



## **KITWE VOCATIONAL TRAINING CENTRE**

### **THE PROJECT FOR PROMOTING YOUTH EMPLOYMENT THROUGH CONSTRUCTION EQUIPMENT OPERATING SKILLS TRAINING**

### **DECEMBER AWARENESS RAISING CAMPAIGN**

### **REPORT**

**FISENGE COMMUNITY (LUANSHYA DISTRICT)**

**&**

**KAWAMA COMMUNITY (KITWE DISTRICT)**



## PROJECT SUMMARY

SAP 200069 project aims to contribute to closing the skills gap in Zambia's construction and mining industries in order to support the country's Eighth National Development Plan (8NDP). This will be achieved through three outputs, 1) Developing and accrediting a competency-based and demand-driven modern curriculum for construction equipment operator's workforce; 2) Establishing a regional centre of excellence for construction equipment operator training; and 3) Providing vocational training and career services to unemployed and underemployed youths, with a particular focus on female and disadvantaged students. This project (SAP 200069) builds on UNIDO's extensive experience in the design and implementation of Technical and Vocational Education and Training (TVET), particularly in projects adopting the Public-Private Development Partnership (PPDP) modality. Partnership between the Government of Japan, the Government of Zambia, Hitachi Construction Machinery (HCM), and United Nations Industrial Development Organization (UNIDO) will stimulate systemic change in closing the skills gap observed in the construction and mining sectors in Zambia.

The project for promoting youth employment through Heavy equipment operator skills training (herein referred to as KVTC project) seeks to provide decent employment opportunities for youths in Zambia. The expected outcome is that Zambian youths are professionally qualified to fulfil the human resource demands for skilled Heavy Equipment Operators (HEO) in the construction and mining sectors.

## AIM

In accordance with output 3 Activity 3.1 - Plan and conduct awareness raising campaigns for young men and women to attract their interest in the CEO sector and the training programme, with a targeted approach for women.

In this regard, two awareness campaigns were conducted to actively involve the youth in the communities of Fisenge (Luanshya district) on December 1, 2023, and Kawama (Kitwe district) on December 15, 2023. These campaigns aimed to engage a varied audience, encompassing youths, parents, and guardians, all of whom actively participated in these initiatives.

## AWARENESS RAISING CAMPAIGN IN FISENGE COMMUNITY - 1<sup>ST</sup> DECEMBER 2023

Fisenge is a small community situated in the Luanshya district on the Copperbelt. Prior to the campaign, the local youths of Fisenge were queried about their awareness of Heavy Equipment Operator (HEO) courses, and it was revealed that for all parties approached, it was their first exposure to information about the upcoming courses. Throughout the campaign, a total of 70 HEO flyers were distributed among interested parties, predominantly attracting male youths. These individuals expressed curiosity about the program's commencement and inquired about its affiliation with the Constituency Development Fund (CDF). Additionally, the campaign team extended a courtesy visit to the municipal council in Fisenge, where they were warmly received. During this visit, the team

left application forms to ensure that residents in distant areas could access them at their convenience.

## AWARENESS RAISING CAMPAIGN IN KAWAMA COMMUNITY – 15<sup>TH</sup> DECEMBER 2023

Kawama community, situated in the Chimwemwe constituency, Kitwe district, is a community largely comprised of youths, and is located in close proximity to KVTC. During an awareness campaign in this township, before engaging with individuals, each person was asked about their awareness of HEO courses. A significant number of residents were already informed about the upcoming HEO courses at KVTC, having learned about them through campaigns in neighbouring townships, project vehicles with HEO stickers moving in the community, and word-of-mouth from friends who had already heard about HEO. The campaign achieved success by distributing 87 flyers among interested community members. The involvement of the area councillor further fuelled the initiative; they retained 10 excavator operator application forms to be presented during ward community engagements, aiming to raise awareness among those who were not present during the initial campaign. The engaged parties were pleased to discover that the courses are CDF affiliated, providing them with a valuable advantage.

## CHALLENGES

Some community members did not agree to take pictures due to their own personal reasons.

## RECOMMENDATION

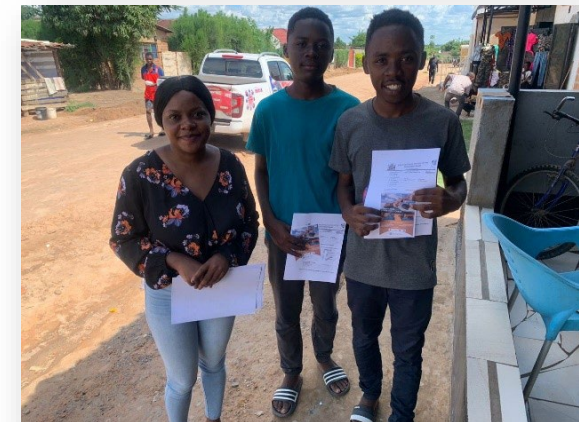
Application forms should be given to community leaders or nearest community centres in order to allow interested community members of different age groups have easy access to the forms despite the distance, it will allow the team get feedback with regards to those interested and could not travel to KVTC due to distance and other challenges.

## CONCLUSION

The team successfully raised awareness in Fisenge, with an overwhelming response. They plan to revisit to collect filled application forms. The campaign also effectively informed individuals in Kawama, generating significant interest from youths.

## PHOTO FOCUS

*Project staff explaining HEO courses, distributing flyers and excavator operators' application forms to interested youths in Fisenge Community*



*Below shows project staff handing out HEO flyers and Excavator Operator Application forms to interested parties in Kawama community*