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 [@trainingsela](#)
 [sela company](#)

About the Company

The company was founded in 2015 by five members of the communities living in the surroundings of the World Heritage site of Petra (Reg.# 712/2015).

The company aims at protecting cultural heritage, building capacities within communities living in the surroundings of heritage and archaeological sites and enabling sustainable preservation of cultural heritage by promoting the active involvement of the host communities in its protection.



OUR APPROACH

SELA aims to provide onsite training opportunities in CRM and raising awareness programs in order to build and improve local capacity for a more sustainable future for the Jordanian heritage.

OUR CORE VALUES

SELA promotes integrity and respect for individuals. We believe in gender equality and community empowerment. We promote individual responsibility and team work. We adopt best practice in fieldwork.



Our board of trustees

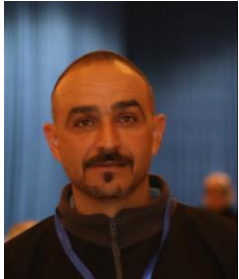
Maria Elena Ronza - President

Naturalized Jordanian, Maria Elena is an architect and an archaeologist. She served on numerous archaeological and conservation projects in Jordan. Her career focuses on community engagement in heritage management.



Ahmad Almousah – Vice President

Ahmad is a conservation technician with 20+ years of experience in archaeological excavation and conservation project.



Shaker Alfuqara

Shaker has been involved in archaeological projects since 2013. In 2019, he started working as trainer in archaeological sites landscape rehabilitation. He is an active member of his community.



Bassam Alfaqeer

Bassam has been involved in archaeology since a very young age. He served on several archaeological projects in Petra.



Arwa Badran

Trained as an archaeologist at the University of Jordan, before gaining her MA and PhD from Newcastle University, focusing on community engagement and introducing museums in school curricula.



Carole Guertler

Carole Guertler is an independent consultant in sustainable development, cultural and creative economies and media, in the areas of philanthropy, NGO/NPO work, social impact entrepreneur-ship and CSR.



Aren Labianca

Has a background in labor rights and archaeology and has worked in the international development sector since 2013. He is currently serving in a diplomatic posting at the Representative Office of Norway to the Palestinian Authority.



Shifa Zghoul

Shifa is an Architect, Designer, and Researcher. Her research interests focus on Cultural Heritage as a tool for Rural Sustainable Development in Jordan. She has expertise in Public Participatory Planning and Community outreach.

Hazem Malhas

Ex- Jordanian Minister of Environment until November 2010. Before his ministerial post, Hazem was the CEO of Optimiza. Hazem is active in the fields of preservation of archeological heritage, environment, charitable and educational institutions.

Our advisory board



Training offer

Sela proposes three different on-the-job training programs as follows:

Certified Training Courses (CTC)

The courses are designed to form field technicians.

Each CTC module has a correspondent professional or technical figure within the job market. This allows access to the job market even if not all modules are completed and allows for building up skills as advancing in the carrier.

Specialized Training Courses (STC)

These courses are designed to equip university students and young professionals with field experience and specific skills. Students can combine the hands-on training with different soft skills, including mnagement, languages etc...

Job Targeted Courses (JTC)

Job targeted courses are designed on a project by project basis and aim at equipping trainees with specific marketable skills.



Certified Training Courses



Conservation Technician

- » Junior Conservation Technician
- » Practicum (Six Months)
- » Conservation Technician
- » Practicum (Six Months)
- » Skilled Conservation Technician
- » Practicum (Six Months)
- » Senior Conservation Technician

Landscape Rehabilitation Technician

- » Junior Landscape Rehabilitation Technician
- » Practicum (One Month)
- » Senior Landscape Rehabilitation Technician

Documentation Specialist

- » Archaeological Draftman
- » Objects Draftman
- » Practicum (Three Months)
- » Documentation Assistant
- » Documentation Specialist

Archaeological Excavation Technician

- » Junior Excavation Technician
- » Excavation Technician
- » Practicum (Six Months)
- » Senior Excavation Technician



Specialized Training Courses

Conservation

- » Mortar Repair
- » Pottery Conservation
- » Mosaic Conservation
- » Wooden Objects Conservation
- » Metal Objects Conservation
- » Glass Objects Conservation
- » Plaster Conservation

