records of implemented programs.

Jordanian Ministry of Culture

Cooperation on cultural lectures and awareness activities addressing intercultural dialogue, acceptance of others, and underserved communities.

Ministry of Water and Irrigation

Training experience related to awareness of gender-based violence and harassment in the workplace.

International Partners and Networks

Professional relationships and cooperation with organizations such as CSV Brescia and Atelier Europeo in Italy, along with engagement and capacity building through SALTO EuroMed and the European Solidarity Corps.

HEA Team and Governance

Leadership and Governance

Zaid Attar — Founder and President: A development consultant and certified entrepreneurship trainer with more than 20 years of experience in local development, community capacity building, small-enterprise development, feasibility studies and proposals, and the empowerment of young people and women. He holds a master's degree in Sociology and Development from Brigham Young University and a bachelor's degree in Archaeology from the University of Jordan. His experience includes the IRADA Program and training in the EMPRETEC methodology.

Diyab Zaanin — Vice President: A civil engineer and certified entrepreneurship trainer in the EMPRETEC methodology, with approximately 25 years of experience in establishing and managing companies and projects, business development, marketing, and entrepreneurial mentoring. He holds a bachelor's degree in Civil Engineering from Jordan University of Science and Technology and has founded several businesses, including the DAL platform for creators and artisans.

Executive and Technical Team

Dr. Samir Hussein Attar — Projects Manager: A development and program management specialist with more than 24 years of experience in livelihoods, youth economic empowerment, small enterprises, development planning, and resource mobilization. He has held leadership positions at the Jordanian Hashemite Fund for Human Development (JOHUD) and the Ministry of Planning and International Cooperation. He holds a PhD in Sociology and the Project Management Professional (PMP) credential.

Sanaa Ali Mousa Ibrahim — Programs Coordinator: A specialist in clinical psychology, protection, and mental health and psychosocial support, with more than 15 years of experience in humanitarian work, program coordination, case management, and team capacity building. She has worked with Médecins Sans Frontières (Doctors Without Borders), CARE International, and Relief International. Her experience includes child protection, response to gender-based violence, and psychological first aid. She holds a bachelor's degree in Psychology from Yarmouk University.

Operating Arrangements and Governance

The responsibilities described in the professional profiles are distributed among the President, Vice President, Projects Manager, and Programs Coordinator. The Association also engages trainers, facilitators, volunteers, and implementing partners according to each activity's requirements. Operational follow-up is based on needs identification, planning, implementation, documentation, and evaluation, with due regard for integrity, accountability, and beneficiary protection. This paragraph does not constitute an exhaustive list of the members of the administrative board or a formal description of the Association's approved statutory structure.

Our Approach

Identify community needs; design practical training appropriate to each target group; implement activities collaboratively with partners; document activities and assess learning; and follow up on opportunities to sustain results.

Our Capacity for International Cooperation

HEA combines local experience and an understanding of the needs of groups with limited access to opportunities with an aspiration to create spaces for volunteering and intercultural learning. The ESC Quality Label supports the development of individual volunteering programs built around mentoring, learning, protection, and follow-up, in line with the program's applicable terms and procedures.

Proposed Areas of Cooperation

Training of trainers; women's economic empowerment; small-enterprise development; youth skills and leadership; capacity building for associations and institutions; volunteering and intercultural dialogue initiatives; and community-based environmental activities.

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