



J O R D A N

SOCIAL IMPACT

REPORT

2019

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The inspiration behind sep jordan was to transform this fashion category by introducing a brand that sells unique stories. The stories of refugees, who are the artists creating the sep accessories, enrich the products and give them meaning

Roberta Ventura On Harper's Bazaar Arabia, 2018

## OVERVIEW

SEP Jordan is a Social Enterprise that aims to bring thousands of refugees above the poverty line through training and employment, thanks to their own skill and talent. SEP Jordan works with Palestinian, Syrian refugees as well as Jordanian embroidery artists, mainly in the Jerash Camp area, in the North of Jordan. The SEP Artists are experts in cross-stitching, who embroider the SEP products by hand. SEP also create crochet products through a pilot program in Azraq Camp, with the support of UNHCR's MADE51. Since SEP Jordan's creation in 2013, the brand has grown to employ 500 female artists that range from the ages of 18 to 56. Through employment, SEP Jordan champions a Social Enterprise business model based on the idea of every employee being on the same level, working amongst a team to improve the community: the "donor versus recipient" relationship is not part of the model. This business model aims to promote:

Employment as opposed to charity.

Empowerment as opposed to dependence on aid.

Pride and self-confidence as opposed to depression.

SEP Jordan offers a multitude of Social Impact Activities, often held at the SEP-Tamari Foundation Academy, workshops and classes ranging from self-defense to first-aid. These educational opportunities are funded through partnerships with organizations, such as the Tamari Foundation or the Jordan Paramedic Society.

In addition to being social-impact minded, business focused, and cross-cultural, SEP Jordan is proud to be an eco-minded brand. SEP Jordan is proud to advance the UN's Sustainable Development Goals, specifically:



SEP Jordan nurtures partnerships with the UNHCR, Refugee Investment Network, Landmark Amman Hotel and Conference Center, Hello World Kids, Jordan Paramedic Society, the Tamari Foundation, among others.

All of the brand's customers are Brand Ambassadors. A SEP Jordan brand ambassador holds a love for style and fashion, a connection to trends, and an inquisitive interest in all parts of the world. A brand ambassador is the "fil rouge", the connector, which unites our artists and customers. Ultimately, making a SEP Jordan purchase means changing lives: a huge, heart-felt Thank You goes to all the SEP Ambassadors, from the whole SEP Team!

## LETTER FROM CEO



Dear Friends,

The Social Enterprise Project (aka SEP) Jordan idea was born in 2013, when I visited Jerash Camp in Jordan. Everywhere I looked I saw people taking impossible strides just to earn the bare minimum. Everyone I had the opportunity to speak with told stories steeped in history, geography, identity, resilience, and survival. I was inspired by these stories to try to generate a positive social impact within refugee communities. When SEP Jordan was first officially established in 2014, we were the first private company to ever set up in Jerash Camp. We designed SEP Jordan as a chance for incredible artists to hold their heads up high and take pride in making a living.

We are lucky to be working with the most amazing group of women who see every piece as a way to share their story and culture. As we spent more time with the artists, we took the time to learn about what they needed in their community and used our international network to bring people to meet these needs.

We have organized classes from first-aid to self-defense, and have seen the benefits ripple throughout the community.

The more positive change we make, the closer SEP Jordan comes to achieving our goal of bringing thousands of refugees above the poverty line, and that is what we as a company and I as CEO have the honor of working towards every day.

Positive change within Jerash Camp increased by SEP Jordan's international successes.

We often say that SEP Jordan is "bringing the camp to the world and the world to the camp": when our precious embroidered fabrics travel, they bring the energy and emotions of the artists who hand-stitched them, all the way to their new owner. During 2019, SEP Jordan transformed from a dream to a brand. A brand which represents a real, sustainable solution to many of the problems faced by thousands of refugees.

We are proud to have celebrated 1 year of the first SEP Jordan shop in Geneva, Switzerland: with our consumption, we have a duty and an opportunity to work towards a fairer world.

"Every time you spend money, you're casting a vote for the kind of world you want." - Anna Lappe

Looking to the future, we are excited to announce the opening the first SEP Cultural Center in Jerash camp by 2020, in partnership with Laurence and Simon Collins. We keep working towards becoming a household brand sold worldwide, with every one of those households taking pride in the difference that they made in the artists' lives.

With more flagship stores on the horizon, the entire SEP Jordan family could not be prouder of the difference we're making, and could not be more excited for what we will accomplish in the coming years.

Sincerely,

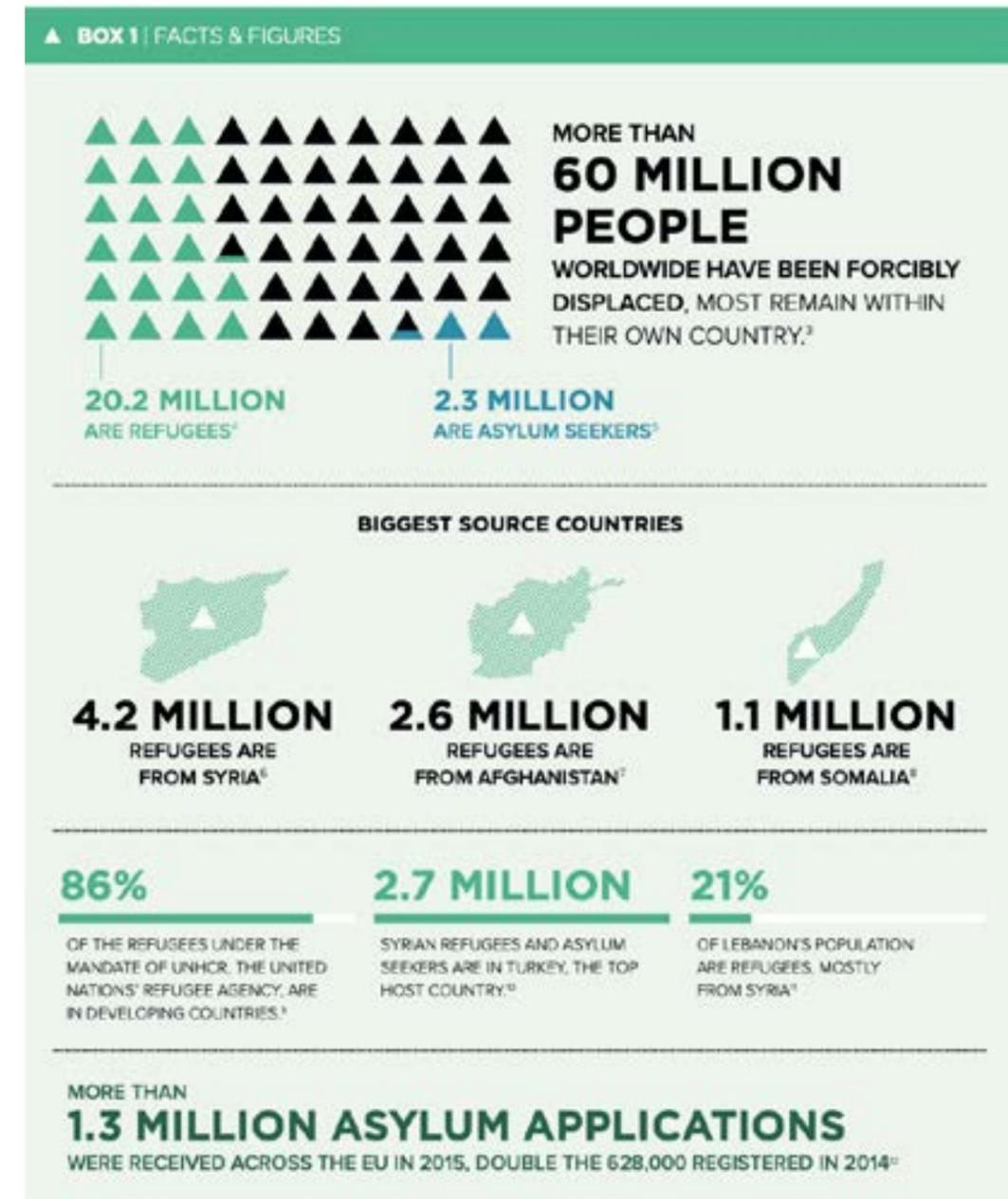
Roberta Ventura, CEO, SEP Jordan



## REFUGEES WORK: A HUMANITARIAN INVESTMENT THAT YIELDS ECONOMIC DIVIDENDS

Abstract from a Tent Foundation publication by Philippe Legrain

The world is facing its biggest refugee crisis since the Second World War. But even after the recent influx of people seeking refuge in Europe, advanced economies such as the EU, the US, Australia, Canada and Japan take only a small fraction of refugees worldwide (see Box 1). Six in seven refugees are in developing countries.



