

Saving WG Action Plan

National Goals	Sub-Goals	Targets	Strategic Measures	Activities	Timelines	Deliverables (Outputs)	Outcome Indicators	Stakeholders				Synergies with other Working Groups						
								Responsible	Accountable	Consulted	Informed	Payments & Transfer	Finance from banks	Finance from non-banks	Consumer Empowerment & Market Conduct	Insurance		
<p>Increase the usage by individuals and MSMEs of diverse financial products and services offered by formal financial institutions, including finance, saving, payment and transfer, and insurance.</p>	<p>Increase the adults' saving rate in formal financial institutions from (4.3%) in 2022 to (10%) by the end of 2028.</p>	<p>Increase the formal saving rate for women from (3.3%) in 2022 to (8.9%) by the end of 2028.</p>	<p>Diversify product offering marketed explicitly towards women through banks.</p>	<p>1. Mapping of saving products from supply side for all targeted categories.</p>	<p>Q2/ 2025</p>	<p>A report showing the banks that have savings products specifically for women from the banks that do not.</p>	<p>Formal saving rate for women</p>	<p>- CBJ - Banks - Association of Banks in Jordan</p>	<p>CBJ</p>	<p>Association of Banks in Jordan</p>	<p>Supply side</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>√</p>	<p>-</p>		
				<p>2. Classify and analyze data from banks according to the mapping to determine women's needs.</p>														
				<p>3. Evaluate the related information and to assess each bank needs</p>	<p>Q4/ 2025</p>													
				<p>4. Launch friendly and flexible saving features or products targeted to women or to specified category of women based on the analysis.</p>	<p>Q3/ 2026</p>													
				<p>5. Conduct wide promotions by banks to educate women about their current or new products.</p>	<p>Q2/ 2027</p>													
			<p>Develop saving products marketed towards women through PSPs companies.</p>	<p>1. Review CBJ laws and regulations regarding allowing the PSP's to accept deposits and pay interest.</p>	<p>Q1/ 2025</p>	<p>Modified laws and regulations if applicable</p>	<p>Number of saving products marketed toward women through PSP's</p>	<p>- CBJ - PSP's</p>	<p>CBJ</p>	<p>- Orange Money - Zain Cash</p>	<p>PSP's</p>	<p>√</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>
				<p>2. Modify laws and regulations if needed and applicable.</p>	<p>Q4/ 2025</p>													
				<p>3. Encourage PSP's to make analysis of women categories</p>	<p>Q1/ 2026</p>													
<p>4. Launch products targeting those categories accordingly</p>	<p>Q4/ 2026</p>																	

		Increase saving account ownership in banks for women from (6.7%) in 2022 to (9%) by the end of 2028.	Digitalize the saving groups to facilitate women's transition from the informal to the formal financial system, especially women in rural areas.	1. Mapping the main players in formal saving groups field (peer to peer lending and saving apps, mobile saving platforms (such as CARE International)). 2. Analyze the needs and challenges. 3. Collaborate with these companies to overcome challenges faced by them and to meet women's needs in formal saving groups and promote formal saving groups.	Q4/ 2025 Q4/ 2026	Research (mapping)	Saving account ownership in banks for women	- PSP's - Saving groups companies	CBJ	-	-	√	-	-	-	-
		Increase the formal saving rate for refugees from (0%) in 2022 to (1%) by the end of 2028.	Develop accessible and affordable products and accounts that encourage saving in collaboration with the PSPs. Improve mobile wallet to encourage refugees to save by offering the option to save a small amount of their remittances when received, in collaboration with PSPs.	1. Review laws and regulations issued by CBJ related to developing saving products by PSPs 2. Modify laws and regulations if needed and applicable. 3. Encourage PSPs to develop saving products targeting refugees. 4. Develop new products for refugees and promote it.	Q1/ 2025 Q4/ 2025 Q1/ 2026 Q4/ 2026	Modified laws and regulations if applicable	Number of saving products for refugees through PSP's	- CBJ - PSP's	CBJ	-	-	√	-	-	-	-
		Increase the formal saving rate for youth from (2.6%) in 2022 to (7.7%) by the end of 2028.	Develop saving products for youth (Banks).	1. Conduct the above mentioned mapping for the segment "youth". 2. Classify and analyze data from banks to determine youth's needs for developing new saving products. 3. Evaluate the related information and to assess each bank needs. 4. Launch new products targeting the youth or specified category of the youth based on the analysis. 5. Conduct wide promotions by banks to educate youth about their current or new products.	Q2/ 2025 Q4/ 2025 Q3/ 2026 Q2/ 2027	Supply side mapping	Number of new saving products for youth	- CBJ - Banks	CBJ	-	-	-	-	-	-	-

