



UNEVOC

INTERNATIONAL CENTRE
for Technical and Vocational
Education and Training



Learning and Working

Motivating for Skills Development: A Campaign Package

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How to use the Campaign Package

The Campaign Package "Learning and Working: Motivating for Skills Development" is a resource kit that provides information and tools for the preparation and implementation of awareness and motivation campaigns for marginalised groups in least developed countries. The package is relevant to all who are involved in the provision of capacity building and skills development for disadvantaged populations at the local level. The idea behind this is to encourage people living in adverse economic conditions to enhance their social and economic perspectives by enrolling in technical and vocational education and training (TVET) to improve their occupational skills and/or by taking up self-employment activities.

The Campaign Package consists of several components. They are the tools which facilitate the user to prepare and run motivation campaigns. This Campaign Package Overview provides a general idea of the different components and how to use them. The components of the package complement each other. Those preparing and running the campaigns are advised to read all the documents that are part of the campaign package in the following order, before watching the accompanying videos:

1. Campaign Package Overview
2. Campaign Flyer
3. Information for Stakeholders
4. Guide to being a Successful Facilitator
5. Activity Check List

This will enable the user to fully understand the concept behind the campaign and to be aware of all the steps that are necessary for its successful implementation. Key messages are repeated in most of the documents to facilitate easy orientation for the user.

The Overview is not only helpful for those taking active roles in the running of the local campaigns, but also for anyone interested in the goal of the motivation campaign.

Content of the Package

1 Campaign Package Overview

The "Campaign Package Overview" (this document) provides a general idea about each component of the campaign package. It can be understood as an "annotated table of contents" that will guide the user through the package.

2 Campaign Flyer

The "Campaign Flyer" should be read first by everyone who is involved in any part of the preparation or implementation of the campaign. It introduces the concept of the motivation campaigns for skills development, i.e. their purpose, expected outcomes, and steps for follow-up.

3 Information for Stakeholders

The "Information for Stakeholders" contains information on objectives, on target groups, on stakeholders and on expected results. It provides stakeholders involved in the running of the campaign with practical advice.

4 Guide to being a Successful Facilitator

The "Guide to being a Successful Facilitator" is designed to help the facilitators involved in this campaign carry out the designated campaign tasks. It could be used as a 'working mate' for the facilitators. The language used is clear and simple. The "Guide to being a Successful Facilitator" as well as the "Activity Check List" will support the facilitator during the course of the campaigns.

5 Activity Check List

The "Activity Check List" is targeted at the different parties involved in the activities that will be carried out, at each stage, in order to achieve the campaign goals: creation of awareness, motivation and offering further guidance to motivated members of the target group.

The checklist will function as a reminder about the tasks to be carried out, the resources required and the time schedule. In a way, it is like a work plan. The responses to the checklist will aid in the evaluation and improvement of the campaign package.

6 Videos 'Learning and Working'

The Videos 'Learning and Working' are available on two DVDs, with sound tracks in English, French, Portuguese and Creole. They comprise a series of twelve video clips, each presenting specific work-related activities. They were directly inspired by living conditions of marginalised groups in Haiti. The videos were produced by UNESCO within the Global Action Programme on Education for All, Youth Project. They were successfully used in Haiti to motivate marginalised groups to acquire skills. It is expected that the campaign package with the videos can be used in other world regions as well.

The videos will be used mostly by the facilitators and training providers, but could also be of use to anyone else interested in vocational skills development.

Occupational Health and Safety Concerns

The scenes portrayed in the videos are authentic. In some cases this means that poor occupational health, safety and hygiene conditions are shown. Therefore, no warranty or guarantee can be given by the UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training about the accuracy of any information set in the videos regarding correct occupational health and safety behaviours. The facilitators are asked to point out certain unsafe practices shown in the videos. The relevant international documents pertaining to occupational health, safety, well-being and the environment are primarily the International Labour Organization's (ILO) Constitution, Declaration, Report on the XVIth World Congress and various Conventions and Codes of Practice. These official documents and International Standards can be obtained at ILO's website: <http://www.ilo.org>.

Further helpful information about occupational health and safety can be found at the International Occupational Safety and Health Information Centre's (CIS) website:

<http://www.ilo.org/public/english/protection/safework/cis/>.

It is also suggested that the facilitator obtains copies of national health and safety information. A list of relevant national organisations and institutions in over 120 countries providing national health and safety information can be obtained at:

<http://www.ilo.org/public/english/protection/safework/cis/about/centres/allctrs.htm>.

7 Booklets for each of the Videos

Each of the twelve video clips is accompanied by a booklet. The specific booklets complementing the videos include illustrations and technical texts, which will make it easier to understand and recall the activities shown in the videos.

Step by step, the illustrations show activities that are carried out in the videos. Thus, the booklets can also be used by persons who are not at ease with reading texts in English.

A transcript of the video's English sound track has been included in each of the booklets. Whenever the locally spoken language is different from the language used in the video, the facilitator may wish to use this text transcript as a basis for comments and explanations in a local language other than the one used in the videos and booklets.

Each booklet also has a section with "Comments and Observations" and on occupational health and safety. The facilitator should read these carefully before showing the videos to the target group.

The following booklets are available (currently in English only):

7.01	Wood
7.02	Metal 1
7.03	Metal 2
7.04	Cement
7.05	Small Machines
7.06	Fruits 1
7.07	Fruits 2
7.08	Leather
7.09	Pottery
7.10	Charcoal Dust
7.11	Water
7.12	Needle and Thread

8 CD-ROM

The CD-ROM contains digital copies of the documents listed above. This will allow for printouts to be done from a computer in order to produce multiple copies of the documents locally.

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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Booklets accompanying the Video Series "Learning and Working"

The video series was filmed in Haiti. We would like to express our special gratitude to the people of Haiti.

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