Source: REFUGEES WORK: A HUMANITARIAN INVESTMENT THAT YIELDS ECONOMIC DIVIDENDS, PHILIPPE LEGRAIN, MAY 2016 . TENT FOUNDATION

INVESTING ONE EURO IN WELCOMING REFUGEES CAN YIELD NEARLY TWO EUROS IN ECONOMIC BENEFITS WITHIN FIVE YEARS.

“That is a key finding of this report – to our knowledge, the first comprehensive, international study of how refugees can contribute to advanced economies. The return on investing in refugees has been calculated using International Monetary Fund (IMF) estimates of the economic impact of asylum seekers and refugees on the European Union (see Appendix).

The world is facing its biggest refugee crisis since the Second World War, with more than 22 million people forcibly displaced from their countries by war and persecution. Advanced economies such as those of the EU, the United States (US), Australia, Canada and Japan are often reluctant to admit them, partly for cultural reasons but also for economic ones. Yet welcoming refugees is not only a humanitarian and legal obligation; it is an investment that can yield significant economic dividends.

When nearly a million Vietnamese “boat people” fled their country in the late 1970s and early 1980s and sought refuge elsewhere, they were typically seen as a burden and often turned away. Eventually, many were allowed to settle in the US and other countries. Most arrived speaking little or no English, with few assets or relevant job skills. Yet refugees from Vietnam now have a higher employment rate and greater average incomes than people born in the US, and they have played a key role in promoting trade and investment links with Vietnam.

Refugees can contribute economically in many ways: as workers of all skill levels, entrepreneurs, innovators, taxpayers, consumers and investors. Their efforts can help create jobs, raise the productivity and wages of local workers, lift capital returns, stimulate international trade and investment, and boost innovation, enterprise and growth. From a global perspective, enabling people to move to more technologically advanced, politically stable and secure countries boosts their economic opportunities and world output.

Welcoming refugees generally requires an initial investment, typically of public funds. In economies where demand is depressed, this increased investment yields an immediate demand dividend. The IMF calculates that additional spending in the EU on refugees of 0.09% of gross domestic product (GDP) in 2015 and 0.11% in 2016 will raise its GDP by 0.13% by 2017. Add in the boost to the economy from refugees working and GDP could be 0.23% higher by 2020: a total increase of 0.84% of GDP between 2015 and 2020.

Once refugees start working, this investment may yield seven additional dividends. Some refugees do dirty, difficult, (relatively) dangerous and dull (4D) jobs that locals spurn, such as cleaning offices and caring for the elderly, which is the fastest area of employment growth in advanced economies. This 4D dividend enables locals to do higher-skilled and better-paid jobs that they prefer.

Higher-skilled refugees (and refugees’ highly skilled children) can provide a deftness dividend. Their different and complementary skills can fill gaps in the labour market and enhance locals’ productivity. A third of recent refugees in Sweden are college or university graduates and two-thirds of those have skills that match graduate job vacancies.

Enterprising refugees start new businesses that create wealth, employ locals, make the economy more dynamic and adaptable, and boost international trade and investment. This dynamism dividend can be huge. Sergey Brin, who arrived in the US as a child refugee from the Soviet Union, co-founded Google, America’s second-most valuable company. Li Ka-Shing, who was among the mainland Chinese who sought refuge in then British-run Hong Kong after the Communist Revolution in 1949, is now a business magnate and Asia’s richest man. In Britain, migrants are nearly twice as likely as locals to start a business and in Australia refugees are the most entrepreneurial migrants.

Thanks to their diverse perspectives and experiences, refugees and their children can help spark new ideas and technologies. People who have been uprooted from one culture and exposed to another tend to be more creative, and studies show that diverse groups outperform like-minded experts at problem solving. This diversity dividend is substantial too: more than three in four patents generated in 2011 at the top-ten patent-producing US universities had at least one foreign-born inventor behind them.

Refugees, who on average tend to be in their early twenties, can also provide a demographic dividend. Ageing societies with a shrinking native working-age population, such as Germany’s, benefit from the arrival of younger refugees whose skills complement those of older, more experienced workers. Refugees can also help care and pay for the swelling ranks of pensioners. And they support population numbers, and thus investment and growth.

Refugees can also provide a debt dividend. Studies by the Organisation for Economic Co-operation and Development (OECD) show that migrants in general tend to be net contributors to public finances; in Australia refugees become so after 12 years. Better still, the taxes that refugees pay can help service and repay the huge public debts that have been incurred in many countries to provide benefits for the existing populations.

Last but not least, refugees provide a development dividend – to themselves, their children and their country of origin. Remittances to Liberia, a big refugee-sending country, amount to 18.5% of its GDP.

Refugees’ ability to contribute to the economy depends partly on their characteristics and also on the policies and institutions of the welcoming country. For instance, while only 25% of Somali refugees aged 25–64 in Sweden were employed in 2010, 57% of those in the US were.

There is a spectrum of models for welcoming refugees. At one extreme, the US gives refugees a burst of initial help, after which they are expected to fend for themselves. At the other extreme, Sweden has traditionally provided refugees with generous social support, but made it hard for them to work. While Sweden now focuses much more on getting refugees into work, barriers to employment remain high.

Overall, the US is much more successful than European countries at getting refugees into work. Refugees in the US have a higher employment rate than people born in the US, and their earnings tend to rise rapidly over time, while their reliance on social

assistance declines sharply. While the US has room for improvement, it provides a benchmark for EU countries in many respects. Arguably, an ideal refugee welcome programme would combine the active assistance of the Swedish model with the job and enterprise opportunities of the US one”.

Source: REFUGEES WORK: A HUMANITARIAN INVESTMENT THAT YIELDS ECONOMIC DIVIDENDS, PHILIPPE LEGRAIN, MAY 2016 . TENT FOUNDATION

# LIFE IN JERASH CAMP



While there are a lot of stories about refugee camps on the news, very few people have any idea what life in one actually looks like. Every camp is different but most face similar challenges in meeting basic human needs and rights.

SEP Jordan started operation in 2014 in partnership with the residents of Jerash Camp and recently expanded a pilot program into Azraq Camp, within UNHCR's MADE51 program. By the end of 2019, 500 of the 560 SEP Artists were Jerash Camp residents.

Jerash Camp, colloquially known as Gaza Camp, was set-up in 1968 and was intended to be used only for non-permanent emergency response. In 1967, 11,500 people moved into Jerash Camp. Today there are over 50,000 refugees living in and around Jerash Camp.

Of the 13 Palestinian refugee camps in Jordan, Jerash Camp is one of the most densely populated and impoverished; at 6% it has the lowest percentage of refugees with Jordanian citizenship. The other 94% of residents have no legal citizenship, possessing only two-year, renewable, temporary passports. Consequently, these refugees cannot purchase land, do not qualify for health insurance, and cannot enter public sector employment. There are disparities in many aspects of these refugees' lives, from low quality and availability of employment and education, to shockingly high numbers of diagnosis of depression. (Source: Tiltne & Zheng, 2014).

## HOUSEHOLD

The original camp of 2,000 shelters was built from 1968 to 1971, and although there have been massive improvements, many structures still have corrugated zinc and asbestos sheets, materials known to cause cancer. The United Nations Relief Works Agency (UNRWA) estimates that approximately 75% of the homes that people inhabit have serious structural problems that make them unsuitable for habitation. Of these homes in the camp, 81% of residents claim full ownership, but the land the camp is built on is owned or rented by the Jordanian government and does not have any deeds available for refugees. On average, each resident of Jerash Camp has 18 square metres of floor area in their home, only 2.8 rooms, and 17% of households have nine or more members. Households in Jerash Camp often include three generations of a family, fostering a repetitive culture of heavy dependency burden. Over half of the population in Jerash Camp is under the age of 19, and many families struggle to provide their children with adequate food and education (Tiltne & Zhang, 2013). Based on a questionnaire, referenced in Figure 1, dispersed by Arab Women's Enterprise Fund (AWEF) to 50 SEP Jordan women beneficiaries, 50% of SEP Jordan Jerash Camp households have six to nine people inhabiting them. Furthermore, based on the same questionnaire, referenced in Figure 2, 86% of SEP Jordan women beneficiaries found it to be "exactly true" that their community "expects women to be responsible for [their] children, even if they work" (Arab Women's Enterprise Fund, 2018).