Documentation

- » Objects Documentation and Registration
- » Archaeological Documentation
- » Photogrammetry 1
- » Photogrammetry 2

Archaeological Excavation

- » Harris Matrix
- » Pottery Reading
- » First Aid Treatment of Archaeological Artifacts



Structural projects

Jordanian Archaeology as a Sustainable Industry - JASI

2022
2025

The project **objective** is **increasing employment of Jordanian jobseekers** in the CRM sector through the establishment of a scalable model that combines capacity development, job creation, project implementation, community activities, and awareness raising by introducing a multidisciplinary training approach to form teams able to implement CRM projects from inception to completion.

Learning from Multicultural Amman: Engaging Jordan Youth

2019
2021

The project aims at **improving the educational impact of museums** in Jordan through the publication of guidelines for the museum sector in Jordan, the development of activities and educational tools for school age children to be used in schools and museums, and through the establishment of the Jordan Museum Association.

Employment Through Heritage Project - EHP

2018
2022

The **overarching objective** is the **formalization of the CRM sector** in Jordan through the introduction of new Regulations for CRM projects in Jordan, the formation of a skilled workforce of Jordanian jobseekers, and their placement within the sector.

Employment Through Heritage Project - EHP

Press

Project offers vocational training in cultural heritage

Local NGO builds programme to train Jordanians in archaeology

Objective 1 - Develop a CRM employment sector

Objective 2 - Create a corps of formally trained and certified Jordanian CRM jobseekers

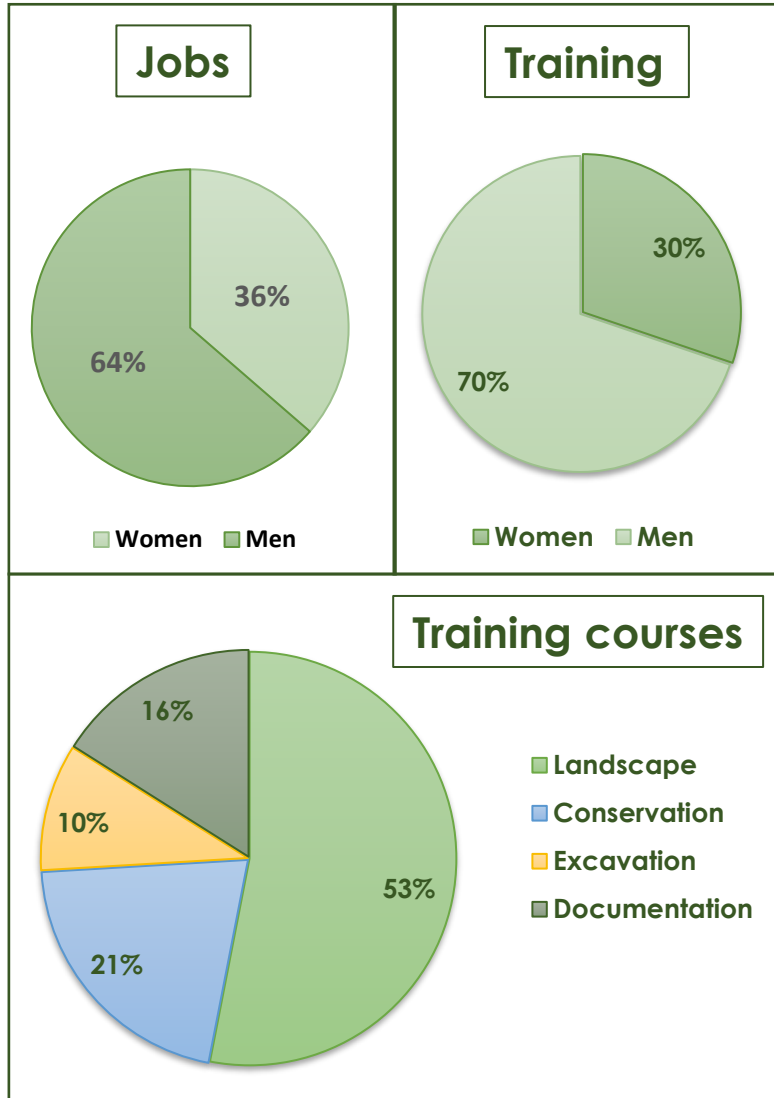
Objective 3 - Certified CRM personnel are employed by Sela and Community of Practice

