

S E P

J O R D A N





J O R D A N

S O C I A L I M P A C T R E P O R T

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O V E R V I E W

“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 OUR ACCESSORIES, ENRICH THE PRODUCTS AND GIVE THEM MEANING”

(ROBERTA VENTURA, SEP JORDAN CEO, HARPER’S BAZAAR ARABIA, 2018).

SEP Jordan is a social enterprise that aims to empower and bring thousands of refugees above the poverty line through training and employment. SEP Jordan predominantly works with Palestinian women refugees located in Jerash Camp. These women are expert cross-stitchers who embroider the SEP creations by hand. Additionally, we train Syrian refugees in the larger Jerash municipality, teaching them this cross-stitch technique. SEP is planning to branch-out into crochet through a pilot program in Azraq Camp, working closely with a group of expert crocheters who had to escape from war in Syria and are now settled in Azraq. Since SEP Jordan was founded in 2013, the brand has grown to employ over 300 artists, from the ages of 18 to 56. Through employment, SEP Jordan emphasizes a for-profit business model that surrounds the idea of every employee being on the same level, working as part of a team to improve the community; the “donor versus recipient” aspect is non-existent. This business model aims to promote:

- **Employment as opposed to charity**
- **Empowerment as opposed to dependence**
- **Pride and self-confidence as opposed to depression (Ventura, 2017).**

In hopes of creating better lives for the artists, the artists’ families, and the artists’ surrounding communities, SEP Jordan offers a multitude of ongoing programmes, run at the SEP Jordan-Tamari Academy: workshops and activities, ranging from training to self-defence and first-aid. These educational opportunities are funded through partnerships with organisations, such as the Tamari Foundation and the United Nations Children’s Fund (UNICEF).

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



SEP Jordan partners with the Arab Women’s Enterprise Fund (AWEF), the United Nations High Commissioner for Refugees (UNHCR), the Department for International Development (DFID), Landmark Amman Hotel and Conference Center, Hello World Kids, BizWorld Jordan, Jordan Paramedic Society, Kaynouna Art Center and the Tamari Foundation among others. Beyond these corporate partnerships, 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 the world. Ultimately, making a SEP Jordan purchase means making a purchase with a direct impact.

LETTER FROM THE CEO

Dear Friends,



The SEP Jordan idea was born in 2013, when I visited Jerash Camp in Jordan. I was inspired by the stories of Nawal, Asma and her friends to try to generate a positive social impact within refugee communities.

When SEP Jordan was established, we were the first private company ever to be set up in Jerash Camp with the purpose of selling outside of the camp. We made a point of setting up SEP Jordan not as a charity, but as a Social Enterprise, ie a chance for hundreds of incredible artists to hold their heads up high and take pride in making a living. Our priority is celebrating the artists' roots and heritage, bringing back dignity and emotional as well as financial independence.

We are lucky to be working with the most amazing group of women who see every piece as a way to share their story, culture and emotions. In choosing to focus on accessories and home goods, we created a perfect base to highlight traditional Palestinian patterns and Islamic geometry. As we spent time with the artists, we learned about what was most needed and we planned the necessary training. We have set up a training curriculum which every artist must attend, before working with SEP and we provide a wide range of classes, from first-aid to self-defence, and have seen the benefits ripple throughout the community.

Positive change within Jerash Camp has been triggered by SEP Jordan's international expansion. 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 of the artists who embroidered them, all the way to their new owner. Being featured on a full-page of Harper's Bazaar Arabia, by Amanpour's team on CNN, on Harrods' shelves in London, we saw SEP Jordan transform from a dream to a brand. A brand which represents a real, sustainable solution to many of the problems which thousands of refugees face.

My proudest moment came in 2018, when Academy Award-winning costume designer Jacqueline Durran chose SEP Jordan to embroider the costumes for the Hollywood film Mary Magdalene and told us that she could not have achieved the same result without our input. Thanks to my 20-year career in finance, I am fortunate to have the possibility to dedicate myself full-time to SEP Jordan. I feel with our consumption, we have a duty and an opportunity to work towards a fairer world.

Looking to the future, our goal is to help bring thousands of women in Jerash Camp and in the other Camps above the poverty line and to see them empowered. We are working towards being a household brand sold in prime locations worldwide, with every customer taking pride in the difference that they made in the artists lives. With our first flagship store on the horizon, the entire SEP Jordan family could not be prouder of the difference we are making, and could not be more excited for what we will accomplish in the coming years.

Sincerely,

Roberta Ventura,
SEP Jordan Founder & CEO



J O R D A N



L I F E I N J E R A S H C A M P

While there are a lot of stories about refugee camps on the news, very few people have any idea what life in a camp actually looks like. Every camp is different but most camps face similar challenges in meeting basic human needs and rights. SEP Jordan started operations in Jerash Camp and recently expanded a pilot programme into Azraq Camp. Jerash Camp, colloquially known as Gaza Camp, was set-up in 1968 and was intended to be used only for non-permanent emergency response. Back then, 11,500 people moved into Jerash Camp. Today there are over 40,000 registered 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, refugees cannot purchase land, do not qualify for health insurance, and cannot enter public sector employment. Refugee life brings about a number of challenges, from low quality and availability of employment and education, to shockingly high numbers of diagnosis of depression. Below are the main categories that outline the quality of life in Jerash Camp (Tiltnes & 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 in Jerash camp 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. 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 (Tiltnes & Zhang, 2013). Based on a questionnaire, referenced in Figure 1 by Arab Women's Enterprise Fund (AWEF) to 50 SEP Jordan artists, 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 artists 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).

