



KITWE VOCATIONAL TRAINING CENTRE

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

AWARENESS RAISING CAMPAIGN

REPORT

HEO COURSES ADVERT

RADIO ICENGELO – KITWE DISTRICT

31st January, 2024



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.

An awareness raising campaign was organized on a local radio station by the name of Radio Icengelo to raise awareness and promote HEO courses at KVTC. Additionally, the objective was to specifically reach out to young individuals and potential sponsors attract their interests. This campaign took place from January 15th to January 19th, 2024.

DETAILS OF THE CAMPAIGN

ABOUT RADIO ICENGELO

Radio Icengelo, a media institution under Catholic ownership, operates on two frequencies: 88.9 FM and 102.9 MHz, delivering content in three languages—English, Bemba, and Lamba. The station has been recognized as an Award Winner from 2019 to 2023, receiving accolades for being the most popular radio station under the Kitwe District Chamber of Commerce. In 2022, it earned distinctions as the Best Media House and the Most Popular Radio Station by the Kitwe District Chamber of Commerce.

Covering the entire Copperbelt and its surroundings, Radio Icengelo boasts a global audience through platforms such as Radio Garden, Shoutcast, and its website. With an extensive online presence and a Facebook page boasting over 120,000 followers, the station

effectively utilizes social media for client advertisement. Widely popular in households, markets, and various settings, Radio Icengelo broadcasts a diverse range of programs, including content on evangelization, governance, politics, health, education, and entertainment.

ABOUT THE RADIO CAMPAIGN

The effectiveness of Radio Icengelo in reaching a diverse audience, played a pivotal role in broadening our message during the radio campaign, this in turn facilitated the promoting of HEO courses at KVTC to a wider audience that might have otherwise been challenging to reach.

The radio advertisement prominently featured the three HEO courses—Excavator Operator, Front-End Loader Operator, and Dump Truck Operator training courses. Additionally, the advert showcased the existing programs at KVTC and provided information about the institution's current location. This comprehensive approach aimed to not only introduce the new HEO courses but also highlight the existing training courses at KVTC.

The airing schedule of the advert over seven days, from January 1st to January 7th, 2024, at four key time slots each day (8 AM, 12 PM, 6 PM, and 9 PM) was designed for optimal visibility and audience engagement. This frequency and timing ensured that the message reached a wider audience consistently throughout the campaign duration.

For those interested in accessing the aired radio advert, it is available [here](#).

RECOMMENDATION

More media campaigns should be put in place to advertise HEO programmes at KVTC this is because media platforms like radio for example are widely accessed by almost all Zambian communities. This strategy will raise more awareness about the programs faster in different parts of the country.

CONCLUSION

Raising awareness for HEO courses was a success using the media through radio. The collaboration with Radio Icengelo effectively expanded visibility and engaged a diverse audience, contributing to the overall success of the awareness-raising initiative.