



YOUTH ECONOMIC EMPOWERMENT PROJECT



2015-2018
Communications Strategy

This Project is funded by European Union





1. PREAMBLE

The Youth Economic Empowerment Project in Tanzania is funded by the European Union (EU) and implemented by Plan International Tanzania in partnerships with Voluntary Service Overseas (VSO), Community Development and Relief Trust (CODERT), Uhamasisha Hifadhi Kisarawe (UHIKI) and Tanzania's Vocational Educational and Training Authority (VETA). The project also has associates partners, these are: Comprehensive Community Based Rehabilitation in Tanzania (CCBRT), the Ministry of Information, Youth, Culture and Sports (MoIYCS), and Ministry of Labour and Employment (MoLE).

It is a three year project (2015-2018) that aims to improve economic empowerment and increase opportunities for wage and self-employment for marginalised youth through skills development and meaningful participation, stronger linkages between the government and the private sector in the regions of Dar es Salaam, Pwani, Morogoro, Lindi and Mtwara, where they experience higher unemployment rates than the general population.

The project targets marginalised youth who may have either finished formal education (primary or lower secondary school), but failed to advance due to either financial handicaps or failing to get pass marks to the next level, or those that failed totally to even complete any education levels mentioned above. Special emphasis is on young mothers and single parents, people living with disabilities, those affected by HIV/AIDS, those coming from youth-headed households and particularly poor families, and those with limited engagement with wider civil society groups.

Lack of access to appropriate information is a significant problem for young people, for instance, in spite of a large investment in the oil and gas industry in Lindi and Mtwara, a VSO survey found that very few young people were aware of the potential job opportunities connected to this. Without access to such relevant market information and others, young people are not able to make informed decisions about how to target their job search or to build their skills in the direction of labour market demand. There is also a lack of knowledge about employment rights and without this, young people have little ability to appraise employment opportunities, avoid exploitative work, and seek redress.

This information gap also exists among employers, many of whom have little idea of the quality of work and compensation they are required to provide – though lack of resources among informal sector employers and a need for more government support are also important.

With this backdrop, the project, through a streamlined communication strategy, needs to fill the gap by facilitating communication and information sharing, for instance to avail simplified user friendly information guides and hold customised trainings on advocacy and communication skills and also share the project outputs with the general public to amass more support and favour to this population in question.

The three year strategy is based on EU and Plan communication guides and extracts its activities from the project results.



0.4 Engagement with Local Government Authorities

0.4.1 National events; project launch and closure.

0.7 Quarterly and annual review meetings for project team. Here participants / partners are reminded of their role towards the dissemination of the project information using the available platforms to them.

0.8 Half-yearly steering group meetings

0.9 Half-yearly review meetings with stakeholders

0.12 Production and placement of sign-boards

Result 1: 9,100 marginalised young men and women have improved market-relevant skills and knowledge

1.2.1 Host road shows and campaigns. The shows will help provide required information and to identify possible youth beneficiaries.

1.7. Life-skills and employability skills training, and motivational talks for 9,100 marginalised young women and men

Result 3: Increased knowledge among young men, women, and employers of government policies and services, and of labour market information

3.1 Develop youth-friendly versions of government policy and services

3.2 Develop youth-friendly labour market information packages

3.3 Disseminate guides via VETA courses and other centres

3.4 Develop online content and TV and radio shows hosted by young people

3.5.1 Conducting employers meeting



Result 4: Marginalised young women and men are empowered to represent their interests in the labour market and government decision making processes

4.1 Establish and support National and District Youth Livelihood Forums. Besides an emphasis on creating awareness of the project, the youth are taught communication skills necessary to meet their objectives.

4.3.1 Production of IEC materials (400 copies). A professionally produced document will be created as part of advocacy work, to document the lessons learnt from the project. This will be shared at the project closure workshop with government and CSOs, within the Plan family, and wider visibility of EU support ensured.