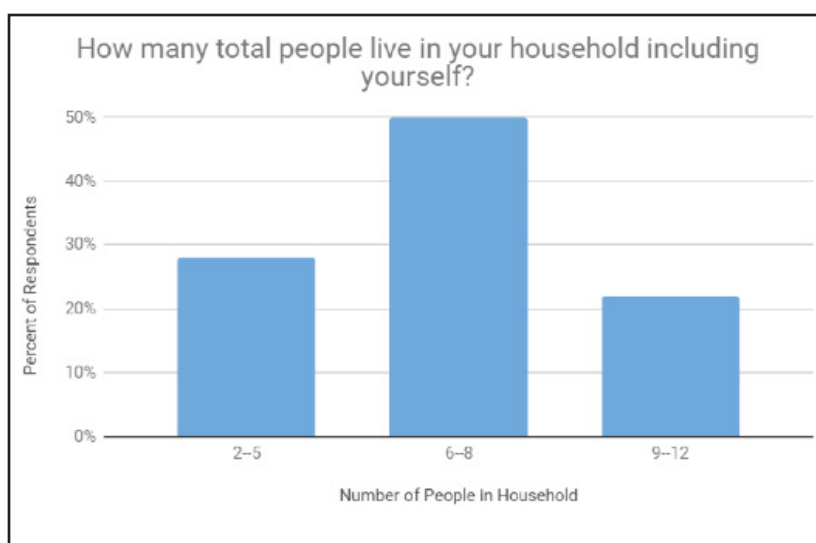


Figure 1. (Arab Women's Enterprise Fund, 2018)

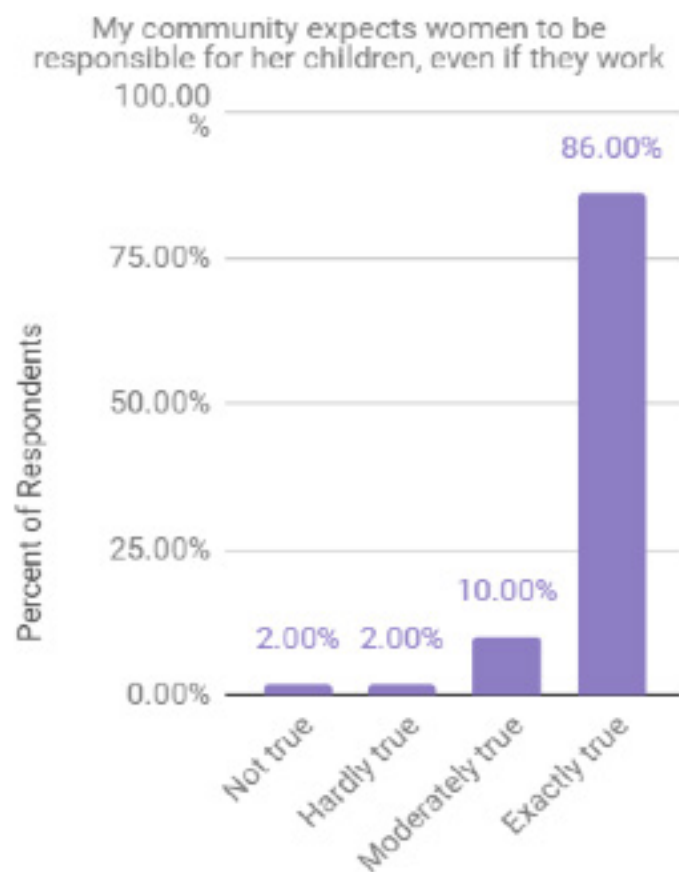


Figure 2. (Arab Women's Enterprise Fund, 2018)

EDUCATION

There are four schools which were 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 recognising 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 consequence of the small pool of resources is the lack of access to technology. With very low computer literacy, few students can expect to succeed in higher education (Tiltnes & 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 artists 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 artists 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 artists 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).

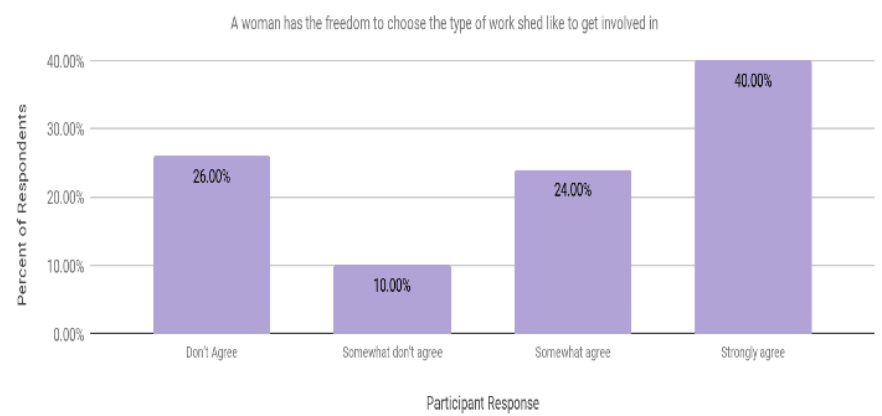


Figure 3. (Arab Women’s Enterprise Fund, 2018)

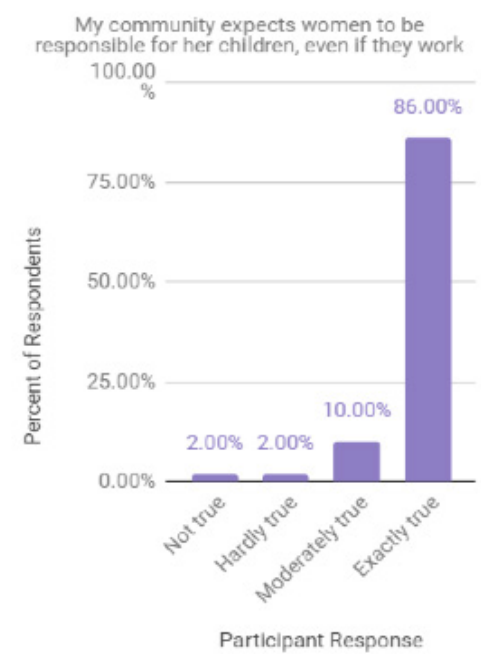


Figure 4. (Arab Women’s Enterprise Fund, 2018)