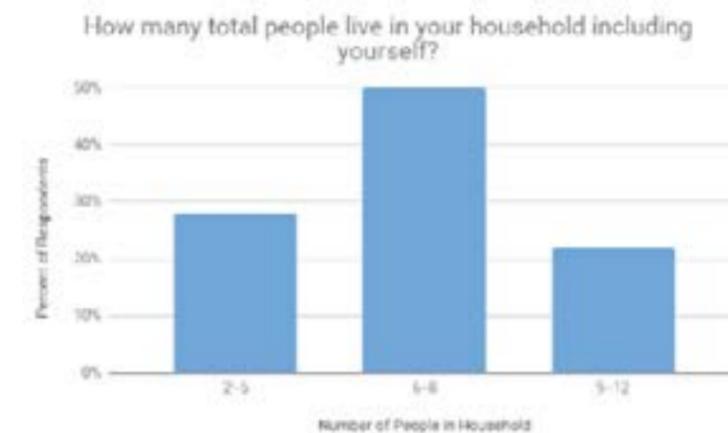


Figure 1. (Arab Women's Enterprise Fund, 2018)

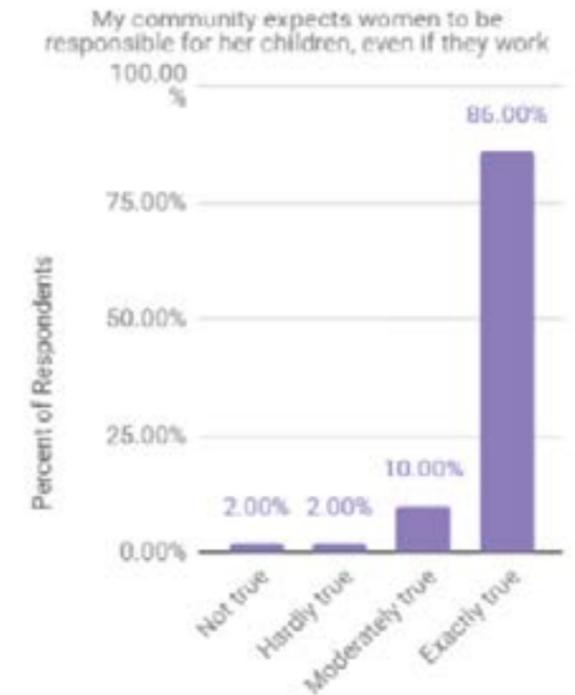


Figure 2. (Arab Women's Enterprise Fund, 2018)

## EDUCATION

There are four schools set up in Jerash Camp by UNRWA that run double-shifts of 1,200 students each day, with over 45 students in each classroom. Due to overcrowding and lack of resources, most of the students are learning at a level far below their age. It is not atypical in these schools for a classroom of ten-year-old students to have trouble reading and recognizing words when written in Arabic. Often, students are forced to drop out once they become teenagers to work and help support their families. Education is only provided for free through age 16 (grade 9), meaning many students never achieve a high school diploma. Because they are not citizens of Jordan, Jerash Camp residents that do manage to apply to university are charged expensive foreigner fees, making higher education a nearly impossible goal. Another limitation of the small pool of resources is the lack of access to technology. With virtually non-existent computer literacy, few students can expect to succeed in higher education (Tiltne & Zhang, 2013).

## EMPLOYMENT

For refugees without citizenship, employment opportunities are incredibly limited. Refugees cannot work for the government, Jordan's primary employer. They are also barred from many professions including law, agriculture, engineering, and health care, regardless of what level of education they may have received. Residents are allowed to open small businesses of their own within Jerash camp. However, they must have a Jordanian partner in order to do business outside of the camp. Employment rates, particularly among skilled youth, are low, making it very difficult for younger generations to start and support families above the poverty line. There are even fewer employment opportunities for women and disabled people. When women do find employment, they often run into trouble convincing their husbands to allow them to work. Based on AWEF's aforementioned questionnaire:

40% of SEP Jordan women beneficiaries indicated that they "strongly agree" that "a woman has the freedom to choose the type of work she'd like to get involved in" (Figure 3).

92% of SEP Jordan women beneficiaries said that it was "exactly true" that "when there are important decisions to be made in the family, it is expected that the husband should make the final decision" (Figure 4).

32% of SEP Jordan women beneficiaries held it "not true" that "women are expected to be able to work outside the home if [they want] to" (Figure 5) (Arab Women's Enterprise Fund, 2018).

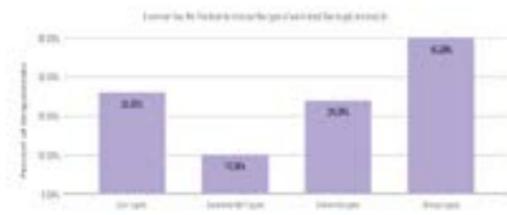


Figure 3. [Arab Women's Enterprise Fund, 2018]

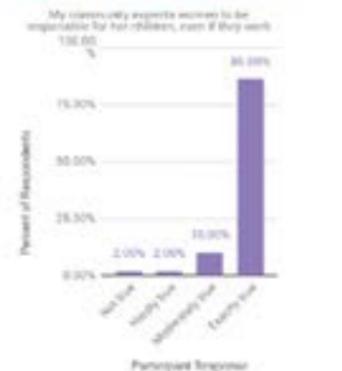


Figure 4. [Arab Women's Enterprise Fund, 2018]

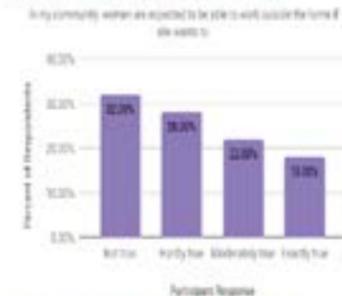


Figure 5. [Arab Women's Enterprise Fund, 2018]

## ECONOMY

Despite there being 13 Palestinian refugee camps in Jordan, Jerash Camp possesses the highest proportion of refugees without Jordanian citizenship. Due to low citizenship rates, Jerash Camp is the poorest camp with 52.7% of residents earning below the national poverty line. When these refugees interact with the Jordanian government, they are treated as Arab foreigners, as exemplified through their higher tax rates. Due to the low levels of education and governmental oversight, refugees have easily fallen prey to predatory micro-financing schemes, where they will accept loans to cover immediate debt, which they are unable to pay off. These schemes have gone so far as to land their victims in jail in attempts to collect money. Once in jail, it becomes harder for these refugees to work, making it more difficult to pay back predatory loans. This cycle is one of the many factors responsible for systematic poverty within the camps.

The majority of refugees in Jerash Camp cannot receive aid from the Jordanian National Aid Fund, the national poverty support, because they are not Jordanian citizens. Many have become heavily dependent on the UNRWA's support. Additionally, the UNCHR provides one in five refugees with cash assistance to cover essential costs. Often, those that venture out on their own are met with a lack of possibilities for any socio-economic participation (Tiltne & Zhang, 2013).



## HEALTHCARE

While the UNRWA tries to provide healthcare for the camp, they only have one health centre to provide primary health services and no locations or resources to provide any secondary or tertiary healthcare. Of the 13 Palestinian refugee camps, Jerash Camp has the lowest health care coverage, with 88% of refugees uninsured. The UNRWA is working to spread health awareness and combat environmental conditions that are promoting the spread of diseases. Additionally, due to the disparaging circumstances listed above, clinical depression has become a commonly diagnosed illness, which will be recognized more extensively later in this report (Tiltne & Zhang, 2013).

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Most of the 500 SEP Artists were born in Jerash Camp and have never left Jordan, many have never even left the camp, but their embroidery and their emotions do travel (Ventura, 2019)



## SOCIAL IMPACT ACTIVITIES

Every year, SEP Jordan offers a variety of social impact activities for SEP Artists and their families. SEP Jordan offers ongoing programs such as the SEP-Tamari Academy training and Library, as well as educational workshops and activities. Through partnerships with organizations like the Tamari Foundation, UNICEF, The Little Alchemist, Paramedic Society and many others, who donate their time and knowledge to the SEP Jordan community, we also host classes in first aid, domestic violence, art, and others. Activities are offered to artists, children, and others within the community as well.

