



Dear Reader,

the development of SEKEM experienced a significant boost in 2003. The recognition by the Right Livelihood Foundation resulting in the reception of the „Right Livelihood Award“ - better known as the Alternative Nobel Prize - briefly pushed the Egyptian initiative into the limelight and the focus of the attention of the global development community.

Through the prize, many global organisations became first aware of SEKEM and its reach. In the coming years, even some of them awarded prizes to SEKEM thus contributing again to the interest SEKEM received and making its institutions better known to large parts of the world.

Since 2003, many of SEKEM's representatives have grown used to speaking in front of ever greater audiences when promoting the need for greater human development in Egypt. Many of those who have listen for the first time to a speech by Dr. Ibrahim Abouleish on the occasion of one of these events later become close friends of SEKEM or even its employees.

Following 2003 the media, too, became more aware of SEKEM's work. They produced films, reports, news pieces or radio features on the its work. These days, another audiovisual production will be published. The new 50-minute documentary created by a young German film maker will also be published on DVD and is featured in this issue of SEKEM Insight.

Your Editorial Team

Social

New SEKEM film published on DVD

Economy

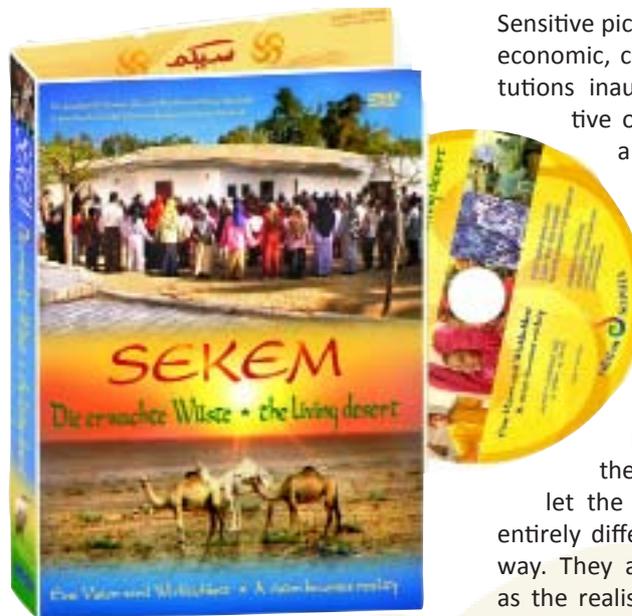
More efficiency at Naturetex

Culture

Artists meet again in SEKEM

New SEKEM Film to be Published on DVD

Audiovisual production by young filmmaker contributes to SEKEM's 30-year festivities



Sensitive pictures show the various economic, cultural and social institutions inaugurated by the initiative over the past 30 years and with Dr. Ibrahim Abouleish and Helmy Abouleish, central figures of its development are personally looking back on their work. Pictures „directly mirroring life“ (Martina Dinkel, director of the Eurythmy Ensemble)

let the viewer experience an entirely different culture in a new way. They aim to portray SEKEM as the realisation of a history full of challenges, successes and also setbacks. „By all means, SEKEM certainly is a wonder“, says Helmy Abouleish.

The young filmmaker, deeply moved by a visit to the initiative months ago, was dedicated return and to portray the work of Dr. Ibrahim Abouleish in audiovisual form as a personal project. He has created a work that is supposed to appeal to the viewer that is not acquainted with the work of the initiative: „It is a film that intends to encourage people to realize their own ideals. SEKEM is a development model for a different kind of society SEKEM built on human values and

Right on time for this year's 30years anniversary festivities, a new audiovisual work will be published on the SEKEM initiative. While most productions had so far been distributed only live through public or private broadcasting channels, the new documentary will be available to buy for everyone on DVD.

In his film that was initially produced as an annual work project during the producer's school years and is only now being commercially released, the filmmaker Jonathan N. Zembol offers everyone a deep and all-encompassing look into the multifaceted world of SEKEM.

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intending a wholesome development of mankind, community and earth", says Zembol. „What makes the film special is the attempt to capture the mental background of SEKEM in word and image.“

The preliminary version of the film had already been produced almost a year

„It is a very nice and beautiful film in that it encompasses the SEKEM idea in all its facets.“

ago in Austria and Switzerland and met with positive reactions from the audiences. Dr. Hansueli Albonico, long-standing friend of and contributor to SEKEM's success, congratulated the young artist on its script, camera and commentary work.

Zembol takes on an enthusiastic standpoint concerning the possibilities he sees to not only inform about but truly engage a widely scattered audience for the causes of SEKEM: „The world is our mirror and vice versa. We have to change ourselves to change the world. Everyone can everyday anew make the decision if he wants to be part of the global problems or part of their solution. Mankind again has to learn to do what truly counts for it and not what brings the most money and power. To allow for such change to happen, we all have to lay the groundwork.“

Additional to the 50minute film that is available in German and English the DVD also includes extensive bonus material in German only.

The DVD „SEKEM – Die erwachte Wüste. Eine Vision wird Wirklichkeit“ can be ordered at:

edition SOPHIA – Christine Zembol Verlag, Lüneburgerstr. 36, D - 21403 Wendisch Evern, E-Mail: edition-SOPHIA@zembol.eu, Fax: +49 (0)4131 / 22 43 43 3, Tel: +49 (0)4131 / 22 43 43 2 Duration: ca. 50 Min. (German/English) + ca. 84 Min. Bonus material (German), 22,00 Euro (D) incl. national postage and packing.

