



Learning and Working

Motivating for Skills Development: A Campaign Package

- 1 Campaign Package Overview
- 2 Campaign Flyer
- 3 Information for Stakeholders**
- 4 Guide to being a Successful Facilitator
- 5 Activity Check List
- 6 Videos 'Learning and Working'
- 7 Booklets for each of the Videos
- 8 CD-ROM with print files of above documents

Background

Improving access to Technical and Vocational Education and Training (TVET) and alleviating poverty through skills development are key concerns of the UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training.

In many countries, traditional forms of learning have improved in recent years. Governments are making efforts to ameliorate the state of TVET and skills development. Nevertheless, there is room for improvement with respect to access to learning opportunities. Groups that do not have access to either formal or informal forms of training are often marginalised from economic life in their communities. These groups would profit from developing their skills. UNESCO-UNEVOC therefore seeks to make skills development more attractive and encourages campaigns to motivate members of marginalised groups in least developed countries to become involved in vocational training and/or to take up income-generating activities. This would not only benefit the individuals, but can also help improve the local economic situation in general.

To facilitate such motivation campaigns, UNESCO-UNEVOC has developed this resource package. It consists of the following components:

- 1 Campaign Package Overview
- 2 Campaign Flyer
- 3 Information for Stakeholders
- 4 Guide to being a Successful Facilitator
- 5 Activity Check List
- 6 Videos 'Learning and Working'
- 7 Booklets for each of the Videos
- 8 CD-ROM with print files of above documents

The backbone of the campaign package is a set of twelve videos entitled "Learning and Working" which show how people can acquire simple skills that enable them to make use of the resources that are easily available to them (e.g. wood, scrap metal, leather, clay, fruit). They demonstrate that useful items can be produced with simple techniques and without sophisticated tools. Ultimately the products can be used at home and sold to generate income.

Stakeholders – Who should be involved?

A locally organised motivation campaign may include a range of stakeholders who should work as partners in the implementation of the campaigns:

- A **responsible person or institution** in a less developed country (e.g. a Vocational Training Authority) that will assume the overall responsibility for running one or several campaigns in a particular country or region. This person or institution will be responsible to communicate with other stakeholders and to up-date on progress or to call regular meetings. Furthermore, this person/institution will communicate with the UNESCO-UNEVOC International Centre with respect to the Campaign Package and ultimately report to UNESCO-UNEVOC the experiences and suggestions for its improvement (compare document 5 "Activity Checklist"). This person/institution should also ensure sustainable financing of the campaign. If the institution itself does not have sufficient budget at its disposal, other sources for funding have to be identified, for example with the assistance of other stakeholders.

- A **Facilitator**. This is the person planning and implementing a campaign at the local level under the overall coordination of the responsible person or institution. Depending on the scope of the campaign, there might be more than one facilitator.
- **Counsellors** who will be available to guide interested individuals with respect to training opportunities and/or on how to set up one's own small business, once the individuals have been motivated through the campaign. These will work closely together with the Facilitator.
- **Training providers** of the formal as well as the informal sector who will be available to offer training and other skills development opportunities for those motivated.
- **Local decision-makers and leaders** who may help in identifying the target groups for the campaign more closely, who have a potential to bring them together, and who can make suitable venues and some technical resources available to run the campaigns.

All stakeholders involved should work as a team where everybody's role and responsibilities are clearly defined.

Objective and Activities

The principle objective of the campaigns is to motivate members of marginalised groups in least developed countries to become involved in vocational training and to engage in income-generating activities. This is to be achieved by using the videos and booklets to show the "how-to" and to provide the target group with information and advice on feasible and realistic options for appropriate learning and training as well as on small business creation and micro-credit schemes.

The steps to achieve the overall objective typically are:

- identifying target groups sharing common requirements for skills development for income generation
- conducting baseline assessment of the target group (i.e. their learning/training needs; identification of those problems that could be addressed through the motivation campaign)
- sensitising the specific groups to the opportunities to become involved in appropriate vocational training and income-generating activities
- presenting relevant videos to specific target groups
- identifying skills required to pursue specific income-generating activities
- linking the target group with appropriate and affordable training opportunities
- monitoring and evaluating the progress of the Motivation Campaigns
- assessing the impact of the Motivation Campaigns

Before the campaign can be planned, a thorough and realistic assessment of the required financial and human resources is necessary to ascertain the sustainability of the activity. The availability of resources will have an influence on the scale of the campaign.

Target Group

The target group for motivation campaigns are marginalised groups in least developed countries. These are groups that have had no access to regular formal schooling and that are also excluded from participating in economic life.

Examples of these groups are:

- out-of-school and out-of-work youth,
- rural and remote region populations,
- women and girls,
- ethnic minorities,
- demobilised soldiers.

In order to run a motivation campaign in a particular setting, the stakeholders will have to determine more specifically the target group(s) that they wish to address locally. Considerations that might guide that process are:

- Can the target group be reached?
- Is there a local potential of opportunities for skills development?
- Which of the materials and processes described in the videos might be of particular interest for the target group? (Those activities shown in the videos that are not relevant or realistic for the local context should not be used.)
- To what extent are gender issues particularly relevant for the target group in question and how could they be addressed?
- What is the relevant communication language for the group? Can the translation problem be resolved?
- Who might be an appropriate facilitator for the campaign, with good access to and credibility in the target group?

Expected Results

It is expected that the execution of the Motivation Campaigns will result in

- increased awareness in members of the participating marginalised groups of the opportunities to become involved in vocational training or in self-employment activities, and
- increased involvement in income-generating activities on the part of the members of the participating marginalised groups.

In addition, the Motivation Campaigns are expected to produce feedback to the approach, the scope and the content of the Motivation Campaign package, so as to allow the UNESCO-UNEVOC International Centre to improve it. For this purpose, please answer the questions in document 5 – "Activity Checklist" after the completion of the campaign and return it to the UNESCO-UNEVOC International Centre.

The Campaign Package

This Campaign Package has been developed and provided by the UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training, Bonn, Germany. Its purpose is to facilitate the organisation of campaigns for mobilisation and motivation of young people, and for providing them with vocational orientation and guidance. The focus is on marginalised youth in the informal sector of least developed countries.

The package consists of eight components.

The current pilot version is being provided in English only. It will be evaluated in the field. Depending on the feedback that UNESCO-UNEVOC will receive, the package will be developed further.

The activities presented in this Campaign Package are not a guarantee of monetary success. The content is based on research, examples and advice from experts. Every attempt was made to ensure accuracy, and neither the authors nor the UNESCO-UNEVOC International Centre can be held responsible for incorrect information or changing circumstances.

UNESCO-UNEVOC International Centre
Hermann-Ehlers-Str. 10
53113 Bonn
Germany

unevoc@unesco.org
www.unesco.org/unevoc
www.unevoc.unesco.org/learning+working

Authors:
Yael Eichner, Astrid Hollander, Sharon Kirabo-Steffens, Hans Kröner

Digitalisation of booklets:
Ian Ponce, Jordan Wolfe
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