- Introduction of a **new legal framework** for **CRM** workers in Jordan
- **Legalization of work relations** in a sector that privileges short-term unregistered verbal agreements
- Definition of **21 new professional and technical job profiles**
- **Registration** of the new profiles **into the governmental system** to increase specialization and work quality in the CRM field.
- **Training and certification** of Jordanian CRM jobseekers
- Creation of an **online open access database** to help CRM projects to recruit professional and technical staff.



[Click here for a short video about the project](#)

Employment Through Heritage Project - EHP



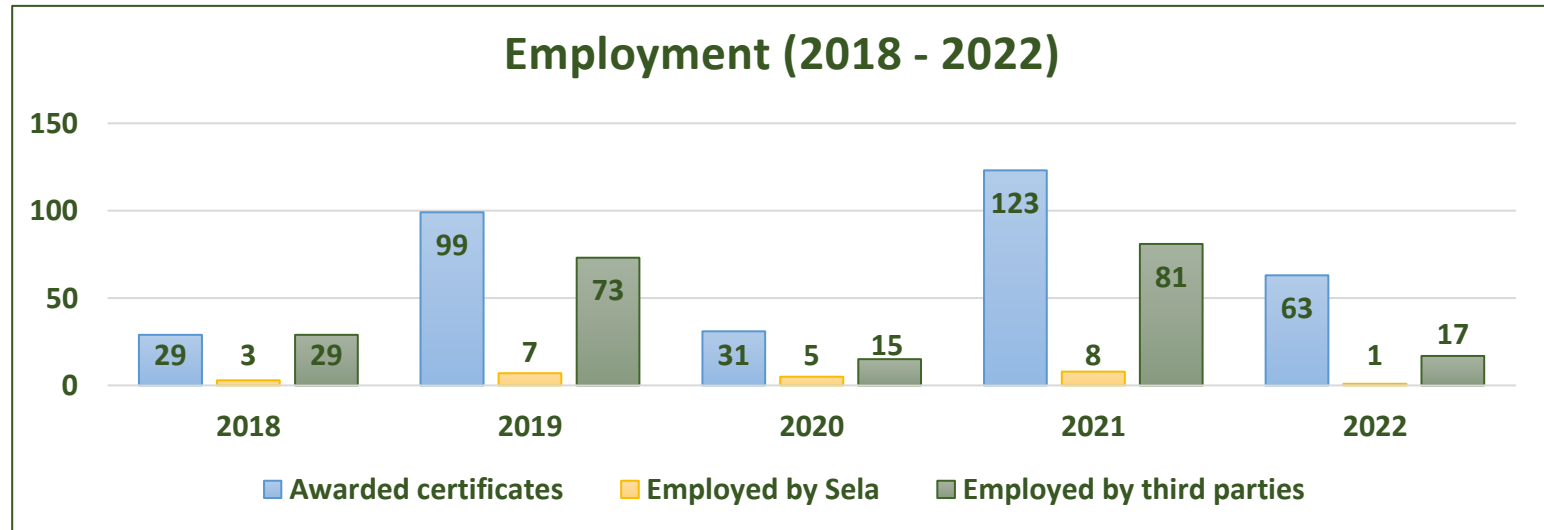
Training and job creation (2018 – 2022)

400+ Community Members trained in **19** Different Communities

45+ National university students

30+ International university students

200+ jobs (long and short term) within **35** national and international projects



Learning from Multicultural Amman: Engaging Jordan's Youth

Press

[How 'pre-conceived notions' are hindering access to heritage](#)

The **overarching objective** of the project is the improvement of the educational impact of museums in Jordan through the publication of **guidelines for the museum sector in Jordan**, the development of **activities and educational tools for school age children** to be used in schools and museums, and through the establishment of the **Jordan Museum Association**.

Objective 1 – Identification of good practice for engaging school children and university students in learning about their multicultural pasts through Jordanian museums, and for creating and sustaining successful working partnerships between museums, schools and universities.

