



UNESCO Mobile Learning Week 2015

UNESCO-UNEVOC will be present at the exhibition on 24 and 25 February to inform about the work of the UNESCO-UNEVOC International Centre and the UNEVOC Network.

Using mobile technology in skills development for women: A glimpse into promising practices to improve skills for employability

Tuesday, 24 February 12:10 to 13:30, Room 4

This symposium session will take place within UNESCO's Mobile Learning Week 2015 on the theme "Leveraging technology to empower women and girls". The 80 minutes breakout session has a key focus on mobile phone technology for jobs, skills development and school-to-work transition.

It is organized jointly by UNESCO's youth, literacy and skills development section in collaboration with UNESCO's International Centre for Technical and Vocational Education and Training, UNESCO-UNEVOC.

The set of breakout sessions will look specifically at creative initiatives which have been developed in Africa (Tunisia), Asia (Philippines) and Europe (Finland), where especially designed applications act as tools to support skills development and women and girls transition to the labour market. It will also explore the potential of data analytics in using the available data about the users and their needs. The breakout session will be organised in a panel presentation with interactive activities to demonstrate the applications.

List of session presenters and topics in detail:

Exploring the potential of big data for skills development

Lori Foster Thompson, Ph.D. Fellow, White House Social & Behavioral Science Team

Professor, Department of Psychology, Director, IOTech4D Lab. North Carolina State University

Big data potentially can provide exciting possibilities and opportunities to understand labour market developments, skills needs, and education. For example, when there is no statistics available or when it is costly to conduct a survey big data can be a source or a solution to obtain more relevant and real-time analysis. Data available on mobile phones provide potentiality for big data sources. Mobile phone technology has overtaken the number of fixed lines in most developing countries and this trend has opened doors for mobile based learning projects in the areas of student learning, teachers' training and adults' education and also career based services. Since these types of projects are still in a developing stage, but expanding; partnerships built with such mobile based service providers can provide valuable data analysis opportunities that reflect geographical trends, career and education trends, success rates etc. and these analysis can help to further develop and promote mobile based curriculums and career related services, and use the data analysis for better realtime decision making regarding labour market and skills trends. The presentation will also explore the potential of data analytics in using the available data about the users and their needs.



Upskilling and empowering Overseas Filipino Workers in vulnerable work areas through online training programs

Maria Susan P. Dela Rama, Executive Director, Certification Office, Project Manager, eTESDA PMO, TESDA, Philippines (UNEVOC Centre)

The “Technical Education and Skills Development Authority” (TESDA) in the Philippines is running an online training program (e-tesda) reaching out to 300,000 users not only in the Philippines, but also to Filipino Workers abroad. The specific program presented here aims to support the vision of uplifting the conditions of Overseas Filipino Workers (OFW) in vulnerable work i.e. Household Service Workers (Domestic Workers). The training shall enable them to get them out of household work and move to institutional work such as hotels, restaurants, beauty salons, and the like. Those who are qualified can eventually become trainers and be accredited as assessors. In 2014, there were 2 pilot sites with greater number of OFWs - in Hongkong and Dubai. TESDA started with conducting assessment to see if they have acquired skills either through the work they do or through training offered by the welfare and overseas labor officers or by associations. It is the vision of the Secretary of Labor to establish Centers of Care and Excellence in the Overseas Labor Offices especially for those distressed women workers who have either escaped from employers due to abuse or for some other cases.

As a first step, profiling of these OFWs (mostly women) was done through actual and online survey to determine what training they have attended or work experience they have had. Based on these, the qualifications were identified that they can bring onsite, for assessment.

The next step is for those who are qualified (there were professionals and teachers) to become trainers and assessors will be trained in the TESDA Trainers Methodology Course so they can be certified also as trainers and accredited as assessors. As it is too costly for TESDA to provide these services physically, that is, bringing trainers and assessors to other countries technology will be utilized to train them. The Online Trainer's Methodology Course will be substantiated in early 2015 with webinars for the trainers to see the demonstration of some exercises needed for the course.

Using mobile technology and social media in training the entrepreneur community in Finland

Mervi Jansson, Director, Education Partnerships, Omnia, Finland (UNEVOC Centre)

Omnia conducts training for entrepreneur community in Finland (at present 120 entrepreneurs, 85 % female) on using mobile technology and social media. Most of the entrepreneurs are in the start-up phase and represent the service sector or crafts and work alone. The training helps them form networks and learn from each other. Omnia also pairs them for upskilling with its own College students who are typically 16 - 19 year old vocational education and training (VET) students and often fluent users of mobile technology and social media platforms. One learns from the other. In addition to training, Omnia offers beneficiaries a physical space to display their products (OmniaShop) and advise them on possible social media channels and if need be helps photograph and upload information on their products with mobile devices. These activities are geared towards



ensuring that the start-ups find customers and build a brand through channels often unfamiliar to them, but just as important is the human perspective: find people facing similar challenges, build networks for support and strengthen digital capacity.

Improving the employability of women and girls through the use of mobile applications

Chamseddine Ouerdiane, Program Manager, CIDE, Tunisia

In Tunisia 30% of young people below the age of 30 are unemployed. This presentation will highlight how the mobile based *Najja7ni* mobile application platform acts as an intervention tool to reach youths to build capacities and employability opportunities. 'Najja7ni Education' was launched in 2010. It has helped to reach marginalised young people from all parts of the country to improve their education. The initiative is the region's first career-related mobile service. It offers an employability support service that connects young people without internet access to employability resources, financial inclusion and job opportunities via a basic handset.

Tuesday, 24 February 12:10 to 13:30, Room 2

Another session moderated by UNESCO's Julia Viehöfer (ED/TLC/ESD) skills for employment will be in focus. We particularly want to mention the presentation on a project in Bangladesh which has been organized by the UNESCO-UNEVOC International Centre.

Improving the employability of rural women by teaching English through Interactive Voice Response (IVR) in Bangladesh

Alexandra Tyers, Insights Manager, GSMA Connected Women

Ronda Zelezny-Green, Gender & mobile learning expert and consultant

BRAC, the world's largest NGO, is working with Robi Axiata (a mobile network operator) and the British Council in Bangladesh to create a mobile learning service aimed at improving employability for rural adolescent girls. The service aims to teach English through Interactive Voice Response (IVR) with a view to helping users be more employable in major industries such as the ICT industry or the garment industry.

User testing is an invaluable step in creating any mobile product. It helps the mobile operator or NGO get the product or service right for the audience, and understand any issues or pain points that may affect usage. It is particularly important to user test a mobile product for women. This is because female users tend to have lower levels of technical literacy (and confidence) and so a complicated menu is more likely to cause problems for female users. Likewise with the actual content – women tend to be less likely to use products if they don't see them as wholly relevant to their needs, so it is important to understand whether the content is suitable for the female audience, and if not, why not.