Implementation of the activities above brings the following key outputs;

- i. Improved visibility (T-shirts, banners, stickers etc.) and IEC materials developed (user friendly versions of government policies and services and labour market information guides, project briefs on brochures and leaflets/fliers among others). Created a way of sharing information (website created and linked to social media sites).
- ii. Pre-recorded TV and radio shows developed and live radio shows hosted
- iii. Forum between MoLE and employers established, and charter developed and signed youth with communication and advocacy skills
- iv. Hold seminars and workshops on communication skills development and application.
- v. Organise and conduct events where the public and media in particular, where necessary, showcase the activities done by the project.
- vi. Improved awareness of project development for stakeholders through a range of meetings.



2. COMMUNICATION OBJECTIVES

- i. **The overall objective:** To contribute to the reduction of poverty and exclusion among vulnerable groups dependent on the informal sector in Tanzania”.
- ii. **The specific objective;** to improve economic empowerment among marginalised young men and women through meaningful participation and stronger linkages between youth groups, government and the private sector and increase opportunities for wage and self-employment in Dar es Salaam, Pwani, Morogoro, Lindi and Mtwara regions.
- iii. **Overall Objectives for the Communication Strategy:** This strategy has been developed to facilitate the visibility of key project activities with the purpose of increasing knowledge about the project and its goals, as well as helping it achieve those goals, through a strategic and timely flow of accurate information.
 - To raise awareness amongst the youth about the project opportunities and to enlist them and their communities for involvement in the project and dissemination of knowledge about project activities.
 - To raise awareness regarding the role of EU, Plan, and its partners in empowering young people for self-reliance in the project regions.
 - To build the profile of EU, Plan and partners as key development partners in empowering young people to be self-reliant.



3. COMMUNICATIONS AT SCAN

The strategy has been guided by key principles within the EU Visibility Manual and Plan International Tanzania's communication strategy efforts towards achieving project visibility at all levels.

The Communications and Visibility strategy is designed to be flexible. It will be modified as required to accommodate developing implementation trends, such as new communication trends, behaviour changes, and policy measures developed at the national level which may necessitate adjustment of the plan during the implementation period. Below are additional visibility project requirements;

- All the communication activities agreed upon should at all times acknowledge both the EU and Plan support in writing or at times verbal.
- Both the EU and Plan logos must be displayed with equal prominence at all times together with other logos of the implementing partners.
- At whatever event, all these visibility and publication materials should acknowledge EU contribution/support

4. EXPECTED RESULTS

- i. Youth are well aware of their privileges like access to government services (loans, social protection etc.) and utilise them for self-economic empowerment.
- ii. The EU is recognised as the funder of the Youth Economic Empowerment Project in the various communication platforms and tools guided by the EU branding guidelines.
- iii. EU, Plan and her partners are recognised as leading partners in empowering youth for self-reliance,
- iv. The project benefits and results are known by all stakeholders including the public where it's operational, with in the country and outside the country especially in the Plan and EU communities.



5. COMMUNICATION TARGET GROUPS

Target - Direct Beneficiaries/Stakeholders	Objectives of targets
Community residents of five Regions	<ul style="list-style-type: none"> Ensure that the population of the regions and districts in target are aware of the benefits of the Youth Empowerment project and the roles of the EU, Plan and other implementing partners. Raise awareness of how the joint work of the EU, Plan, and partners promotes youth economic empowerment in the regions.
Youth benefiting from the project	<ul style="list-style-type: none"> Ensure that the youth understand the benefits of the project and how to tap into them for economic empowerment and sustainability of their livelihoods. Ensure that the beneficiary youth are aware of the funding source for the project and the role of each partner and who is implementing what activities under the action.
Regional and District local government leadership	<ul style="list-style-type: none"> Ensure that the regional and district leadership understands the benefits of the project and their roles of supporting the youth tap into these benefits for sustainability of their livelihoods. Ensure that the said leadership is aware of the EU as the funder and the implementing partner's roles in supporting the cause.
Local businesses and artisans	<ul style="list-style-type: none"> Ensure that the local artisans in targeted districts are aware of the benefits of the project and the roles of the EU, Plan, and other partners in financing and implementing the activities under the action. Raise awareness of how the joint work of the EU, Plan International-the lead partner, and other partners promote youth economic empowerment in the regions. Interest local businesses and artisans in engaging with the project to support youth economic empowerment through provision of jobs, markets and mentorship.



