

Press Release

Beauty Training Programme Gives Hope to Jordanian and Syrian Women

Amman, 16 December 2019 - 21 Syrian refugee women and 22 Jordanian women graduated today from an intensive vocational training programme in beauty care and hairdressing. The training supports women's access to the labour market. It was delivered at the Constant Step Academy and was provided thanks to the support of the European Union, through the EU Regional Trust Fund in Response to the Syrian Crisis, the EU "MADAD" Fund, by a consortium led by EuroMed Feminist Initiative.

The ceremony gathered graduates from two areas from Jerash Governorate who have completed the intensive technical training in hairstyling in the framework of the project "Strengthening access to protection, participation and services for women refugees, and host communities" (Madad for Women). The event was an important opportunity for graduates to share their experience and the impact of the project on their job prospects.

23-year-old Neda'a Alsmadi, a Jordanian trainee, has hearing disabilities, which prevented her from accessing several training programmes. Her mother encouraged her to apply to the beauty training provided by Business Development Center (BDC). She was committed to help her start her own business from home and communicate with clients. "I was really worried about Neda'a at the start, but then I saw how 'Madad for Women' changed her life for the better." In turn, Neda'a who has started her own home-based business thanks to the training programme said: "for the first time I can see how bright my future will be."

The ceremony was attended by the EuroMed Feminist Initiative team, the president and CEO of BDC, as well as the management team and trainers of Constant Step Academy.

About the EU Regional Trust Fund in response to the Syrian crisis:

Since its establishment in December 2014, a significant share of the EU's non-humanitarian aid for Syria's neighboring countries is provided through the EU Regional Trust Fund in Response to the Syrian Crisis. The Trust Fund brings a more coherent and integrated EU aid response to the crisis and primarily addresses longer term economic, educational, protection and social needs of Syrian refugees in neighboring countries such as Jordan, Lebanon, Turkey and Iraq, and supports overstretched local communities and their administrations.

For more information about the EU Trust Fund, please visit https://ec.europa.eu/trustfund-syria-region/content/home_en

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