### SEP-TAMARI FOUNDATION ACADEMY CROSS-STITCH TRAINING

The SEP Jordan Academy for Cross-Stitch Training is an ongoing program that was founded in Jerash Camp in 2016 in partnership with the Tamari Foundation. The Tamari Foundation is "a tax-exempt, charitable foundation registered under Swiss Law". Its mission is to offer, "a catalyst to change and the keys to knowledge through a variety of educational initiatives and projects focusing on human well-being within developing nations" (Tamari Foundation, n.d.).

The training program was created to train hundreds of women in the art of embroidery, up to the highest international standards. The Cross-Stitch Training program creates an environment where refugee women can learn about the stitching methods and patterns that SEP Jordan currently uses to create its products. SEP Jordan's cross-stitching technique is one of Palestinian heritage. The brand's design inspiration is derived from Islamic and Moorish art, fashion trends, and materials and textures with an added touch of Italian style. Women in the training program are divided into different rooms based on their level of knowledge. Women must go through in-depth quality control training before they can work on any customer orders. Once they graduate the Academy, women are evaluated in the three areas of accuracy, speed, and knowledge of SEP Jordan patterns.

Through this program women receive training so that they can become employees of SEP Jordan and work their way out of poverty.

Huda and Hana Aradeh are the Head Teachers and every year they supervise the graduation of 80 to 100 new SEP Artists. Until September 2019, as soon as an Artist graduated from the Academy, she could start working with SEP. As of September 2019, as we reached a number of 560 Artists on our books, we have alerted all students that graduation would no longer guarantee work. The 560 SEP Artists were producing around 30% of their full potential as of September 2019, therefore it was deemed prudent to increase the workload of the consolidated artists, before adding new ones to our books. As SEP sales volumes grow, we plan to be able to work with every Artist who has been trained and successfully graduated.



ARTISTS TRAINED AT THE ACADEMY IN 2019

100

15



JORDAN

HERE IS A SELECTION OF THE MOST IMPACTFUL ACTIVITIES SEP HAS ORGANISED IN 2019, ALL SUCCESSFULLY COORDINATED BY DUAH SYAM.

#### SEP-TAMARI ACADEMY LIBRARY

The SEP-Tamari Foundation Library is a library located within Jerash Camp. The Library was created by the American Community School Amman (ACS) in 2016. It first began when Dr. Salam Al Mahadin was looking for a safe home for her late father's book collection. This collection includes 400 titles, mainly novels, history and politics. The Library offers a free access and borrowing facility to all camp residents as well as a calm reading area for the SEP Jordan community. The library is considered to be one of high quality, not only by the camp, but by country standards.

#### ENGLISH LESSONS

Sumia Ahmad, camp resident and graduate in English Language at the University of Jerash, teaches a group of 20 children twice a week, throughout the year. She is a caring and qualified teacher and she is proud to provide the children with a learning opportunity much more personalized and enjoyable than the one they get at the public school. The children are learning English through a practical approach, with arts and crafts and watch movies in English on a regular basis. This year, they loved watching the likes of "Mathilda", "Charlie and the Chocolate Factory", "Home Alone".



ENGLISH LESSONS ATTENDEES **90**

#### THE JORDAN PARAMEDIC SOCIETY

There is no hospital in Jerash Camp and first aid training can indeed make the difference between life and death in case of emergency.

Every year, twice a year, the Jordan Paramedic Society trains a group of 20+ kids from the Camp at the SEP-Tamari Academy. We value this training particularly, given refugees have no access to healthcare jobs, which means a shortage of trained health workers within the community.



THE LITTLE PARAMEDIC ATTENDEES **29**

#### THE ALCHEMIST LAB

HADEEL ANABTAWI'S AWARD WINNING THE ALCHEMIST LAB HOLD CLASSES TWICE A YEAR AT THE SEP TAMARI ACADEMY, WHICH HELP CHILDREN DISCOVER STEM IN A FUN WAY.

The Alchemist Lab Mission is to empower young generations, through interactive, challenging and creative hands-on educational experiences, with the skills they need to explore themselves & the world around them with confidence and determination.

The Alchemist Lab has developed an interactive methodology that engage girls and boys between 5-15 years old in fun learning activities.

These activities encourage young generation to build skills mainly critical thinking, problem solving and explore themselves and the world around them. Through fun experiments, making projects, fun games will help in engaging children and youth in using the scientific skills as life skills.



ALCHEMIST LAB ATTENDEES **21**

#### ORIGAMI WORKSHOP WITH QUBATRUS STUDIO at the SEP-Tamari Academy

Qubatrus Studio is an Amman based design studio run by Raneem Qubatrus, an interior designer and Paper Artist who has been working with origami for over 5 years. They create products, set design, paper art and bespoke installations inspired by origami and geometry. Raneem often comes to the Academy and creates fun activities for the SEP kids.



ORIGAMI AND ART ATTENDEES **69**

# SEP JORDAN IMPACT ON SEP ARTISTS

## MINDSHIFT

MindShift explores the future of learning in all its dimensions covering cultural and technology trends, groundbreaking research, and innovations in education. We loved their entrepreneurship training!



MINDSHIFT ATTENDEES **20**

## YOGA WITH SHAMA KAUR

Motivational speaker, Kundalini Yoga teacher Shama Kaur holds classes for SEP Artists twice a year and provides them with videos which allow them to practice in between sessions.



YOGA ATTENDEES **23**

## SEP JORDAN'S IMPACTFUL EMPLOYMENT

SEP Jordan emphasize more than just economic stability for their employees. Safety is also a priority, requiring that each Artist works a maximum of four hours per day to work to preserve the health of their eyes and hands. Work-life balance is encouraged through employees choosing their own schedule and number of creations they work on and via a work-from-home-welcome policy. The Arab Women's Enterprise Fund (AWEF) demonstrated through its questionnaire given to 50 SEP Jordan artists that "financial gain" was the "most encouraging factor for participants" to begin working for the brand (Arab Women's Enterprise Fund, 2018). Employees can earn between \$5 to \$350 in a month, depending on the number of projects completed. Employees are paid on a weekly basis which provides flexibility in spending their income to meet other obligations. SEP Jordan is committed to creating a safe, productive, and fulfilling work environment through employment opportunities as well as social impact activities. Through providing financial security dependent on the quality and effort of the work produced, SEP Jordan creates fulfilling opportunities for refugees. Full-time employees at SEP Jordan are paid a premium to minimum salary and are registered with Social Security, for the first time for many Jerash residents. Gaining legal status removes the stigma of statelessness, and creates a feeling of belonging and community.



AWEF concluded through their qualitative baseline research and findings that the positivity of the SEP Jordan brand motivated the refugees that work with the brand. Similarly, SEP Jordan artists felt that the brand offered a comfortable, supportive, family atmosphere that was only elevated further through the advancement of Jerash Camp (Arab Women's Enterprise Fund, 2018).

## ECONOMIC EMPOWERMENT

Due to the isolation of refugee camps, many refugees are unable to find employment. When they do find work, they rarely make more than minimum wage. SEP Jordan provides gainful work opportunities to over 500 artists who happen to be refugees, in Jerash Camp and Azraq Camp in Jordan. Many of the artists have been working with SEP Jordan since it was first created in 2013. As a result of their dedication, leadership, and skill level, many long-term employees earn a multiple of minimum wage.

The affirmation and confidence the artists feel shows itself every day, when they proudly share their embroidery techniques with the newest employees. The feeling of comradery in the workroom is palpable; all of the Artists work together, teaching and inspiring one another. They are able to bring this sense of community and pride home with them, widening the impact of the empowerment each artist feels. SEP Jordan has created an oasis of economic empowerment by allowing employees to make their income based off of their own merit, and strives to extend that oasis to the broader Jerash Camp community.