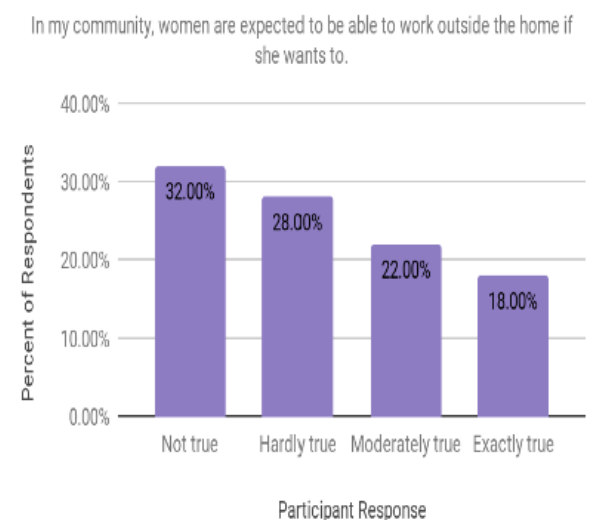


Figure 5. (Arab Women’s Enterprise Fund, 2018)

L I F E I N J E R A S H C A M P

OF THE 13 PALESTINIAN REFUGEE CAMPS, **JERASH CAMP HAS THE LOWEST NUMBER OF PEOPLE WITH ACCESS TO HEALTH CARE SERVICES, WITH **88%** OF REFUGEES NOT COVERED**

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 (Tiltnes & 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. (Tiltnes & Zhang, 2013).



PROGRAMMES



**EVERY YEAR SEP JORDAN
OFFERS A VARIETY OF
PROGRAMMES FOR
SEP ARTISTS AND THEIR
FAMILIES**

P R O G R A M M E S

Every year, SEP Jordan offers a variety of programmes for refugees and their families. SEP Jordan offers ongoing programmes such as Library, educational workshops, and fun activities. Through partnerships with organisations like the Tamari Foundation, UNICEF, and many others, who donate their time and knowledge to the SEP Jordan community, we host a variety of classes such as first aid, domestic violence, art, English, reading and origami. Programmes are offered to artists, children, and others within the community at large.

ONGOING PROGRAMMES

SEP-Tamari Academy Cross-Stitch Training

The SEP Jordan Academy for Cross-Stitch Training is an ongoing programme 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).



The training programme itself was created to train hundreds of women in the art of embroidery, up to the highest international standards. The Cross-Stitch Training programme 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 familial 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 to recognize the Management Team's heritage.

Women in the training programmes are divided into different rooms based on their level of knowledge. The artists 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,



SEP-Tamari Library

The SEP-Tamari Library is 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 books. 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.

ARTISTS RECEIVE TRAINING SO THAT THEY CAN EMBROIDER WITH SEP JORDAN AND WORK THEIR WAY OUT OF AID DEPENDANCE



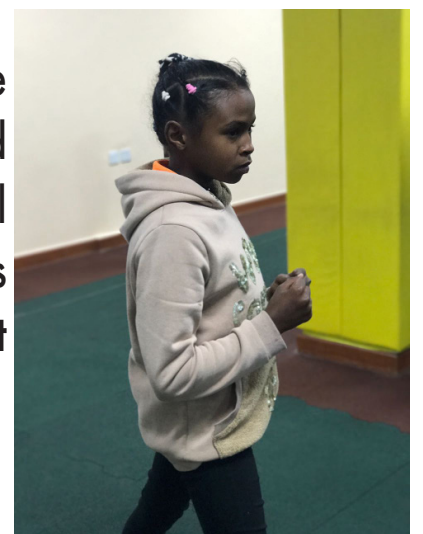
PROGRAMME HIGHLIGHTS

In addition to ongoing programmes, SEP Jordan offers a multitude of unique one-off programmes every year, this report shines a light on a few that have taken place over the past two years.

2018 Highlights:

Self Defence Class

SEP Jordan partnered with ACS to host a self defence class for young girls in the SEP Jordan community. ACS “inspires individuals to become self-motivated learners and compassionate citizens that demonstrate respect, act with integrity and seek intellectual growth in a culture of high expectations” (American Community School, Amman). This partnership allowed 20 SEP Jordan girls to learn self defence skills at the state-of-the-art ACS gym in Amman over a number of weeks.



First Aid Courses for Children

SEP Jordan partnered with the Little Paramedics Society to host a series of workshops at the SEP-Tamari Academy. Little Paramedics Founder Maisaa Al Zoubi said: “In my opinion, teaching children how to protect themselves is an extremely important priority as they are the centre of any future aspirations we may have so we need to make sure they are safe,” she stated, noting that “we do not just aim to make the children know about first aid and paramedics, we also help them understand and build their capacities from a very young age”. She recalled how Hind, a child who participated in one of the workshops told her afterwards “now I am not scared when I am away from my mother; I feel like I can take care of myself”. (The Jordan Times, 2018)



Kanyouna Art Therapy

SEP Jordan partnered with the Kanyouna Art Therapy Center to host a series of Art Therapy classes at the SEP-Tamari Academy in Jerash camp. Kaynouna Center was founded in 2012 and is considered a pioneer in its field in the Arab Region. Kaynouna not only aims at providing Art Psychotherapy to those in need, but most importantly aims to be part of a journey that will collectively spread insight, awareness and compassion in a world passing through great disturbance, confusion, and uncertainty. Workshops, training and on the ground Art Psychotherapy groups aim at the continuous development and insight of societies and humanity. Kaynouna Center has offered and implemented Art Psychotherapy groups with over a 1000 Refugee/Orphan children, youth and women and will continue to reach out and try to heal our collective pain. 11 SEP Jordan children benefitted from a series of interactive workshops at the SEP-Tamari Academy.



