

Culture, Education & Science, *DAFG Jour Fixe*

SEP: Social Entrepreneurship for Middle Eastern Refugees

Tuesday, 5 August 2025

6 pm (18:00)

SEP Berlin

Choriner Str. 59, 10435 Berlin

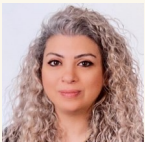
Language: English

Refugees in host countries often face discrimination and are seen as a homogeneous group, worsening their trauma from war and increasing mental health risks. Media portrayals also depict them as dependent on aid.

The [Social Enterprise Project \(SEP\)](#) aims to shift this narrative. As a luxury fashion and lifestyle brand with a focus on social impact, SEP is dedicated to uplifting thousands of middle eastern refugees above the poverty line, empowering women to become agents of change, and fostering positive community impacts through their talents. SEP partners with artists—refugees living in Jerash Camp, Jordan—who hand-embroider every piece with exceptional skill and soul.

This DAFG-Jour Fixe aims to highlight, alongside two women of Arab heritage, SEP Berlin's initiatives directed towards a young German-Arab audience. The focus will be on refugee narratives, partnerships with SEP, and the significance of Hand Embroidery, all framed by the SEP motto, "What story are you wearing?" Additionally, it will explore strategies to enhance SEP's presence within the German-Arab community.

Speakers:



Aseel Jibreel

Aseel has been a Shop Manager at SEP in Berlin since 2022. Her last job was at an NGO in Amman - Jordan, during her lengthy career as an Executive Assistant. Working at an NGO awakened her interest in pursuing a mission-driven entity that contributes to the well-being of others. Her role at SEP and its social impact objectives is aligned with her values as a person and a team member.



Nawal Aradeh

A trained teacher, Nawal has been working as a Project Manager at SEP for twelve years. She lives in Jerash "Gaza" Camp, where she has supervised an array of women's handicraft work before. Since joining in 2013, she has taken SEP from a 20-ladies group to a team of 650+.

Moderation:



Mahtab Ishaq

Mahtab is a Desk Officer at the German-Arab Friendship Association (DAFG). He studied Islamic and Arabic Studies at the Free University of Berlin, specialising on Arabic language, literature, history, and the study of Islam and the Muslim world, particularly emphasising German-Arab relations. Throughout his academic journey, he participated in seminars on diversity management and gender, where he delved deeply into the topics of social justice and equal opportunities.

Although we prefer in-person participation with the opportunity to network, you can choose whether to participate in person or online:

- If you would like to participate **in person**, please fill out [this form](#);
- If you are unable to attend in person, you can also participate **online** via Zoom webinar. Please register for this option [here](#).

We ask you to register **by 4 August 2025**.

The DAFG Jour Fixe is primarily aimed at students, young academics and young professionals from Germany and the Arab world who study and/or work in Germany and brings them together for discussion and networking.