## ARTISTS' QUESTIONNAIRE

Every year, Nada Syam interviews a random sample of 100 SEP Artists, under condition of anonymity, asking how they have spent their SEP income and if they were ever diagnosed with clinical depression. In case they have, she asks if their symptoms have improved since they started working with SEP. We have created these questions as a way for us to know better the priorities of

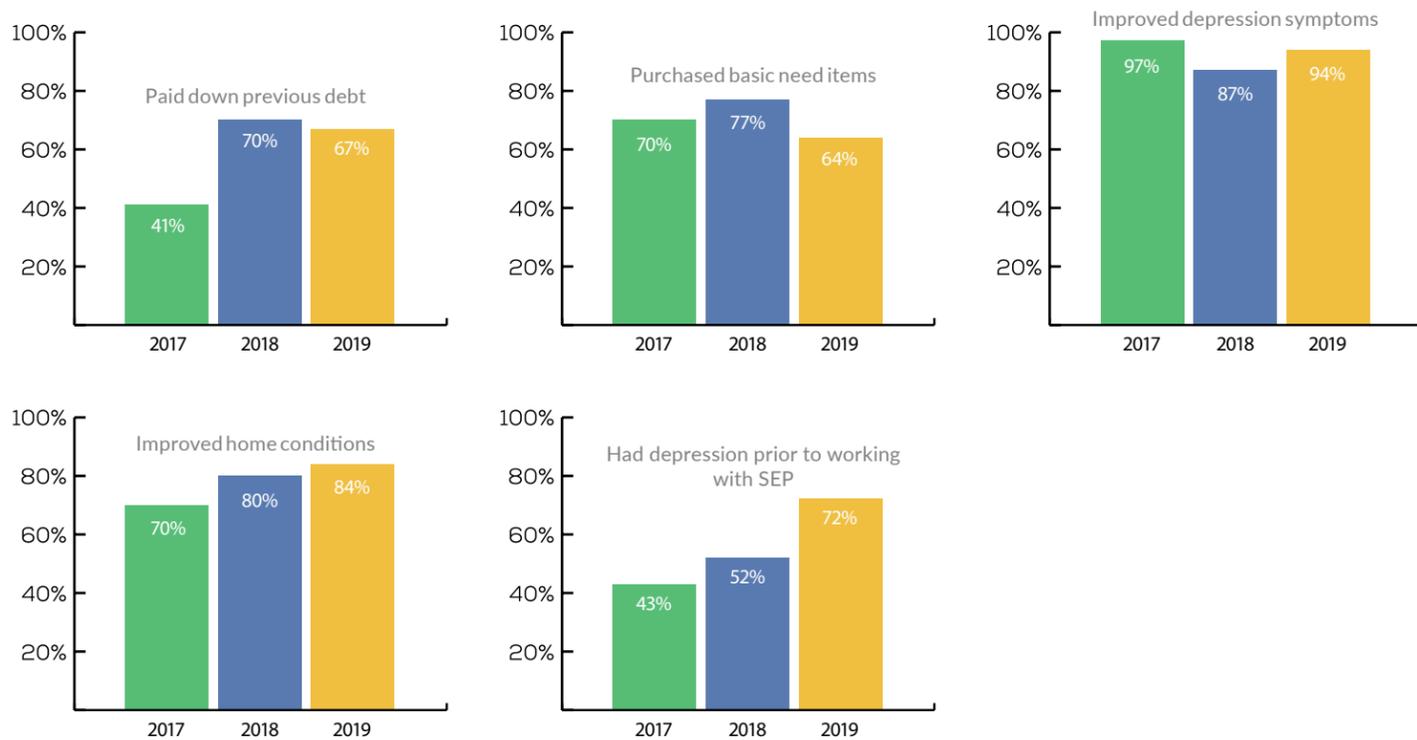
The Artists answer YES or NO to the following questions:

Paid down previous debt
Paying children school fees (uni)
Solved medical problems
Improving home conditions
Purchased basic needs items (food, clothes)
Purchased discretionary goods
Is saving for a particular expense
Did you have Depression before working?
If you answered yes, have your symptoms improved?

Every year, the clear spending priorities are:

- paying down debt,
- improving home conditions and
- purchasing basic items.

Depression symptoms were a feature for half of the interviewees until 2019, when the Artists asked to change the question to “stress” as opposed to “clinical depression” (hence the 72% as opposed to previous years’ 43% and 52%).



THE HAPPINESS SURVEY

The following 3 questions were asked to a sample of 40 SEP Artists via Survey Monkey:



اختيارات الإجابة	الردود
الدخل/Income	40.00% 16
Yes /نعم	5.00% 2
Social communication between ladies /التفاعل و العلاقات الاجتماعية مع السيدات الأخرى	32.50% 13
Other/سبب آخر	20.00% 8
No/لا	2.50% 1
Other (please specify)	0.00% 0
الإجمالي	40



COMMENTS:

- Working with SEP has been the reason of happiness.
- Social relationships and getting to know people better.
- Meet new people.
- I started working as a teacher.
- Satisfaction and hope.
- Because of help.
- Family stability.
- Work gives me happiness, but the income was better when the number of artists was small and there was a lot of work. Now that the number of artists has become larger, there is less work and life is difficult, but as a team it is good and cooperative.
- New relationships besides working with SEP.
- Learn to apply make-up.
- Other reasons, but this does not deny that I am happy with SEP.
- SEP taught me that every woman in the world, whether poor or rich, if she develops herself and works hard, will get what she wants, all thanks and respect to the SEP team.

“

At the start of my adult life, for 15 years, i was like a bee that buzzes without any results. But now, our situation has improved significantly. I have a job, a stable income, and sep has helped me build my house, and help put one of my daughters through university

Nawal Aradeh, SEP JORDAN OPERATIONS MANAGER

# SUSTAINABILITY POLICIES

SEP Jordan prides itself on practicing eco-sustainable production methods. The brand's products are hand embroidered and predominately hand assembled, with limited usage of machines. SEP Jordan actively promotes recycling through our use of recycled-based materials, and through fostering a culture of respect for the environment within the workplace.

Here follows the full content of the current SEP Sustainability Policies:

- SEP JORDAN'S ENVIRONMENTAL POLICY
- ENVIRONMENTAL AND ETHICAL CONDUCT CHARTER FOR SUPPLIERS
- SEP JORDAN SOCIAL POLICY

## SEP JORDAN'S ENVIRONMENTAL POLICY

Environmental responsibility is at the core of SEP Jordan's values. Environmental responsibility and reducing environmental impact is of crucial importance for SEP Jordan. SEP Jordan contributes to environmental protection in the communities and countries where we operate.

Environmental management is one of our highest business priorities and we are committed to:

- Conducting our operations in an environmentally sound manner by applying environmental management systems, in all our operations and by applying environmental principles, such as commitment to continual improvement, legal compliance and awareness training of employees, in all our operations
- Promoting environmental responsibility along the value chain by engaging with suppliers that are in line with our Environmental and Social Conduct Charter and by encouraging suppliers and sub-contractors to adopt international environmental standards
- Developing our manufacturing processes with focus on energy and resource efficiency
- Developing products and systems which are resource efficient and facilitate use of renewable energy sources
- Requiring suppliers to have a water management policy, a fossil fuel management policy, a robust health and safety policy
- Recycling as much as possible of all waste and taking measures to reduce waste
- Using recycled or recyclable packaging
- Considering the life-cycle analysis during the development process of a product

The environment policy is an integral part of SEP Jordan's commitment to environmental responsibility and ethical conduct. The policy is embedded in our strategies, processes and day-to-day business throughout the SEP Jordan organization.

## ENVIRONMENTAL AND ETHICAL CONDUCT CHARTER FOR SUPPLIERS

Environmental responsibility and ethical conduct is a key commitment of SEP Jordan. The suppliers are required to guarantee safe working conditions, treat workers with dignity and respect, act fairly and ethically, and use environmentally responsible practices wherever they produce resources for SEP Jordan. Suppliers are required to operate with respect for the principles incorporated in this Code of Conduct and in compliance with the applicable laws and regulations. As SEP Jordan wants to go beyond compliance with law, this Code of Conduct incorporates the principles included in recognized international standards. The following Code

of Conduct incorporates the expectations for each supplier regarding labor and human rights, health and safety, environmental protection, ethics and management practices.

SEP Jordan requires its suppliers' compliance with the following code, and any violations of this Code could harm the business relationship with SEP Jordan, which could lead to termination. This Code of Conduct applies to the SEP Jordan's direct suppliers as well as their subsidiaries, affiliates, and subcontractors providing goods or services to SEP Jordan.

### Labour and Human Rights

This code serves to ensure that all workers throughout the supply chain of SEP Jordan are treated in a fair and ethical way. All workers shall be treated with dignity and respect, while respecting human rights to its highest standard.

### Anti-Discrimination

Supplier shall not discriminate against any worker based on age, disability, ethnicity, gender, marital status, national origin, political affiliation, race, religion, sexual orientation, or union membership, in hiring and other employment practices. Supplier shall not require pregnancy or medical tests, except where required by applicable laws or regulations or prudent for workplace safety, and shall not improperly discriminate based on test results.