P R O G R A M M E S

Video Games Design and Development

SEP Jordan partnered with Jordan Gaming Lab at their Irbid headquarters, to host a basic coding workshop focused on the design of videogames. The Gaming Lab plays a major role in the collaboration between academic and corporate entities to develop well-prepared members of the gaming sector throughout promoting game development as a career. The Lab will also aim to create game business and commerce in Jordan and leverage the existing companies in this growing sector of digital-content, where businesses at a later stage could use the Lab to group test their products using dozens of testers simultaneously. The game laboratory can also serve as a game recruitment and training facility and be used for gaming business meetings and workshop activities. 21 teenage boys and girls attended the coding workshop in March 2018.



Reading for Children



SEP Jordan partnered with the Shoman Foundation and Knowledge Path to organise a reading and creative writing workshop for SEP Jordan children at the SEP Tamari Academy. The AHSF gives great importance to investing in literature and the arts. Therefore, it launched the Abdul Hameed Shoman Award for Children's Literature in 2006 and established the first computerised and fully equipped public library in Jordan in 1986. The Foundation has also supported many libraries as part of its many projects in Jordan and Palestine. It established the



P R O G R A M M E S

2017 Highlights:

Parenting Skills

SEP Jordan partnered with UNICEF to run a parenting skills workshop for SEP Jordan parents at the SEP-Tamari Academy. UNICEF “works in 190 countries and territories to save children’s lives, to defend their rights, and to help them fulfill their potential” (UNICEF, n.d.-c). Based on recent research by UNICEF, “90% of children in Jordan are subjected to violent discipline” (UNICEF, n.d.-a). 30 SEP Jordan parents attended this workshop to learn best parenting practices in hopes of catalyzing change to the previous statistic.



Children Coding Classes

SEP Jordan partnered with Hello World Kids to develop a set of coding classes for children. Hello World Kids is a company that works with children ages 6 and up to teach them native coding in a simplified and interactive way. They offer what they call, “learning chunks,” which are workshops that address specific topics and skills. Through these “chunks” children stay up to date with the rapidly changing demands of the digital world and learn entrepreneurship skills (About Us, n.d.-a). This programme allowed 50 children in Jerash Camp to learn valuable skills that would have never been possible without this partnership.

Drawing MasterClass



SEP Jordan partnered with Mr. Tariq Otoom from the Ministry of Culture and the Jerash Culture Directorate to offer 23 SEP Jordan children a drawing class at the SEP-Tamari Academy. The Ministry of Culture “strives to undertake its responsibilities in promoting culture and deepening loyalty and pride in the Arab national Islamic culture” while the Jerash Culture Directorate is “responsible for the enhancement of relations” between the government

and the local community (the Hashemite Kingdom of Jordan, n.d.). This programme hopes to enhance culture through drawing activities that students can participate in.

Kids entrepreneurship Workshop

SEP Jordan partnered with BizWorld Jordan to create a week-long entrepreneurship programme for children at the SEP-Tamari Academy. From BizWorld website: “We ignite this entrepreneurial spirit, developing students’ aptitude for teamwork, leadership and critical and creative thinking and strengthening this with real world knowledge about entrepreneurship, business and financial responsibility; all the tools needed to flourish in the 21st Century”. A group of 12 kids attended the workshop which was held by BizWorld CEO, Ms Helen Al Uzaizi.



J O R D A N



J O R D A N

SEP Jordan is a social enterprise that aims to empower and bring thousands of refugees above the poverty line through training and employment.

Founded in 2013



SEP JORDAN WORKS WITH

350+

REFUGEES IN JORDAN



LIFE IN JERASH CAMP



4 times more refugees in Jerash Camp since 1967

52.7%



of refugees are below the poverty line



17% of households have 9 or more members



88%

of refugees are not covered by health insurance



45+ students

in each classroom

WHAT DOES SEP JORDAN OFFER?

Compensation

30-50%

higher than market rate



87% of women said YES to improved depression symptoms

70% of women paying off their previous debt



80% of women improving home conditions

160+ prescription glasses provided



The SEP Jordan-Tamari Library gives access to



400 books

to all residents in Jerash Camp

307 SEP Jordan parents



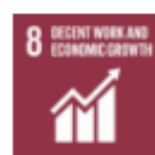
attended classes and workshops at the SEP-Tamari Academy in 2018

130+ SEP Jordan children

attended educational after-school activities at the SEP-Tamari Academy + in Amman and Irbid



SEP Jordan is advancing the United Nation's Sustainable Development Goals:



J O R D A N

THE **WOMEN** WHO WORK FOR SEP JORDAN ARE OFTEN THE **PRIMARY BREADWINNERS** IN THEIR FAMILY



SEP Jordan provides employment opportunities to a demographic that currently has little to no opportunities. 52.7% of Jerash Camp’s inhabitants live below the poverty line, as aforementioned in the report. The artists who work with SEP Jordan are often the primary breadwinners in their family. In 2017, the top income bracket artists could earn between \$230 and \$350 per month, depending on how much time and effort they could put into their embroidery work. 80 of SEP Jordan’s 300 employees were in the 30th percentile income bracket. Most SEP artists are the main breadwinner in the family. They are able to meet most of their financial needs and can, on special occasion, pursue financial wants, which is a rare luxury in Jerash camp. Artists who are in bottom percentile cannot dedicate much time and effort to embroidery; hence, they cannot sustain their families solely from their SEP Jordan income. However, the money they earn makes a big difference in their lives; working with SEP Jordan has made it possible for artists to pay off previous debt, improve their home conditions, and purchase basic need items. The dependable income earned working with SEP Jordan funds important aspects of their lives while allowing them to provide for their loved ones. AWEF found through its questionnaire that there was a united sense of family responsibility felt amongst its participants “regardless of the number of income resources”; it was their individual upbringing that “made them feel responsible for fulfilling their family’s needs, or at least sharing the responsibility to fulfil these needs” (Arab Women’s Enterprise Fund, 2018). The income also assists in establishing a sense of purpose and pride in the refugees’ skillful work that highlights their culture.