			<p>1. Review laws and regulations regarding allowing the PSP's to accept deposits and pay interest.</p> <p>2. Modify laws and regulations if needed and applicable</p> <p>3. Encourage PSP's to make analysis for youth categories</p> <p>4. Launch products targeting those categories accordingly.</p>	<p>Q1/ 2025</p> <p>Q4/ 2025</p> <p>Q1/ 2026</p> <p>Q4/ 2026</p>	Modified laws and regulations if applicable	Number of new products launched	- CBJ - PSP's	CBJ	-	-	√	-	-	-	-
		<p>Increase saving account ownership in banks for youth from (5.6%) in 2022 to (8.5%) by the end of 2028.</p>	<p>1. Collect data on Basic Bank Account.</p> <p>2. Study the ability to create saving feature in Basic Bank Account with banks</p> <p>3. Create saving feature in Basic Bank Account (if applicable).</p> <p>4. Promote the new features of the Basic Bank Account.</p>	<p>Q2/ 2025</p> <p>Q1/ 2026</p> <p>Q1/ 2027</p>	Data analysis on BBA	Saving account ownership in banks for youth	CBJ	CBJ	-	-	-	-	-	√	-
		<p>Increase the formal saving rate for the bottom 40% from (1.7%) in 2022 to (4.3%) by the end of 2028.</p>	<p>1. Define a clear definition for the bottom 40%.</p> <p>2. Conduct the above mentioned mapping.</p> <p>3. Evaluate the related information to assess bank and JPSF needs.</p> <p>4. Launch new products targeted bottom 40%.</p> <p>5. Encourage the JPSF, banks to increase the marketing for their products.</p>	<p>Q2/ 2025</p> <p>Q4/ 2025</p> <p>Q4/ 2026</p> <p>Q2/ 2027</p>	Supply side mapping	Number of new products launched for bottom 40%	- CBJ - Banks - PSP's - JPSF	CBJ	-	-	-	-	-	-	-

		Increase saving account ownership for the bottom 40% in banks from (4.3%) in 2022 to (6%) by the end of 2028.	Improve mobile wallets and digital tools to encourage the bottom 40% to save in collaboration with PSPs.	1. Review laws and regulations regarding allowing the PSP's to accept deposits and pay interest. 2. Modify laws and regulations if needed and applicable. 3. Encourage PSP's to make analysis for bottom 40% categories 4. Launch products targeting those categories accordingly.	Q1/ 2025 Q4/ 2025 Q1/ 2026 Q4/ 2026	- Supply side mapping - Modified laws and regulations -if applicable-	Number of new products launched	- CBJ - PSP's	CBJ	-	-	√	-	-	-	-
Increase MSMEs saving rate in formal financial institutions from (15%) in 2022 to (20%) by the end of 2028.		Increase saving accounts/ products ownership for formal MSMEs from (11.6%) in 2022 to (17%) by the end of 2028.	Introduce new saving products by banks designed explicitly for MSMEs.	1. Conduct the above-mentioned mapping.	Q2/ 2025	Supply side mapping	Number of new products launched	- CBJ - Banks	CBJ	-	-	-	-	-	-	-
		Increase term deposit accounts/products ownership rate for formal MSMEs from (5.3%) in 2022 to (8%) by the end of 2028.	Promote using various digital platforms to promote saving / micro-saving in collaboration with financial institutions.	2. Evaluate the related information.	Q4/ 2025											
		Increase certificate of deposit accounts/products ownership rate for formal MSMEs from (5.2%) in 2022 to (8%) by the end of 2028.	Identify obstacles that the MSMEs may encounter regarding opening saving accounts and introduce necessary regulatory reforms.	3. Launch new products targeted to MSMEs.	Q4/ 2026											
		Increase bond product ownership for formal MSMEs from (4%) in 2022 to (6%) by the end of 2028.		4. Conduct wide promotions by banks and PSP's to educate the MSMEs about their current or new products.	Q2/ 2027											

<p>Increase the saving tools/ products and digital solutions provided by different institutions available to the public (Individuals and MSMEs).</p>	<p>Increase the number of saving products from (50) in 2022 to at least (58) by the end of 2028.</p>	<p>Launch new saving products /accounts in collaboration with the Jordanian banks and other financial institutions (Hajj Fund, JPSF).</p>	<p>1. Collect data on the existing digital platforms and services offered by JPSF and Hajj Fund.</p>	<p>Q4/ 2025</p>	<p>Existing products mapping</p>	<p>Platform and products launched</p>	<p>- JPSF - Hajj fund</p>	<p>CBJ</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>
		<p>2. Identify the key features that would encourage saving.</p>	<p>Q1/ 2026</p>												
		<p>Develop a digital platform (e.g., app) to enhance saving and support saving habits in collaboration with Hajj Fund and JPSF</p>	<p>3. Develop digital platform that offer easy access to saving accounts.</p>	<p>Q1/ 2027</p>											
			<p>4. Implement features such as goal setting, automated saving transfers, and personalized recommendation based on user behavior</p>												
	<p>Develop two saving products through sandboxes and incubators by the end of 2028.</p>	<p>Develop saving products in collaboration with JOIN Fincubator and other players in the FinTech sector.</p>	<p>1. Collaborate with JoPACC to study the possibility of developing saving products.</p>	<p>Q4/ 2025</p>	<p>Saving products</p>	<p>Number of saving products through JOIN Fincubator and other players in the FinTech sector</p>	<p>- CBJ - JoPACC</p>	<p>CBJ</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>	<p>-</p>
			<p>2. Developing saving products depending on the needs of NFIS targeted segments.</p>	<p>Q2/ 2027</p>											