



Learning and Working

Motivating for Skills Development: A Campaign Package

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This present Campaign Flyer provides an insight into the rationale behind the motivation campaigns, how they will be organised, and their objectives. It is not only helpful for those taking active roles in the running of the local campaigns but also for anyone interested in motivation campaigns in general. Those interested in taking an active role in running the campaigns should carefully read this Campaign Flyer as well as all the other documents that are part of the Campaign Package.

Why run Motivation Campaigns?

The UNESCO-UNEVOC International Centre is encouraging motivation campaigns for marginalised groups in least developed countries. The idea behind this is to offer a platform and produce an environment to motivate people living in adverse economic conditions to enrol in TVET and/or to take up self-employment activities. This can help to improve not only their economic situation but also their social integration and citizenship. For this purpose the UNESCO-UNEVOC International Centre developed the campaign package "Learning and Working: Motivating for Skills Development".

Partners in UNESCO Member States who are involved in capacity building and skills development for disadvantaged populations are invited to organise the campaigns at the local level with the help of this resource kit.

Background

The starting point for the idea of the motivation campaigns were the videos which were produced by UNESCO within the Global Action Programme on Education for All, Youth Project. These videos were filmed in 1997 and 1998 in Haiti, one of the least developed countries in the world. A large part of the Haitian population lives in remote rural areas and does not have easy access to information and learning and training opportunities. Therefore, the videos were aimed at this population group and during a test journey the filmmakers travelled to several Haitian villages and showed the videos there. Because of the innovative ideas, the availability of the used materials, the simplicity of tools and the introduction of income generating activities shown in the videos, the reactions by the villagers were positive. Consequently, the videos were made available to interested local organisation as well as some international organisations that were active in Haiti. The videos were successfully incorporated into community development projects targeting especially youth, not only in remote rural areas but also in poor urban settings.

Assuming that marginalised groups from other regions of the world can also relate to the situations shown in the videos and benefit from the Haitian experience, the UNESCO-UNEVOC International Centre developed this resource kit to accompany the videos that will enable stakeholder and facilitators in other least developed countries to carry out motivation campaigns for skills development and self-employment.

TVET in Least Developed Countries

"Technical and Vocational Education and Training (TVET) has been identified by UNESCO Member States as a priority area within UNESCO's range of programme activities. This is to be expected since there is overwhelming evidence to demonstrate that TVET can play an essential role in promoting economic growth and the socio-economic development of countries, with benefits for individuals, their families, local communities and society in general.

Improving education for the world of work can help improve the income of poverty-stricken farmers, provide citizens with more choices in their lives, help alleviate poverty, and help empower individuals who would otherwise be marginalised."

Source: UNESCO-UNEVOC International Centre, 2003: UNESCO-UNEVOC in brief, page 5.

This Motivation Campaign also aims to contribute to an improved reputation of TVET in least developed countries. In places where marginalised groups have no access to class room education and the drop out rate is quite high due to various reasons, TVET in the informal sector is an attractive alternative and opportunity to "earning a living" and thereby improve living.

For Whom? The 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 and social 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 many cases, members of these groups live at an income level of less than one dollar a day.

These groups frequently constitute a large proportion of society. It is important to attend to their needs and to present them with opportunities to engage in relevant and meaningful economic activities. The socio-economic development of these groups can not only have positive repercussions for the target group, but for their respective countries as well.

The Motivation Campaigns

The backbone of this campaign package is a set of videos which have already been successfully used in Haiti to motivate marginalised groups to acquire skills. These are to be used by the facilitator of the campaign to show how people can acquire simple vocational skills and how to produce items with simple techniques and without sophisticated tools. The videos are complemented by a series of documents that make it easy for those involved in the running of the campaigns to have an orientation when preparing the local campaigns and/or during the running of these campaigns.

The campaign package (videos and accompanying documents) is in itself not a tool for skills development, but rather an 'eye opener'. It is hoped that targeted groups will be encouraged to engage in tasks similar to those shown. It should be noted that showing the videos alone will not be sufficient to achieve this result. Part of the campaign will be to advise or guide the motivated target groups on what skills they need for which occupation, where and how to receive further training, how to set up one's own business, what opportunities exist for micro-credits, etc.,

For the pilot phase, the Campaign Package is available in English (although the videos are available in four languages). After the pilot phase, it might become available in other languages as well.

The Campaign Package

The Campaign Package consists of the following components:

1	Campaign Package Overview provides a general idea about the campaign package
2	Campaign Flyer introduces the concept of the campaign
3	Information for Stakeholders contains information on objectives, target groups, stakeholders and expected results
4	Guide to being a Successful Facilitator which will help facilitators to be successful in the campaign
5	Activity Check List a reminder for the activities to be done for those taking part in the running of the campaign
6	Videos 'Learning and Working' available on DVD with sound track in English, French, Portuguese and Creole
7	Booklets for each of the Videos with texts, illustrations and transcript of sound track (currently in English only)
8	CD-ROM with digital copies of the documents listed above, to facilitate local reprinting of multiple copies

Expected Outcomes

The UNESCO-UNEVOC International Centre hopes that this campaign will:

- motivate members of marginalised groups in least developed countries to acquire vocational skills and/or engage in self-employment activities (micro enterprises) that will help to improve their economic situation,
- encourage the target group to think of using their already existing potential and develop that potential in order to overcome poverty,
- make Technical and Vocational Education and Training more attractive,
- help marginalised groups to overcome social barriers and to become integrated into society both socially and economically,
- instil the values of self-sufficiency, self-reliance and most of all, self-motivation in the members of the target group.

What Follows?

Immediately following a Motivation Campaign, two kinds of activities are required:

Local Action

The primary goal is motivating members of marginalised groups to become involved in vocational training and/or engage in income-generating activities that will contribute to sustainable living.

As mentioned above, it is suggested that stakeholders and facilitators provide continued advice and counselling about the appropriate choices for learning to the motivated group. Members of the target groups may also prefer to engage in economic activities. Counselling is therefore also

required with respect to appropriate economic activities: What activities are marketable and profitable? Which activities are feasible? How to set up one's own business? Micro credit systems might be a useful supplement.

Motivation alone will not change the living condition of the target group. It is crucial that once the people have been motivated they are not left alone, but are shown affordable and realistic options for further development. It is the responsibility of the stakeholders and facilitators involved in the implementation of the campaign to ensure this.

Helping to Improve the Motivation Campaign Package

The UNESCO-UNEVOC International Centre will be grateful for all reports, comments and suggestions that might help to improve the package and to develop it further.

Component 5 "Activity Check List" of this package indicates the kind of feedback requested. Users of the campaign package are kindly asked to fill out the provided questionnaire and to send it back 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.

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