Objective 2 - Development and delivery of a tailor-made museum education training programme for Jordanian museum staff, school teachers and university lecturers on the use of museums and their collections to engage young people with their cultural heritage, and on working in professional partnerships for mutual benefit.

Objective 3 - Development and implementation of a set of educational activities and events (including the application of digital technologies to cultural heritage), led by museum staff in collaboration with school teachers and university lecturers, intended to engage Jordanian school children and university students with museums and with their multicultural past.

Objective 4 – Evaluation of these activities and events to create and share museum learning guidelines on how to make effective use of museum and heritage resources to engage young people in learning about their multicultural past

Objective 5 - Use of the project's outcomes to advocate to policy makers the benefits of museums and heritage for community engagement and education, and the value of professional partnerships to support such engagement within the museum and education sectors.



Learning from Multicultural Amman: Engaging Jordan's Youth

Press

"كرم ويد هرقل" قصة للتوعية بالتراث



Tailor-made museum education activities – Sela designed and produced a series of educational tools customized for four different Jordanian museums. Each transparent box is filled in with colored sand representing different archaeological layers and miniature replicas of artifacts and it is completely sealed. The box is accompanied by an activities booklet to be distributed to children during visit at museums.

Set of educational activities – Sela developed the “Little Archaeologist Program”. It brings the experience of an archaeological site to schools and social centers. The materials and supplies needed to perform the archaeology-themed activities are designed to be easy to transport (all tools and equipment for a classroom of 25-30 children fit in the back of a pick-up truck), easy to mount and to dismantle, durable and reusable multiple times.

Publication of archaeology-themed children book - Sela worked with the Jordanian writer Rasha Dababneh to produce a heritage-themed book series for children. The books are illustrated by two talented young Jordanian, Ms. Safa Aboudoush and Ms. Ghaida Breighish. Four books were published since the launch of the first book in April 2021.

Heritage-themed community-based products development – Sela worked at the development of heritage-based toys for children of different ages. Several products were developed and tested, and one made the market.

Set of educational activities



With the “Little Archaeologist” program, Sela brings the experience of an archaeological site to schools and social centers. The materials and supplies needed to perform the archaeology-themed activities are designed to be easy to transport (all tools and equipment for a classroom of 25-30 children fit in the back of a pick-up truck), easy to mount and to dismantle, durable and reusable multiple times. Sela has offered those activities to different national and international institutions, including schools (Hesban 2019), social centers (Hesban 2019, 2020, 2021), governmental institutions (Petra 2021), NGOs (Amman 2021), foreign institutions (Hesban 2018, Faynan 2021)



سلسلة اكتشاف الأردن مع كرم

كرم و بسام يكتشفان المواقع الاثرية في
الاردن



[Author takes children on a tour of Jordan's archaeological treasures](#)

["اكتشف الأردن مع كرم" سلسلة قصصية للأطفال تخطها الكاتبة الدبابنة](#)

Publication of archaeology-themed books

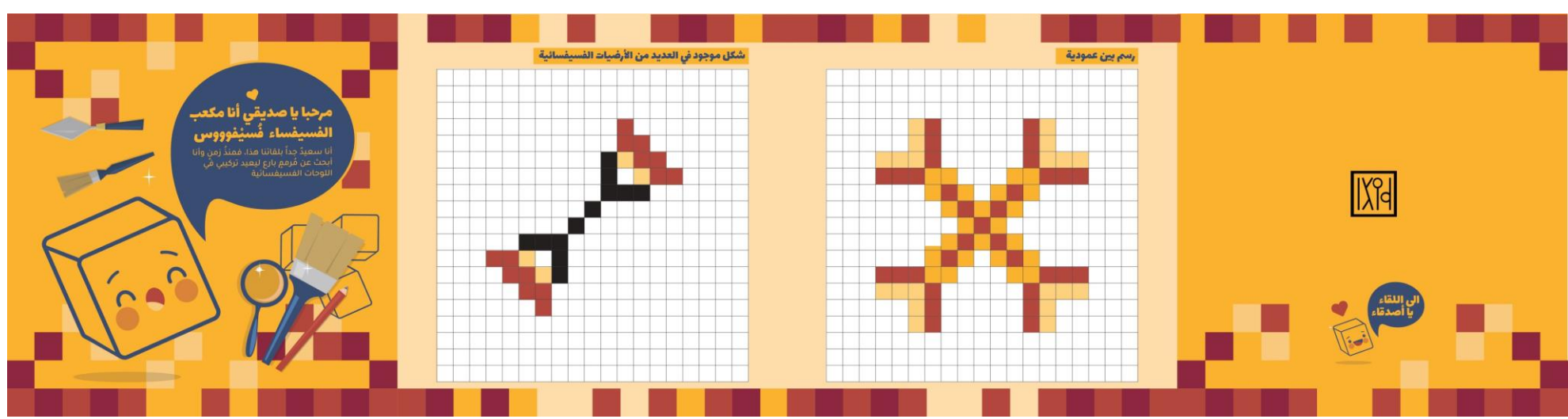
Rasha Dababneh is producing a series of books set at different sites in Jordan.