### Anti-Harassment and Abuse

Supplier shall commit to a workplace free of harassment and abuse. Supplier shall not threaten workers with, or subject them to, harsh or inhumane treatment, including but not limited to verbal abuse and harassment, psychological harassment, mental and physical coercion, and sexual harassment.

### Prevention of Involuntary Labor and Human Trafficking

Supplier shall ensure that all work is voluntary. Supplier shall not traffic persons or use any form of slave, forced, bonded, indentured, or prison labor. Involuntary labor includes the transportation, harboring, recruitment, transfer, receipt, or employment of persons by means of threat, force, coercion, abduction, fraud, or payments to any person having control over another person for the purpose of exploitation.

Supplier shall not withhold workers' original government-issued identification and travel documents. Supplier shall ensure that workers' contracts clearly convey the conditions of employment in a language understood by the workers. Supplier shall not impose unreasonable restrictions on movement within the workplace or upon entering or exiting company-provided facilities.

Supplier shall ensure that the third-party recruitment agencies it uses are compliant with the provisions of this Code and the law. Suppliers recruiting foreign contract workers either directly or through third party agencies shall be responsible for payment of all fees and expenses in excess of one month of the worker's anticipated net wages.

### Prevention of Underage Labor

Supplier shall employ only workers who are at least 15 years of age or the applicable minimum legal age, whichever is higher. Supplier may provide legitimate workplace apprenticeship programs for educational benefit that are consistent with Article 6 of ILO Minimum Age Convention No. 138 or light work consistent with Article 7 of ILO Minimum Age Convention No. 138.

### Juvenile Worker Protections

Supplier may employ juveniles who are older than the applicable legal minimum age but are younger than 18 years of age, provided they do not perform work that might jeopardize their health, safety, or morals, consistent with ILO Minimum Age Convention No. 138. Supplier shall not require juvenile workers to work overtime or perform night work.

## Student Worker Protections

Supplier shall ensure proper management of student workers through proper maintenance of student records, rigorous due diligence of educational partners, and protection of students' rights in accordance with applicable law and regulations. Supplier shall provide appropriate support and training to all student workers.

## Working Hours

A workweek shall be restricted to 60 hours, including overtime, and workers shall take at least one day off every seven days except in emergencies or unusual situations. Supplier shall follow all applicable laws and regulations with respect to working hours and days of rest, and all overtime must be voluntary.

## Wages and Benefits

Supplier shall ensure that all workers receive at least the legally mandated minimum wages and benefits. Supplier shall offer vacation time, leave periods, and time off for legally recognized holidays.

Supplier shall compensate workers for overtime hours at the legal premium rate. Supplier shall communicate pay structure and pay periods to all workers. Supplier shall pay accurate wages in a timely manner, and wage deductions shall not be used as a disciplinary measure.

## Freedom of Association and Collective Bargaining

As legally permitted, Supplier shall freely allow workers to associate with others, form, and join (or refrain from joining) organizations of their choice, and bargain collectively, without interference, discrimination, retaliation, or harassment. In the absence of formal representation, Supplier shall ensure that workers have a mechanism to report grievances and that facilitates open communication between management and workers.

## Health and Safety

SEP Jordan puts emphasis on workers' health and safety. Workers shall be guaranteed a safe work environment and the supplier shall integrate robust health and safety management practices.

Workers shall have the right to refuse unsafe work and to report unhealthy working conditions.

## Occupational Health, Safety, and Hazard Prevention

Supplier shall identify, evaluate, and manage occupational health and safety hazards through a prioritized process of hazard elimination, engineering controls, and/or administrative controls. Supplier shall provide workers with job-related, appropriately maintained personal protective equipment and instruction on its proper use.

## Emergency Prevention, Preparedness, and Response

Supplier shall identify and assess potential emergency situations. For each situation, Supplier shall develop and implement emergency plans and response procedures that minimize harm to life, environment, and property.

## Incident Management

Supplier shall have a system for workers to report health and safety incidents and near-misses, as well as a system to investigate, track, and manage such reports. Supplier shall implement corrective action plans to mitigate risks, provide necessary medical treatment, and facilitate workers' return to work.

## Ergonomics

Supplier shall identify, evaluate, and control worker exposure to tasks that pose ergonomic risk such as excessive force, improper lifting positions, or repetitiveness. Supplier shall integrate this process into the qualification of all new or modified production lines, equipment, tools, and workstations.

## Working and Living Conditions

Supplier shall provide workers with reasonably accessible and clean toilet facilities and potable water. Supplier-provided dining, food preparation, and storage facilities shall be sanitary. Worker dormitories provided by Supplier or a third-party shall be clean and safe and provide reasonable living space.

## Health and Safety Communication

Supplier shall provide workers with appropriate workplace health and safety training in their primary language. Health and safety related information shall be clearly posted in the facility.

## Worker Health and Safety Committees

Supplier is encouraged to initiate and support worker health and safety committees to enhance ongoing health and safety education and to encourage worker input on, and participation in, health and safety issues in the workplace.

## Environment

Protecting the planet and environmental responsibility is at the core of the values of SEP Jordan. All shall develop, implement, and engage in environmentally responsible business practices.

## Hazardous Substance Management and Restriction

Supplier shall implement a systematic approach to identify, manage, reduce, and responsibly dispose of or recycle hazardous substances. Supplier shall comply with SEP Jordan's Regulated Substances Specification for all goods it manufactures for and provides to SEP Jordan.

## Non-Hazardous Waste Management

Supplier shall implement a systematic approach to identify, manage, reduce, and responsibly dispose of or recycle non-hazardous waste.

## Wastewater Management

Supplier shall implement a systematic approach to identify, control, and reduce wastewater produced by its operations. Supplier shall conduct routine monitoring of the performance of its wastewater treatment systems.

## Storm water Management

Supplier shall implement a systematic approach to prevent contamination of storm water runoff. Supplier shall prevent illegal discharges and spills from entering storm drains.

## Air Emissions Management

Supplier shall identify, manage, reduce, and responsibly control air emissions emanating from its operations that pose a hazard to the environment. Supplier shall conduct routine monitoring of the performance of its air emission control systems.

#### Boundary Noise

Supplier shall identify, control, monitor, and reduce noise generated by the facility that affects boundary noise levels.

#### Environmental Permits and Reporting

Supplier shall obtain, keep current, and comply with all required environmental permits. Supplier shall comply with the reporting requirements of applicable permits and regulations.

#### Pollution Prevention and Resource Reduction

Supplier shall reduce energy, water, and natural resource consumption by implementing conservation and substitution measures. Supplier shall minimize hazardous substances consumption by implementing reduction and substitution measures.

#### Ethics

SEP Jordan expects the highest standards of ethical conduct from its suppliers in every aspect of its business, including relationships, practices, sourcing, and operations.

#### Business Integrity

Supplier shall not engage in corruption, extortion, embezzlement, or bribery to obtain an unfair or improper advantage. Supplier shall abide by all applicable anti-corruption laws and regulations of the countries in which it operates, including the Foreign Corrupt Practices Act (FCPA) and applicable international anti-corruption conventions.

#### Disclosure of Information

Supplier shall accurately record information regarding its business activities, labor, health and safety, and environmental practices and shall disclose such information, without falsification or misrepresentation, to all appropriate parties.

#### Protection of Intellectual Property

Supplier shall respect intellectual property rights and safeguard customer information. Supplier shall manage technology and know-how in a manner that protects intellectual property rights.

#### Anonymous Complaints

Supplier shall provide an anonymous complaint mechanism for managers and workers to report workplace grievances.

#### Community Engagement

Supplier is encouraged to help foster social and economic development and contribute to the sustainability of the communities in which it operates.

#### Responsible Sourcing of Minerals

Supplier shall exercise due diligence, in accordance with the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas, on its entire supply chain with respect to the sourcing of all tin, tantalum, tungsten, diamonds and gold contained in its products, to determine whether those metals are from the Democratic Republic of the Congo ("DRC") or any adjoining country and, if so, to determine whether those metals directly or indirectly financed or benefited armed groups that are perpetrators of serious human rights abuses in the DRC or an adjoining country. Countries that adjoin the DRC are Angola, Burundi, Central African Republic, the Republic of the Congo, Rwanda, South Sudan, Tanzania, Uganda, and Zambia.