Jonathan N. Zembol, Bijan Kafi

More Efficiency at the Sewing Machine

Karl Franz Paul Rademacher, former professor at the advanced school of fashion Sigmaringen and the inventor of the „Sigmaringen processing techniques“ visited SEKEM in November for several weeks. He aimed to instruct the sewers of the initiative's Naturetex firm for clothing in its advanced methods for improving work conditions, raising the efficiency and making the working environment more healthy.

In this case „efficient work“ indeed primarily means „healthier work“. The new work conditions shall assist workers first and foremost in working more ergonomically. Several small-scale adjustments and instructions shall moreover help them to understand how they can perform their work more easily and, thus, even faster at improved quality. This can often be achieved with only minor changes concerning, for instance, the way garments and machines are handled.

Hence, healthier work also means more economic work. More quality in the individual working step also leads to increased overall product quality.



Prof. Rademacher during training of Naturetex' sewers

Optimized handling of machine and garments can, for instance, be achieved through elimination of superfluous working steps. This way, the time needed to handle the individual piece of the work can be shortened. This may sometimes also include measuring the fastening of a button with the stop watch.

Prof. Rademacher also assisted in arranging individual work environments anew to improve the way space and time was used in the factories. This, for instance, included the optimization of workflows inside the rooms. In the future the training programme will be continued by Mr. Ahmed Suweilam, general trainer of Naturetex.

Christina Boecker

SEKEM Celebrates 30th Birthday with Public Festivities

The SEKEM initiative has begun to celebrate its 30th Anniversary festivities with a classical concert on 26 November and continued the celebrations with a public event at the end of the same week. Friends, employees and the general public were invited to attend the concert that was held at the SEKEM Academy.

The Egyptian organisation that has grown at an exponential rate throughout the past thirty years with the help of friends from all over the world and particularly the practical and financial assistance of its several European support associa-

tions, thus commenced its series of jubilee events with a concert benefitting of the participation of the German Oberon Piano Trio. SEKEM Insight will report in greater detail on the events in the coming issues.

Bijan Kafi



GLS Bank and SEKEM Present New SEKEM Fonds

The GLS bank and long-standing financial supporter of SEKEM hails its new product as a “unique and attractive financial opportunity”. The institute that since the beginning of the year is also holding shares in the Egyptian initiative presented the “SEKEM Fonds” to the public at a celebration in the Liederhalle Stuttgart on 19 November. More than 300 people, friends of SEKEM and partners of the bank had answered the invitation and also took the chance to experience a speech of Dr. Ibrahim Abouleish.

The fonds is supposed to contribute with 5 mio. Euro to the further investments of the SEKEM Initiative. It is particularly planned to acquire new farms on the Sinai peninsula and in the South of Egypt to ensure the permanent long-term availability of demeter-quality, high-grade products. Moreover, it is supposed to allow for the establishment of new processing facilities in the firms and the overall expansion of processing capacities.

Everyone has the chance to benefit from the SEKEM Fonds that is managed by the newly founded GLS Sekem Fonds GbR starting at a financial contribution of 5,000,- Euro. He or she will have the chance to profit from a double dividend of approximately 6.2% p.a. and all investors can rest assured that their capital will contribute to a development of SEKEM that is both ecologically sound, healthy and financially beneficial for the local Egyptian population. It will, for instance, allow for the cultivation of medicinal plants, the production of natural garments and the fabrication of organic foodstuffs to provide even more Egyptians with the means to lead healthier lives.

MORE INFORMATION CAN BE OBTAINED FROM THE INTERNET AT THE ADDRESS: WWW.GLS.DE/SEKEM/ OR BY TELEPHONE AT +49-(0)234 5797333

Christina Boecker

Meeting of Artists at SEKEM

The two German painters Marianne Wachberger and Gerlinde Wendland have again been guests on the SEKEM farm at an artists meeting from 17 October until 7 November. Their new atelier had been prepared by Yvonne Floride, co-worker at SEKEM, on the upper floors of the house that regularly houses the handicraft workshops.

After ten days of intense work the employees of SEKEM together with friends and the artists celebrated the opening of the atelier with a small exhibition. Over the course of the three weeks, the artists create over 60 paintings in varying formats. Eventually, all paintings were donated to the SEKEM initiative at a conclusive public event on 3 November.

Some of the pictures were created in cooperation with the Eurythmy artists, musicians and other co-workers at SEKEM allowing for an event that demonstrated the multi-faceted artistic influences at work at the Egyptian organisation and their diversity.

Gerlinde Wendland



Painting of the German artist Gerlinde Wendland decorate many walls in SEKEM's social institutions

Impressions from SEKEM



SEKEM's fields are always green - even in winter

New seedlings have just been brought out on SEKEM's fields these last days as peasants can cultivate and seed two times per year in Egypt: once over winter allowing for a harvest in spring and another time over the summer permitting to bring in the fruits and vegetables of the field in the next autumn. These days, cereals have been seeded again, particularly wheat and rye or clover as a feeder plant. Usually, chamomile, calendula, mullen, potatoes or peas are planted as seedlings in winter as shown on our picture. While the plants are still fragile, they have to be protected carefully from the heat of the sun that remains strong even in November with temperatures sometimes still rising above 32° centigrade.



Masthead:

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