The book series targets 6-8 years old children and aims at engaging them with the Jordanian heritage by telling stories set at different sites in Jordan. The main character, Karam, discovers the marvels of Jordan with his grandmother, Na'ama, who is an archaeologist herself.

The first book about the Amman Citadel was launched on April 20th, 2021. It is the story of Karam visiting Amman Citadel and interacting with the giant Hand of Hercules that lies there beside the Temple. His grandmother explains to Karam about the fascinating science of archaeology.

The books are distributed and marketed by Entimaa', an initiative aiming at raising funds for the preservation of Jordanian heritage.

[Click for Rasha Dababneh interview with Jordan TV](#)



Heritage-themed community-based products development

Sela collaborates with Entimaa' to raise funds for the protection of cultural heritage. Entimaa' offers archaeology-themed toys and other products. Entimaa' reinvests 25% of the net profit into the protection of cultural heritage in Jordan.

Press

Jordanian Archaeology as Sustainable Industry project comes into being

The **overarching objective** is **increasing employment of Jordanian jobseekers** in the CRM sector through the establishment of a scalable model that combines capacity development, job creation, project implementation, community activities, and awareness raising by introducing a multidisciplinary training approach to form teams able to implement CRM projects from inception to completion.

3 Components

Component 1 – Building capacity and job creation

Training and employment of three multidisciplinary teams of professionals and technicians in Petra in cooperation with PDTRA.

Component 2 – Design and implementation of a conservation project - Roman Bath house in Petra

The trained teams will manage and implement a conservation project from inception to completion. Each of the three multidisciplinary teams will work at the conservation of the Roman Bath house in Petra for 16 months (4 months of training and 12 months of employment).

Component 3 – Dissemination and awareness raising campaign

Sela will develop and launch an advocacy campaign to support and highlight the field of CRM in Jordan and to draw public attention to endangered sites and the challenges of their conservation. The campaign will focus on introducing cultural and archaeological heritage through social media platforms and lectures targeting different audiences.