The chart below is based on a survey of 100 SEP Jordan embroidery artists, conducted in 2016 and 2017 by Nada Syam at SEP. Artists were asked if since they started working with SEP Jordan they managed to pay down debt, improved their shelter conditions, purchased basic needs items and if they noticed an improvement in clinical depression symptoms, where applicable.

	2016	2017
Paid down previous debt	41%	70%
Improved home conditions	70%	80%
Purchased basic need items (food & clothes)	70%	77%
Had depression prior to employment	43%	52%
Improved depression symptoms	97.7%	100%

EMPLOYMENT & IMPACT

Paid Down Previous Debt

The survey indicates a significant increase in the amount of employees that were able to pay down their previous debt. In 2017, an additional 29% of women surveyed claimed that they were able to pay off their previous debt with the income that SEP Jordan provided them.

Improved Home Conditions

The survey indicates an increase of 10% in the amount of employees who were able to improve their home conditions versus 2016.

Purchased Basic Need Items

The survey indicates an increase of 7% in the amount of SEP Jordan employees that were able to purchase basic need items with their SEP Jordan incomes versus 2016.

Depression Improvements

Depression rates are high within the camp, particularly among women who cannot provide the homes and lives that they want to for their families. Although the survey indicates an increase of 9% in the women that were depressed prior to their employment from SEP Jordan, in 2017, 100% of the women who said they had depression indicated that their symptoms improved compared to the 97.7% that said their symptoms improved in 2016.

Overall, there was a substantial increase in the number of women who reported themselves as the breadwinners of their families. Often, women in two-income households began working with SEP Jordan with monthly earnings lower than their husbands but quickly increased their income. Employment with SEP Jordan offers women an incredible amount of economic empowerment and freedom. The increase in overall positivity, pride, and independence that employment with SEP Jordan provides is reflected in the improvement of depression symptoms, home conditions, and financial stability.



SEP JORDAN'S IMPACTFUL EMPLOYMENT

SEP Jordan wishes for more than just economic stability for its employees. Health & safety is also a priority, requiring that each embroidery artist works a maximum of four hours per day to preserve the health of their eyes and hands. Over 150 artists' eyes have been tested and they have been given prescription glasses. Work-life balance is encouraged through employees choosing their own schedule and number of projects. AWEF demonstrates through its questionnaire-based interviews to 50 SEP Jordan women beneficiaries 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 per 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.

Through financial security, directly related to the quality and effort of the work produced, SEP Jordan creates fulfilling opportunities for refugees.

Full-time employees at SEP Jordan are paid a multiple of minimum salary (ILO definition for the garment sector in Jordan) and receive Social Security registration, which for many Jerash residents is the first time accruing a pension and other work-related rights. Gaining legal status removes the stigma of statelessness, and creates a feeling of belonging and community.

ECONOMIC EMPOWERMENT

Due to the isolation of refugee camps, many refugees are unable to find employment. When they do find employment, they rarely make more than minimum wage. SEP Jordan provides gainful work to over 350 refugees in Jerash Camp and the Jerash Municipality and Azraq Camp in Jordan. Each artist works with imported high quality fabrics, using the embroidery skills they have learned throughout their lives and which they have refined during their time at SEP Jordan's Tamari Academy. 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 of these long-term partners earn the highest income in the company. The affirmation and confidence the artists feel shows itself every day, when they proudly share their embroidery techniques with the newest recruits. The feeling of comradery in the workroom is palpable; all of the artists work together, teaching and inspiring one another. The SEP artists 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.



"AT THE START OF MY 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" (HARPERS BAZAAR ARABIA, 2018).

NAWAL ARADEH, SEP JORDAN OPERATIONS MANAGER

PARTNERSHIPS & COLLABORATIONS



PARTNERSHIPS & COLLABORATIONS

LANDMARK HOTEL AMMAN

“Our SEP shop on the lobby level sells a range of beautiful products that blend local craftsmanship with contemporary Italian style. Our collaboration enables the hotel to offer an additional product to our guests, inviting them to shop beautiful items and simultaneously impact the lives of refugees with their purchases. We are proud that each room on the 10th floor displays a piece of wall art crafted by an artist from the camp. Brochures in the rooms tell the story of the individual artist. The communal area on the 10th floor hosts a permanent photography exhibition by Mahmoud Al Haj, designed to give viewers an insight into life in the refugee camp”.
(www.landmarkamman.com)

AWEF & DFID

“AWEF’s programme is funded by the U.K Department for International Development (DFID) . The objective of the programme is to address the barriers towards the women’s economic inclusion in the Middle East and North Africa (MENA) region. From 2015-2020, AWEF will work in targeted countries – Egypt and Jordan - to increase economic opportunities and well-being for 150,000 poor women in the region”. (AWEF, 2018) AWEF funded SEP Jordan’s worldwide media campaign “WHAT STORY ARE YOU WEARING?” in 2018.

UNHCR

SEP Jordan and UNHCR Jordan Livelihoods unit have developed a training program to integrate Syrian refugees settled in the Jerash Area within the SEP Team, plus they have launched a pilot training programme in Azraq camp. SEP Jordan is part of the MADE51 platform (<http://made51.org>).