#### Management Commitment

SEP Jordan believes that a robust management system and commitment lead to enriching the social and environmental well-being of the supply chain. SEP Jordan holds its suppliers accountable to this Code and the supplier shall implement or maintain, as applicable, a management system that facilitates compliance with this Code, while ensuring continuous improvement.

#### Company Statement

Supplier shall develop a company statement affirming its commitment to high standards of social and environmental responsibility, ethical conduct, and continuous improvement. Supplier shall post this statement in the primary local language at all of its facilities.

#### Management Accountability and Responsibility

Supplier shall identify company representatives responsible for ensuring implementation and periodic review of its management systems. Supplier shall have a Corporate Social Responsibility (CSR) or Sustainability representative that reports directly to executive management and has the responsibility and authority to manage social and environmental compliance requirements for the business.

#### Risk Assessment and Management

Supplier shall develop and maintain a process to identify labor and human rights, health and safety, environmental, business ethics, and legal compliance risks associated with its operations; determine the relative significance of each risk; and implement appropriate procedures and controls to control the identified risks.

#### Performance Objectives with Implementation Plans and Measures

Supplier shall have written standards, performance objectives, targets, and implementation plans, including periodic assessments of the performance against those objectives.

#### Audits and Assessments

Supplier shall perform periodic evaluations of its facilities and operations, and the facilities and operations of its subcontractors and next-tier suppliers to ensure compliance with this Code and the law.

#### Documentation and Records

Supplier shall have processes to identify, understand, and implement applicable laws and regulations and requirements of this Code. Suppliers shall maintain documents and records to ensure regulatory compliance.

#### Training and Communication

Supplier shall develop and maintain management and worker training programs to facilitate proper implementation of its policies and procedures and to fulfill Supplier's continuous improvement objectives.

Supplier shall have a process for communicating clear and accurate information about its performance, practices, policies, and expectations to its workers, next-tier supplier(s), and customers.

Supplier shall have an ongoing process to obtain feedback on its practices related to this Code and to foster continuous improvement.

#### Corrective Action Process

Supplier shall have a process for timely correction of any deficiencies or violations identified by an internal or external audit, assessment, inspection, investigation, or review.

## SEP JORDAN'S SUPPLIERS

Mainly based in the Tuscany, Puglia, and Umbria regions of Italy, our suppliers are small businesses who are proud to weave exclusive fabrics that serve as the canvas for the skilled SEP artists.

All our suppliers have implemented Codes of Ethics and we visit them to learn about their production standards, whenever possible.

### Cashmere:

SEP work with a family-owned fabric mill, which champion a technique called "Rasato Evanescente" to weave our amazing soft, fluffy and warm scarves. This weaving technique allows for the fabrics to remain warm, yet lightweight. SEP Jordan artists masterfully embroider this material while maintaining these fabrics' unique traits, in the full respect of the environment and of their employees.

Our supplier uses Cariaggi yarns for the SEP scarves: some of the Cariaggi farms are located in the Marche Region, in the province of Pesaro-Urbino, close to the enchanting Montefeltro area. A historic region, which in ancient times linked Europe and northern Italy with Rome and the Mediterranean, it is an area of vitality, enjoying some of the best weather Italy has to offer and providing fantastic conditions for cashmere goats to live a full and pleasant life. Bales of raw cashmere fibers, called "flock," are gathered for processing. Cariaggi selects only the finest fibers from the happiest of goats, which translates to incredibly soft and luxurious pieces. In 2015 Cariaggi started the Organic Cashmere project: a farm located in a specific unspoiled area of Inner Mongolia is entrusted to a family of shepherds who takes care a limited group of Hircus Laniger goats that freely graze in the vast surrounding territory. The project foresees that the entire life cycle of animal and the territory where he lives are constantly monitored, documenting the entire process from the cashmere fiber, the protection of the territory, the welfare of animals and shepherds as evidence of the company's ability to safeguard the places of origin of the raw material. Cariaggi's sustainability approach: during 2006, Cariaggi achieved a series of international standard requirements concerning the company's eco management, reaching the certification. This certification is in line with the spirit of safeguarding and care for the environment which is such an outstanding element of Cariaggi's philosophy. The company maintains a commitment programs and measures to reduce its impact on the environment, a reduction of about 40% of energy consumption per unit of product produced, a reduction of approximately 10% of water and a reduction of approximately 23% for the carbon dioxide (CO2).

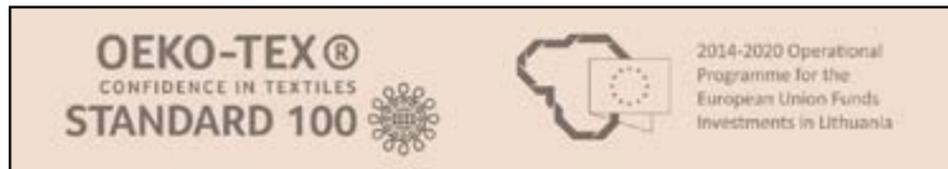
### Keffiyeh scarves:

The supplier of SEP Jordan's keffiyeh scarf is one of the last existing Jordan-based manufacturers. They employ refugees and professional with disabilities and provide them with a safe working environment near Amman.

### Table linens:

We discovered a wonderful Lithuanian company that has a respected tradition of linen growing, weaving, stone-washing and softening linen. From their website: "Growing of flax is a very sustainable process. Flax is grown with far less water and pesticide than cotton. Flax, the plant from which linen fabric is made, is also extremely versatile. Nothing from the plant is wasted. Traditionally, flax had been used to produce linen fabrics, linseed oil, twines, ropes and even briquettes for heating. Flax, if untreated with dye, is fully biodegradable. We are paying tribute to harmless flax cultivating and have created our own "Sustainable production and work policy": The lowest possible CO2 footprint – almost all our fabrics are woven in Lithuania and surrounding countries. Finishing, sewing and other processes are made within 100 km from our warehouse, production facility and head office. It means there is not so much CO2 emitted during the production's moving around".

They are certified as follows:



## SEP JORDAN SOCIAL POLICY

Through this policy SEP Jordan can ensure that all humans involved in their operations are treated in a dignified and respectful way. This social policy draws on the following sources: the United Nations' Universal Declaration of Human Rights, the International Labor Organization's fundamental principles on rights at work, the OECD Guidelines for Multinational Enterprises.

### 1. Society

To contribute within the scope of our capabilities to improving economic, environmental and social conditions through open dialogue with stakeholders and through active participation in common efforts.

### 2. Human rights

To support and respect the protection of internationally proclaimed human rights. Employees and contractors engaged as security personnel shall observe international human rights norms in their work.

### 3. Children and young workers

To ensure that minors are properly protected; and as a fundamental principle, not to employ children or support the use of child labor, except as part of government-approved youth training schemes (such as work-experience programs).

### 4. Freedom of engagement

To require that all employees enter into employment with the company of their own free will; and not to apply any coercion when engaging employees or support any form of forced or compulsory labor.

### 5. Health and safety

To provide a safe and healthy working environment at all sites and facilities and to take adequate steps to prevent accidents and injury to health arising out of the course of work by minimizing, so far as is reasonably practicable, the causes of hazards inherent in the working environment.

### 6. Employee consultation and communication

To allow employees to point out areas of concern. To respect the right of all personnel to form and join trade unions of their choice and to bargain collectively. To ensure that representatives of personnel are not the subject of discrimination and that such representatives have access to their members in the workplace. To make sure, in any case of major layoffs, that a social benefits and guidance plan is in place, and already known to employees or their official representatives.

### 7. Equality of opportunity

To offer equality of opportunity to all employees and not to engage in or support discrimination in hiring, compensation, access to training, promotion, termination or retirement based on ethnic and national origin, caste, religion, disability, sex, age, sexual orientation, union membership, or political affiliation.

### 8. Harassment and disciplinary practices

To counteract the use of mental or physical coercion, verbal abuse or corporal/hard-labor punishment; and not to allow behavior, including gestures, language and physical contact, that is sexual, coercive, threatening, abusive or exploitative. To develop and maintain equitable procedures to deal with employee grievances and disciplinary practices.

#### 9. Working hours

To comply with applicable laws and industry standards on working hours, including over-time, which shall not exceed maximum 60 hours per week.

#### 10. Compensation

To ensure that wages paid meet or preferably exceed the legal or industry minimum standards and are always sufficient to meet basic needs of personnel and to provide some discretionary income. To ensure that wage and benefits composition are detailed clearly and regularly for workers, and that compensation is rendered in full compliance with all applicable laws and in a manner convenient to workers. To ensure that labor-only contracting arrangements and false apprenticeship schemes are not used to avoid fulfilling SEP Jordan's obligations under applicable laws pertaining to labor and social security legislation and regulations.