Jordanian Archaeology as a Sustainable Industry - JASI

Training of **132**
community
members

Creation of
35+ job
opportunities



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Expected Outcomes

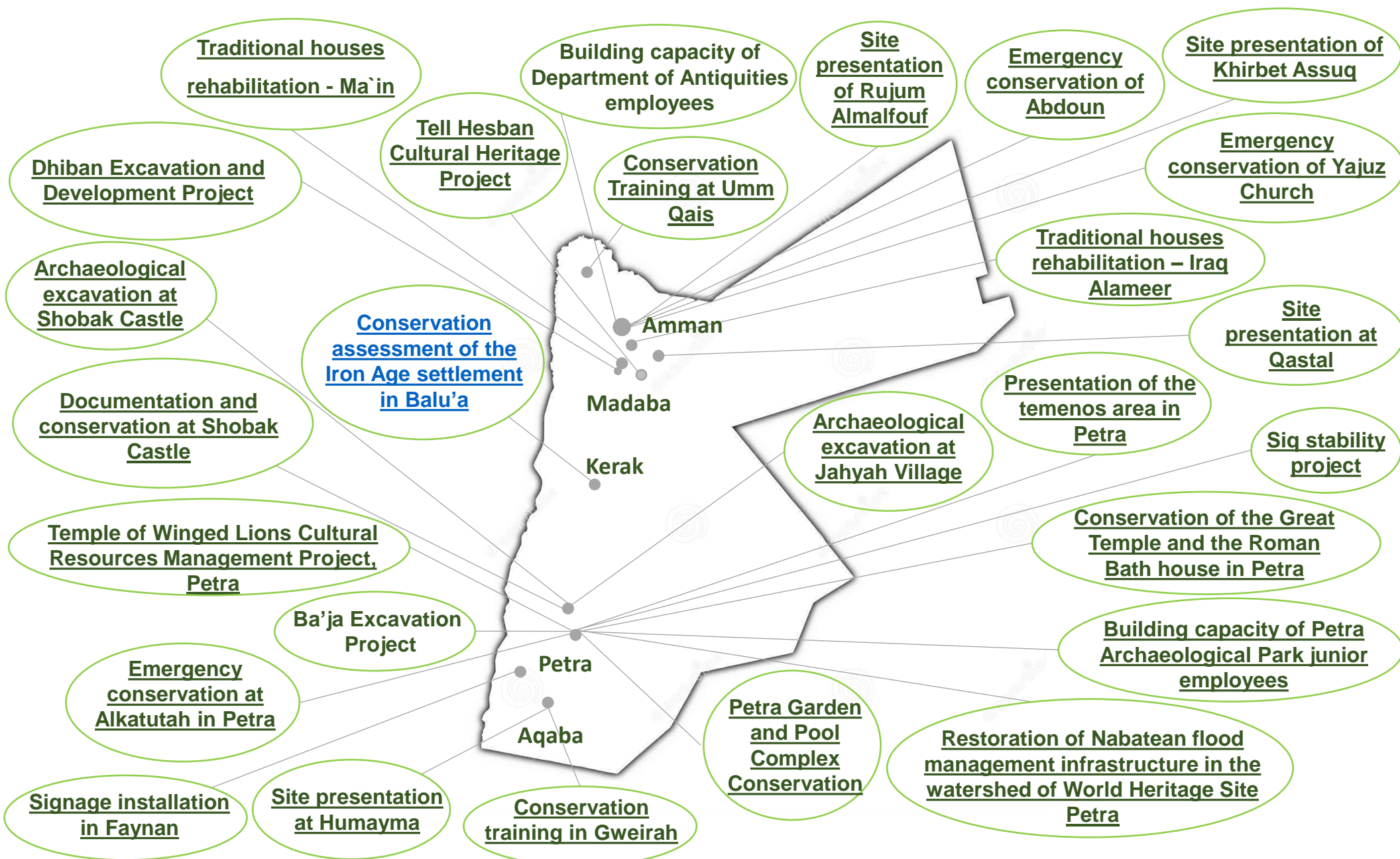
1. **Job creation** to tackle high unemployment rate in Petra area;
2. **Transformative experience for** high school and university **students** to determine their scientific and professional paths;
3. Establishment of a **sustainable scheme for the preservation** of the Jordanian heritage;
4. **Change in the perception of the archaeological sites** as a source of income only in relation to tourist exploitation by proposing an alternative career aiming at its preservation as a cultural resource;
5. **Raising** national and international **awareness.**

Expected Outputs

1. Design a **multidisciplinary training program** that equips Jordanian jobseekers with soft and technical skills that are marketable in different sectors/jobs
2. Creation of **3 multidisciplinary groups of skilled, qualified young Jordanians** able to operate in different CRM fields as a team (and on an individual basis);
3. Launch of a **cultural ambassadors' scheme;**
4. Creation of an **online digital archive of CRM-related contents** in Arabic and in English;
5. Documentation, **conservation**, and presentation of an archaeological monument - The **Roman bath house in Petra.**