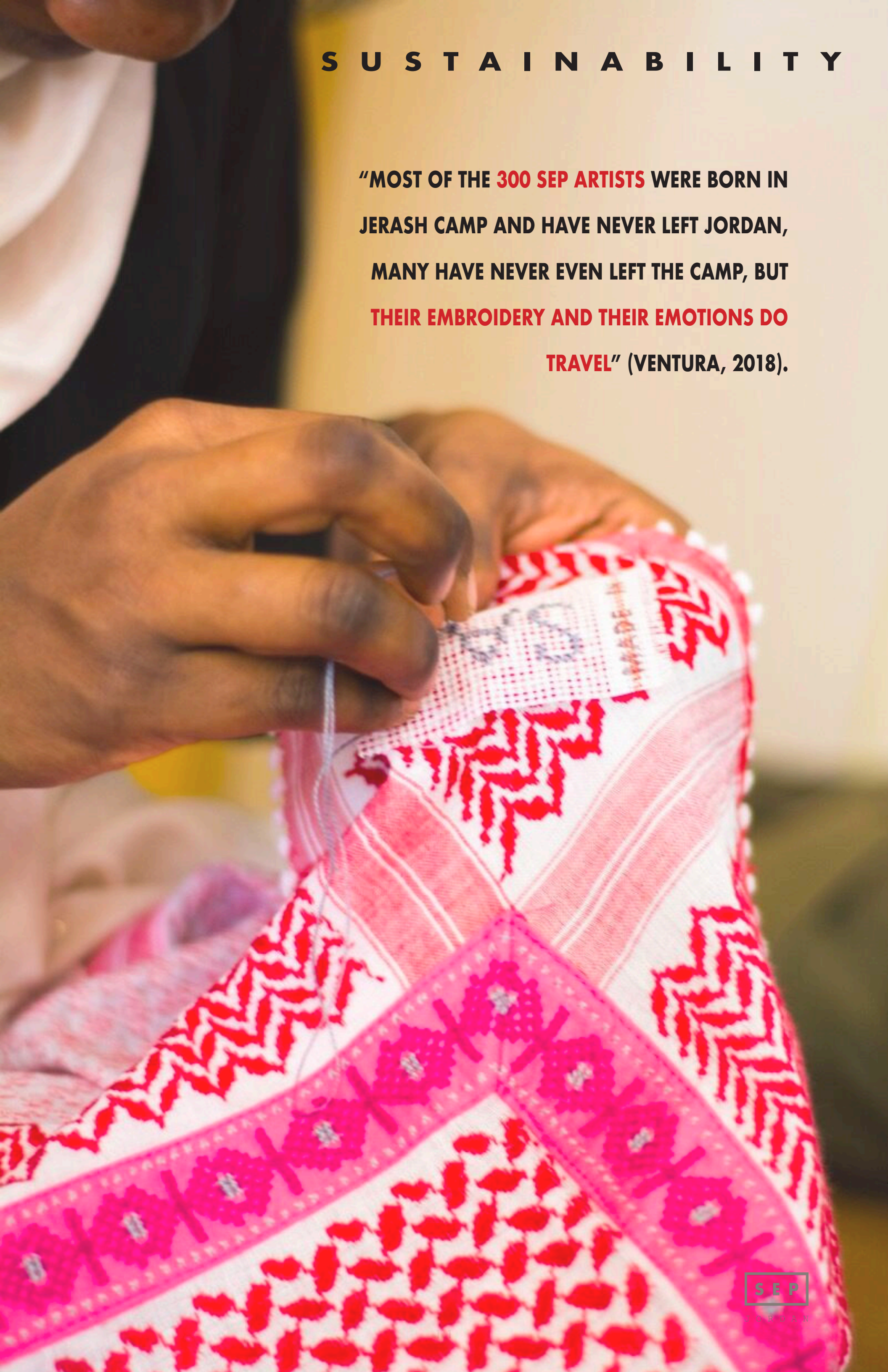
LOANS AND SCHOLARSHIPS

SEP have dispensed four loans to the top artists/employees which are being repaid via work or future bonuses. Of the four loans, three were spent on home renovation or purchase and one on a medical emergency. Loans have been temporarily suspended as of 2018, because the micro-management of repayments takes time and resources which the SEP Jordan team on the ground do not have.

Scholarships: the Tamari Foundation via SEP have dispensed three Secondary Education Scholarships in recent years. The Scholarships were innovative in that the grantee is required to “pay back” the grant via community work in Jerash Camp. Again, this project required more resources for monitoring and assessment which SEP has at their disposal, therefore the scholarships will be suspended as of 2019. We are in talks for a new kind of scholarship for SEP artists’ children, possibly in partnership with a school, which would make it easier to monitor and implement them. One of the three students is about to graduate and is being interviewed for a management role within the SEP operations (Ventura, 2018).

S U S T A I N A B I L I T Y

"MOST OF THE 300 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, 2018).



S U S T A I N A B I L I T Y

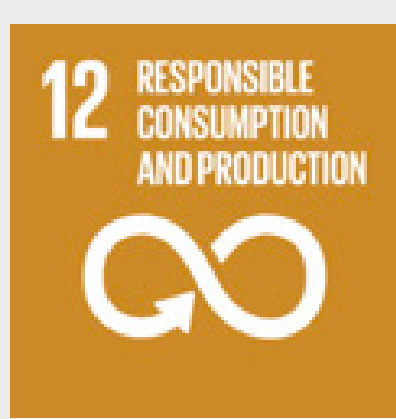
MATERIALS AND ENVIRONMENT

SEP Jordan prides itself on practising 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. In line with the UN's Sustainable Development Goal 12 and SEP Jordan's Environmental and Ethical Conduct Charter for Suppliers, SEP Jordan internally and externally advocates for environmental sustainability. In partnership with American Community School Amman, SEP distributed over 30 garbage bins in the neighborhood, in the hope to keep the streets clean.

UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

The United Nations implemented its 17 Sustainable Development Goals, a part of the 2030 Agenda for Sustainable Development, on 1 January 2016. The 17 Sustainable Goals aim "to end all forms of poverty, fight inequalities and tackle climate change, while ensuring no one is left behind". The Sustainable Goals are unique as they look to countries of all economic levels to advocate for wealth through eco-friendly strategies. Furthermore, these goals reflect the notion that ending poverty is directly connected to plans "that build economic growth and [address] a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection" (United Nations, n.d.-b).

In addition to being largely social-impact minded, business focused, and cross cultural, SEP Jordan is proud to be an eco-sustainable brand. SEP Jordan is proud to be advancing the UN's Sustainable Development Goals 1, 3, 8, 10, 12, and 17:



SUPPLIERS

SEP Jordan's Italian suppliers, based in the Tuscany, Puglia, and Marche regions of Italy, are small businesses who are proud to craft exclusive fabrics that serve as the canvas for our skilled artisans. These family-owned fabric mills use a technique called "Rasato Evanescente" to weave cashmere shawls and ponchos. 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.

The supplier of SEP Jordan's keffiyeh scarf is one of the last existing Jordan-based manufacturers. Together, we have been developing innovative keffiyeh colours and styles.

Table linens are sourced from a Lithuanian company which continues the centuries long tradition of Lithuanian linen weaving; working with a company that has a respected tradition of linen growing, weaving, stone-washing and softening makes SEP Jordan proud to share their story too.



LABOUR AND HUMAN RIGHTS

SEP Jordan's Environmental and Ethical Conduct Charter for suppliers assures that employees throughout the brand's supply chain are being treated fairly and ethically. In order to maintain these standards SEP Jordan requires the following via a self-certification form:

- Suppliers must 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.
- Suppliers must not threaten employees with, or subject them to, harsh or inhumane treatment, including but not limited to verbal abuse, psychological harassment, mental and physical coercion, and sexual harassment.
- Suppliers must operate through a voluntary employment system.
- Suppliers must hold their third-party recruitment agencies accountable to the provisions of the law and SEP Jordan's Environmental and Ethical Conduct Charter.
- Suppliers must employ individuals who are of applicable minimum legal age.
- Suppliers may offer apprenticeship programmes for educational benefit that are consistent with Article 6 and 7 of ILO Minimum Age Convention No. 138.
- Under the ILO Minimum Age Convention No. 138, supplier employees younger than eighteen years of age may not participate in work that may jeopardise their health, safety, or morals; they also must not work overtime or night shifts.
- Suppliers must offer proper management of student workers.



- Suppliers must enforce a restricted workweek of sixty hours, including overtime. In addition, allowing workers one day off every seven day, except in emergencies or unusual situations.
- Suppliers must offer legally mandated minimum wages, benefits vacation time, leave periods, and time off for legally recognised holidays.
- Suppliers must pay workers for overtime hours at the legal premium rate and be transparent regarding pay structure and pay periods to employees.
- Suppliers are required to allow employees to practise freedom of association and collective bargaining without interference, discrimination, retaliation, or harassment, to the legal standard.
- Suppliers must offer a mechanism for employees to report grievances and facilitate open communication between management and workers.

HEALTH AND SAFETY

SEP Jordan's Environmental and Ethical Conduct Charter for Suppliers provides guidelines for the health and safety of SEP Jordan's supplier's management practices. In order to maintain these standards SEP Jordan requires the following:

- **Suppliers must allow employees to refuse and report working under unhealthy working conditions.**
- **Suppliers must identify, evaluate, and manage occupational health and safety standards through the process of hazard elimination, engineering controls, and/or administrative controls.**
- **Suppliers must provide their employees with any personal protective equipment and instructions of its proper use.**
- **Suppliers must identify and assess emergency situations and develop emergency plans and response procedures.**
- **Suppliers must have a system for employees to report health and safety incidents, as well as a system to investigate, track and manage these reports.**
- **Suppliers must implement corrective action plans to mitigate risks, provide necessary medical treatment, and facilitate employees return to work.**
- **Suppliers must control employee exposure to tasks that may pose a risk of excessive force, improper lifting positions, or repetitiveness.**
- **Suppliers must provide accessible and clean toilet facilities; potable (or drinking) water; dining, food preparation, and storage facilities.**
- **Suppliers must provide appropriate workplace health and safety training in the employee's primary language. Additionally, health and safety related information must be clearly posted in the facility.**

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. In order to control these aspects, SEP Jordan requires the following:

- **Suppliers must not engage in corruption, extortion, embezzlement, or bribery to obtain an unfair or improper advantage. Additionally, suppliers must abide by the applicable anti-corruption laws and regulations, including the Foreign Corrupt Practises Act (FCPA) and applicable international anti-corruption conventions of the countries in which it operates.**
- **Suppliers must report all information regarding business activities, labour, health and safety, and environmental practices without falsification or misrepresentation.**
- **Suppliers must respect intellectual property rights and safeguard customer information as well as manage technology and know-how in a manner that protects these rights.**
- **Suppliers must provide an anonymous complaint mechanism for all employees to report grievances.**
- **Suppliers must encourage and help foster social and economic development and contribute to the sustainability in the communities in which it operates.**