#### 11. Suppliers

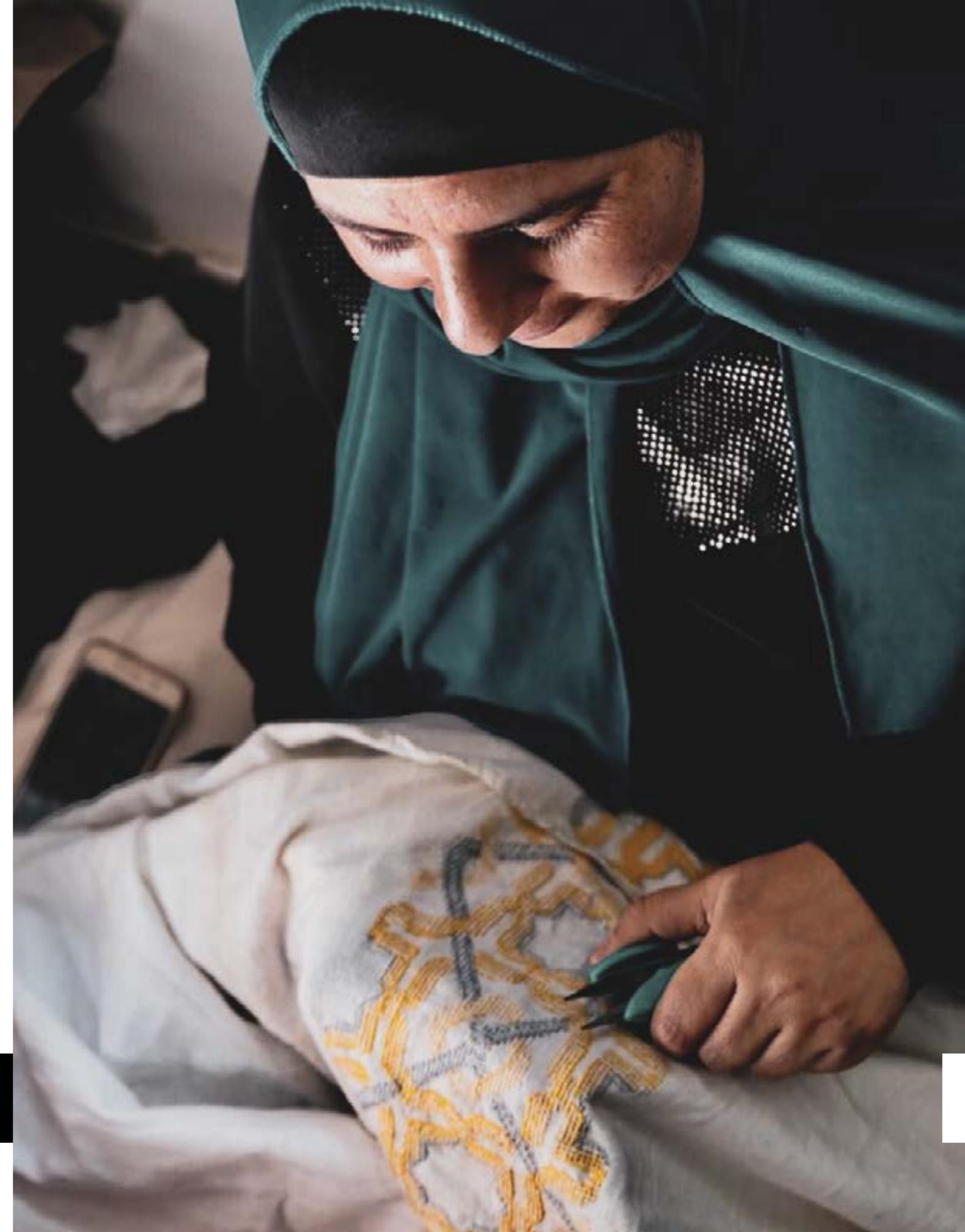
To establish and maintain appropriate procedures to evaluate and select major suppliers and subcontractors on their ability to meet the requirements of SEP Jordan's social policy, as well as Environmental and Ethical Conduct Charter.

#### 12. Community involvement

To promote and participate in community engagement activities that actively foster economic, environmental, social and educational development, as part of SEP Jordan's commitment to the communities where it operates.

#### 13. Business ethics

To uphold the highest standards in business ethics and integrity and to support efforts of national and international authorities to establish and enforce high ethical standards for all businesses.



## 2019 ACHIEVEMENTS AND OBJECTIVES FOR 2020



The SEP Jordan team is proud to share our milestone results for 2019 and very excited to share its plans for the year ahead.

Artists trained: 100 new Artists successfully graduated from the SEP-Tamari Foundation Academy.

Pieces produced: close to 6,000 items were created by the SEP Artists during the year.

MADE51 collaboration evolution: the UNHCR's MADE51 platform, which gathers Social Enterprises who like SEP work with refugees worldwide, partnered with SEP in Geneva in December 2019: SEP managed the MADE51 Chalet at the famous Noel aux Bastions Winter Market, with the support of Ville de Geneve and of the Geneva Chamber of Commerce, Industry and Services.

Moreover, SEP Jordan produced for MADE51 a capsule linen shawl collection, which was launched at luxury retailer Bon Genie in Geneva and at the Virgin Megastore in Dubai, in the presence of Sir Richard Branson, during the month of December.

Commercial expansion: the Boutique SEP in Rue Vautier 31, Carouge celebrated its 1st year anniversary. We want to thank your generous landlord, Mr Thierry Lombard, for his precious support. We plan on opening a second Boutique SEP in Europe during 2020.

Press: Country Homes and Interiors, Natural Lifestyle magazine, Annabelle magazine, Marie Claire, the Financial Times How to Spend It, National Geographic Traveller Magazine, Absolute Home magazine, Absolute Horse magazine, Absolutely Weddings, Living Etc magazine, Elle, Conde Nast Traveller magazine, Homes and Gardens magazine, The Independent among others featured SEP Jordan.

2020 OBJECTIVES:

Collaboration with leading luxury brand: during 2020, the Merchandising department of a leading global luxury brand will

analyse SEP Jordan collections, production plans, merchandising and come up with recommendations to take the brand to the next level. This "knowledge-transfer" program is a pioneering initiative, which we believe will truly shape our company for the best, in a sustainable way.

Opening of the first SEP Cultural Center in Jerash camp: Geneva based SEppers Laurence and Simon Collins decided to sponsor the opening and running of the first SEP Cultural Center in Jerash camp, driven by their desire to accelerate the SEP impact on the community. The center will support SEP artists who have pre-school children by offering safe play opportunities, which will allow their mothers to concentrate on their work. The center will also offer after-school support to older children as well as host a revolutionary aquaponics system green house on its rooftop, donated by Landmark Hotel Amman and Mary Nazzal-Batayneh to the community. The dome was first presented at the Amman Design Week 2019



The Cultural Center will be the third building where SEP operates in Jerash camp, in addition to the SEP Workshop and the SEP Tamari Foundation Academy.

Consolidation of the SEP Artists' team: Nawal Aradeh (operations manager) and Asma Saleh (quality control manager) are planning to consolidate the working relationship with the over 500 Artists, focusing on the best performers, on scaling the quality control process and on delivering increased production volumes, protecting the current 3% error ratio.

Expansion of SEP retail strategy: in the light of the success of the Representative model in Hong Kong with Gigi El Debs and in Moscow with Dana Odeh, we plan on expanding our presence in new markets, based on Brand Ambassadors who decide to become a key strategic partner in the SEP expansion, by building stock and representing the brand in their market. SEP will also open a second Boutique SEP during 2020 and plan to further strengthen their online shopping capabilities.

Again in 2020, we are looking forward to sharing the stories of artists who are heroes, who persevere in the face of adversity and who make sure the world takes notice of them, one stitch at a time!



**S E P**

J O R D A N

#SEP2020  
#EVERYSTITCHTELLSASTORY  
#WHATSTORYAREYOUWEARING

GENEVA: 31 Rue Vautier, Carouge [MAP](#)

AMMAN: The Lobby of Landmark Amman Hotel [MAP](#)

ONLINE: [www.sepjordan.com](http://www.sepjordan.com)