Field projects

Our activities



On the job vocational training programs

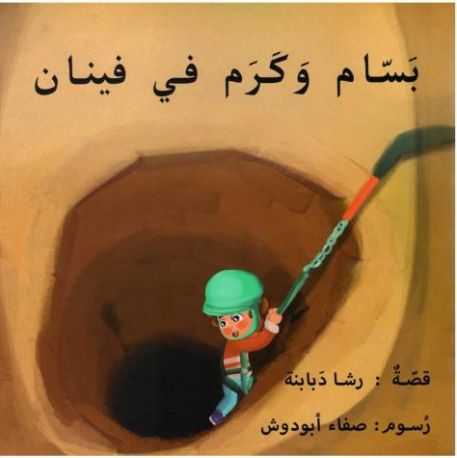


Interhship programs and practicum for university students



Children activities

Our Future Our Past All together for Faynan



Training for community members – Sela trained 5 members of the host community on the job and as part of the training the team installed 15 signs in the areas of Faynan and Dana. Signs were designed to harmonically blend into the landscape. Since 2021, Sela performs periodical maintenance to the signs.

School and children's activities – Sela designed and implemented a program of activities for school children in cooperation with the schools in the host community. In January 2023 Sela run a winter camp in collaboration with the Department of Antiquities. A children book and two videos for children were also developed and produced as part of this project.



DHIBAN: VALUING SITES THROUGH VALUABLE STORIES



THE UNIVERSITY
of LIVERPOOL



دائرة الآثار العامة
Department of Antiquities
JORDAN | الأردن

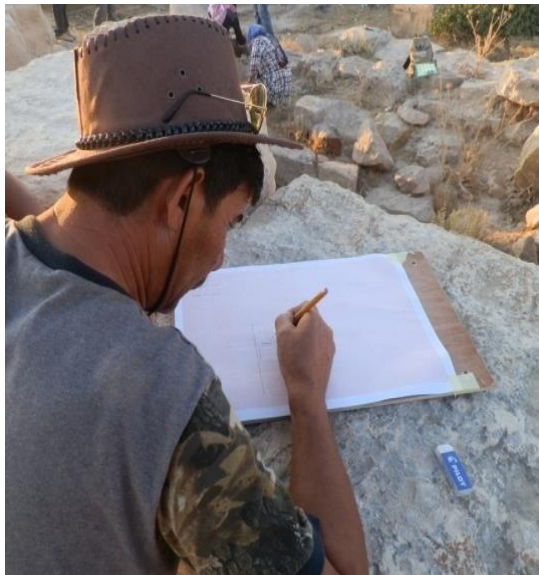


On-the-job training – Under the scientific supervision of University of Liverpool, Sela trained 19 members of the host community in 2019 in archaeological excavation techniques (7), site presentation (8) and conservation (4).

In 2021, Sela trained an additional 19 members of the host community in Conservation (4) and site presentation (15).

University students' internship – Sela launched an internship program for university students in collaboration with the Hashemite University. Students collaborated with the project director to design the signs that will be installed at the archaeological site.

Heritage book published – As part of this project, one of the books of the children book series was published.



Project Duration

Summer 2022

Conservation plan - Balu'a

[Click here for a short video](#)

Sela is working at a conservation plan for the site of Balu'a. Sela staff tested mortar samples and application techniques on site. The work was implemented with the assistance of students from Mu'tah University.



Project Duration

January – July 2021

Siq Stability Project

Within the framework of the UNESCO's Siq Stability Project in Petra, Sela partnered with Hussein Bin Talal University and offered training to **16 university students**.

As part of their training, the students joined the UNESCO team in Petra and then worked on outreach materials to raise awareness about the project.



Project Duration

2019 - 2021

Restoration of Nabatean Flood Management Infrastructure in the Watershed of World Heritage Site Petra

Under the technical supervision of the German-Jordanian University and in partnership with the Danish Refugee Council, Sela provided on-the-job- training to **120 members of the host communities** of Petra in conservation and rehabilitation of the Nabatean water system.

The project was awarded the **ICCROM-Sharjah “Award for good practices in cultural heritage conservation and management in the Arab Region, 2019”**.