BRAND AMBASSADORS

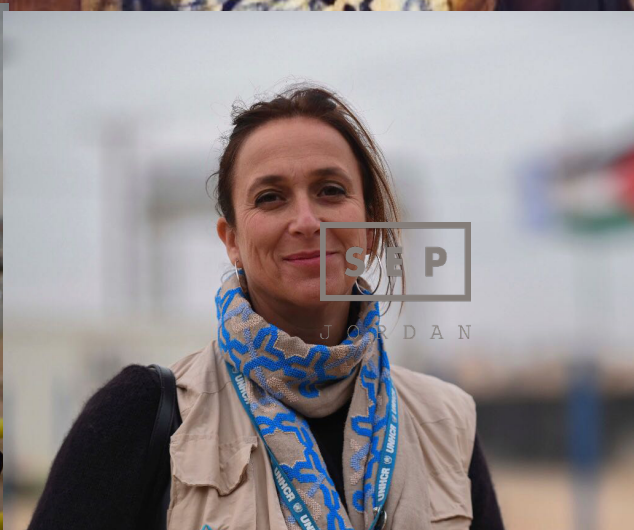


WHAT STORY ARE YOU WEARING?

JORDAN

SERJORDAN.COM

SERJORDAN.COM



BRAND AMBASSADORS

All SEP Jordan customers are SEP Jordan brand ambassadors. A SEP Jordan brand ambassador fulfills their role on a voluntary basis and is the “fil rouge”, the connector, which unites the SEP Jordan artists with the SEP Jordan customers. A SEP Jordan brand ambassador holds a love for style and fashion, a connexion to trends, and an inquisitive interest in all parts of the world. Currently, SEP Jordan well-known brand ambassadors include, but are not limited to: Chaker Khazaal, Helen Al Uzaizi, Mary Nazzal-Batayneh, Roger Waters, Nadia Manzoor, Bianca Balti, Elisa Sednaoui, Johanna Maggy.

CHAKER KHAZAAL

Chaker Khazaal is a Palestinian-Canadian author (Confessions of a War Child), reporter, and entrepreneur. He is a contributor to the Huffington Post and was recognised as Esquire ME’s man of the year in 2015. Speaking to the topics of social media, refugees, international affairs, and aid, Chaker is regarded as one of the most influential figures on Social Media in the Middle East and North Africa. He has collaborated with SEP Jordan to design the #Chakerscarf. “Earlier this year, I was invited by The Social Enterprise Project (SEP) Jordan to become an Ambassador of their brilliant organization which provides employment and support to a growing number of women and their families,” Chakar explains, “I decided to partner with them to design the ChakerScarf, embroidered by women in the Jerash Palestinian camp in Jordan and sold internationally” (Khazaal, 2015-b). Chaker knows that “a simple accessory won’t solve the refugee employment crisis overnight, but it is certainly a start - one stitch at a time” (Khazaal, 2015-a).



HELEN AL UZAIZI

Helen Al Uzaizi is the CEO of BizWorld UAE, as well as the founder of Future Entrepreneurs. BizWorld UAE’s mission is for the region to be the leader in global change and the commerce of tomorrow. Future Entrepreneurs is an entrepreneurship platform for the MENA (Middle East and North African) region (BizWorld UAE, n.d.). Helen has over 15 years of experience working with corporate and startup companies and has “directed her passion to the entrepreneurship education field” (Al Uzaizi, 2017).

In addition to Helen’s impactful career, she is a brand ambassador and pro-bono advisor for SEP Jordan. In speaking about SEP Jordan, Helen states in her social media profiles that, “In light of everything going on around us these days, from Gaza to Syria the biggest gift we can give refugees is the opportunity for a dignified life. An opportunity to be productive citizens, to live fulfilled lives and be the best that they can be, despite the circumstances that they found themselves in” (Al Uzaizi, n.d.). As an advocate of the SEP Jordan business model and her passion for supporting women and Palestinians she states that she feels “honored to work with Roberta Ventura” (Al Uzaizi, 2018).



JORDAN

MARY NAZZAL-BATAYNEH

Mary Nazzal-Batayneh is a barrister, human rights activist, mother, and founder of Landmark hotels. She has been featured on the cover of Forbes Middle East Top 200 Most Powerful Arab Women. She was chosen as a young global leader of the World Economic Forum as the only Jordanian in the class of 2013.

In addition to her successes, Mary is a SEP Jordan brand ambassador and partner. She encompasses everything that the SEP Jordan brand stands for such as ethical business and a commitment to economic empowerment for refugee communities. Her partnership with SEP Jordan brings the work of SEP Jordan refugee women into her hotel in Amman by housing a selection of SEP Jordan's work for guests to purchase and enjoy. Selected rooms in the hotel feature the distinct artistic work of the women behind SEP Jordan. When speaking about SEP Jordan she says, "for me, [a] Palestinian activist, this is a really important method to tell the storey[sic] of the longest-standing refugee population in the world," "...and since the refugee crisis is only getting worse and worse, it's great to have a model where these people can make some kind of living" (Balch, 2016). Mary spreads the mission of SEP Jordan by showing their products pro-bono worldwide and by helping introduce SEP Jordan to potential investors. In 2018, Mary even spoke with Prince William about the brand and what it stands for.



ROGER WATERS

Roger Waters is the Grammy winning singer, songwriter, and bass player for the English rock band, Pink Floyd. In addition to his musical career, Roger has been a prominent social activist for many years, speaking out on a diverse set of causes ranging from natural disaster relief to disease and poverty. In 2016, Roger Waters became an honorary SEP Jordan Ambassador when he spoke about his #Chakerscarf, saying he would "keep [it] forever and wear [it] always," highlighting the quality of the product. In 2009, Roger voiced his support for the Gaza Freedom March, marking the gradual shift in focus of his activism towards the Middle East. Over the following years, he became involved in multiple causes throughout the region, leading to his support of SEP Jordan products. This support extends to the brand's mission to empower and bring thousands of refugees above the poverty line through training and employment.



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Report Prepared in September 2018 by:

**mind +
mission**



for:

