



# Nourishing Tomorrow: A Call for Cross-Border Food Security Innovations

# Introduction

Food security is a pressing global challenge, amplified by climate change, political instability, and socioeconomic disparities. The "Jordanian-Israeli Food Security: A Road Map of Potential Collaboration" paper highlights that effective food security strategies must encompass availability, accessibility, utilization, and stability, with a strong emphasis on community-led initiatives and private sector engagement.



This Call for Proposals seeks innovative, private sector-driven solutions that foster cross-border collaboration in food security between Jordan and Israel, building resilience and promoting sustainable development in the region.

# Key Takeaways from "Jordanian-Israeli Food Security: A Road Map of Potential Collaboration"

The paper underscores several critical insights:

## Regional Vulnerability and Shared Challenges

Both Jordan and Israel face significant food security challenges due to arid climates, limited water resources, and growing populations. Peripheral border communities are particularly vulnerable to disruptions.

## The Power of Local Communities and the Private Sector

While national governments play a role, the paper emphasizes that local communities and the private sector are pivotal in enhancing food security and resilience, especially during crises. Their involvement can bridge structural gaps and ensure continuity.

## Missed Opportunities in Cross-Border Collaboration

Despite shared challenges and a history of environmental cooperation, there's a lack of formal, explicit cross-border food security strategies between Jordan and Israel at the governmental level, leading to missed opportunities.

## Potential for Tangible Projects

The paper identifies concrete avenues for collaboration, such as shared food security emergency supply banks in border regions and systematic agricultural cooperation based on market analysis and local assets.

## Role of External Stakeholders

Development Finance Institutions (DFIs) and Gulf countries (e.g., UAE, Saudi Arabia) have a vested interest and significant potential to support and benefit from enhanced regional food security cooperation through investments, trade facilitation, and risk mitigation.

## Trust Building through Non-Governmental Efforts

Given the complex political relationship, cooperation facilitated by non-governmental actors, local authorities, and the private sector is more feasible and can build essential trust for broader regional stability.



# Call for Proposals: Innovative Solutions for Cross Border Food Security Collaboration along the Jordan Valley

We invite proposals for initiatives for cross-border collaboration that address food security challenges along the Jordan valley region, with a clear private sector linkage or partnership. Projects should be designed to enhance food security dimensions (availability, accessibility, utilization, stability) while fostering resilience and promoting sustainable practices, particularly in border regions.



# Proposal Requirements (Maximum 3 pages)

1

## Problem Statement

Clearly articulate the food security challenge(s) your project aims to address, referencing insights from the "Jordanian-Israeli Food Security: A Road Map of Potential Collaboration" paper.

2

## Proposed Solution and Activities

Detail your innovative solution or project outlining specific activities, methodologies, and how it contributes to enhancing food security in a cross-border context. The proposal must indicate how it includes cooperation between stakeholders from at least two of the three stakeholder groups: Israelis, Jordanians and Palestinians.

3

## Private Sector Linkage/Partnership

- Clearly describe how the private sector is involved in your project (e.g., as a lead implementer, co-investor, technology provider, market linkage, distribution partner, etc.).
- Explain the role and value proposition for the private sector entity/entities.
- Demonstrate a clear business rationale or sustainable economic model for private sector engagement.

4

## Expected Outcomes and Impact

Quantify (where possible) the anticipated short-term and long-term impacts of your project on food security, community resilience, economic development, and regional cooperation.

5

## Team and Partnerships

Briefly describe the core team members and their relevant expertise. Please include a CV or LinkedIn profile.

# Selection Criteria for Best Proposals



## Innovation and Feasibility

The originality and creativity of the proposed solution, combined with its practical feasibility and clear implementation plan within the given context.



## Strength of Private Sector Linkage

The clarity, depth, and sustainability of the private sector's involvement, including a compelling business case or economic model. Preference will be given to proposals where the private sector is a core driver or significant partner.



## Potential for Impact and Scalability

The demonstrable potential for the project to create significant, measurable impact on food security and resilience, and its potential for future scaling or replication.



## Team Expertise and Partnerships

The relevant experience and qualifications of the project team, and the strength of cross-border and cross-sectoral partnerships.




# Ideation Seminar in Cyprus



Selected proposals will be invited to an exclusive in-person ideation workshop with industry leaders and regional cooperation experts. This seminar will be held in Cyprus in November 2025 (specific dates to be announced to selected participants).

The seminar will provide a unique opportunity to refine proposals, explore funding avenues, and forge strategic partnerships.

# A briefing Webinar for interested participants will be held on August 20th, 2025

 Please send your proposal and any other related questions to [ludwig.hemel@gmail.com](mailto:ludwig.hemel@gmail.com)





Deadline for proposal  
submissions: September 13th.

We look forward to  
receiving your  
innovative proposals  
that will help nourish  
tomorrow in the  
Jordan-Israel border  
region!