[Interview with Jordan TV](#)

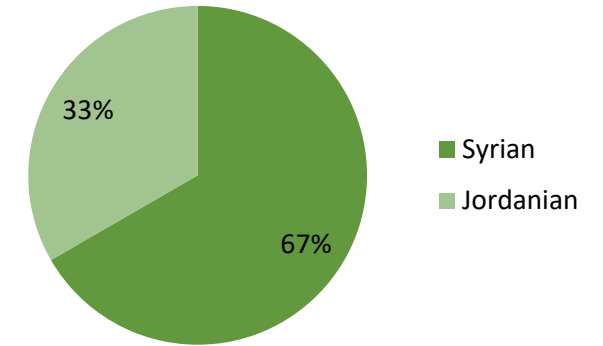


Project Duration

September 2020 – January 2021

Site Presentation at Humaymah

In cooperation with AVSI and DOA, Sela trained **15 Cfw members of the host community** in site presentation at Humaymah. As part of the on-job-training, the team and the trainees will design and install trails and signage on site.



Emergency conservation of Alkatutah, Petra

With the support of the Petra Development and Tourism Regional Authority, Sela **trained 7 members** of the host community in conservation. As part of the practical training, the team implemented an intervention of emergency conservation at Alkatutah in Petra.

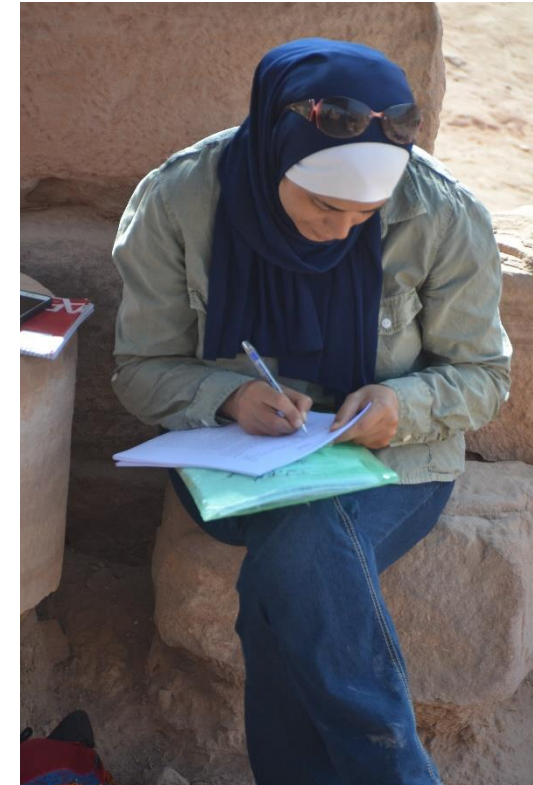


Project Duration

2015 - 2016

Temple of the Winged Lions CRM Project Training Program

The project, funded by USAID/SCHEP (Sustainable Cultural Heritage through Engagement of local communities Project) and implemented under the umbrella and scientific supervision of the American Center of Oriental Research (ACOR) and the Department of Antiquities of Jordan (DOA), offered training opportunities in CRM at the Temple of the Winged Lions within the Petra Archaeological Park in southern Jordan. Sela trained **67 technicians** (young men and women between 18 and 40 years) from the host communities in the region of Petra in different aspects of CRM.



[NGO trains local communities on heritage conservation](#)



Summer practicum for university students

Sela offers **fieldwork opportunities to Jordanian and international students** to gain field experience in excavation, conservation, documentation and site presentation.

The program started in 2017 and over 75 students from all over the world have spent their summer in the field with the Sela staff.





[Video – School activities at Amman Citadel](#)

[Video – Tales of Stones 2019](#)

Children activities

Tales of Stones

In cooperation with Società Dante Alighieri – Comitato di Amman and Laboratori Archeologici Sangallo, Sela launched two summer camps in 2018 and in 2019 for school kids of different ages (6 to 14 years old). The camp involved 4 communities with over 150 children. The children performed their plays in Shobak, Hesban, Beidha and Amman. The themes were history and theatre. Tales of Stones was repeated in 2020, 2021 and 2022 in Hesban.

Sela organizes winter camps in collaboration with different institutions, like the two editions with Società Dante Alighieri – Comitato di Amman in 2022 and 2023 and the first edition at the Faynan Museum in 2023.

School activities

With the “Little Archaeologist” program, Sela brings the experience of an archaeological dig to schools and social centers, but also brings the children to the archaeological sites.