Local communities	<ul style="list-style-type: none"> • Ensure that communities where the vocational institutions are based are aware of the project dynamics and their role in supporting the youths to tap into the project benefits. • Ensure staff and the communities in the vocational institutions/ apprenticeship centres are aware of the source of the project funding and its relationship to their activities.
Local community structures	<ul style="list-style-type: none"> ▪ Ensure that the leadership in the wards, streets/villages of implementation are aware of the benefits of the project in supporting youth economic empowerment and to support the youth to tap into the benefits ▪ Raise awareness of how the joint work promotes youth economic empowerment in the regions.
Partner institutions (Plan,VSO,VETA, CODERT,UHIKI,CCB RT and Government ministries	<ul style="list-style-type: none"> ▪ Ensure that the stakeholders on the side of implementing partners are aware of their roles in implementing the Empowering Youth for Sustainable Livelihoods. ▪ To profile all implementing partners as leading partners in youth economic empowerment.
District youth department	<ul style="list-style-type: none"> ▪ Ensure that the youth leadership in the regions and districts of implementation are aware of their role in the project in supporting youth economic empowerment so that they are able to participate from a well-informed point of view and also talk for the project before interested persons they interact with. ▪ Raise the profile of the project in the areas of implementation so that the leaders understand the funder-EU of the project and project partners.
Other NGOs and the public	<ul style="list-style-type: none"> ▪ Ensure that other NGOs within the areas of implementation support project goals



5. JUSTIFICATION OF THE TOOLS AND ACTIVITIES OVERVIEW

Forum/Items/Tools	Target groups	Outputs	Responsible
Meetings, trainings and workshops	Government, partners, beneficiaries and staff; from all levels	<ul style="list-style-type: none"> Banners are displayed and visible at each training and workshop sites The roles and collaboration of the EU, Plan, and other partners in the project shall be clearly mentioned during such meetings and the workshops. 	Plan,VSO,VETA, CODERT,UHIKI,CC BRT and Government ministries
TV/Radio productions	Final beneficiaries and wider public in-country (communities in the regions of intervention)	<ul style="list-style-type: none"> Every talk show starts and/or finishes by mentioning the roles of the EU Plan and partners in financing and implementing the project 	Plan,VSO,VETA, CODERT, UHIKI,CCBRT and Government ministries
Promotional IEC material: T-shirts, caps, handbooks, and project assets	Final beneficiaries, project staff, district officials	<ul style="list-style-type: none"> EU, Plan and the partners' logos will appear on specific promotional materials and project assets as per the agreed branding guidelines Tools given to the youth shall be branded with EU, Plan and appropriate partner(s)' logos 	Plan,VSO,VETA, CODERT,UHIKI,CC BRT and Government ministries
Stickers	Plan, partners, staff and all visitors in the office	<ul style="list-style-type: none"> Material purchased under the project will be labelled by a sticker or engraved with logos appropriately 	Plan
Leaflets, posters and publications	Final beneficiaries	<ul style="list-style-type: none"> All the leaflets, posters and other publications produced are labelled with the EU, Plan and the Partners' logos 	Plan
Banners	All the participants of an event	<ul style="list-style-type: none"> The EU, Plan and partners' logos will appears on every banner 	Plan



Institutional/Businesses and or Artisan signposts	Sub-county inhabitants, all the people who visit the sub county or who travel throughout the region	<ul style="list-style-type: none"> All signposts or display materials made for the project bear the logos of the EU and Plan; partner's logos will be included as appropriate 	Plan and all three partners
Newspaper articles	On any event or activity	<ul style="list-style-type: none"> The project will write articles/supplements mentioning EU as the funder and all other implementing partners 	Plan
Project DVD documentary	Youth, Government officials, EU Communities and all partners	<ul style="list-style-type: none"> Production of the documentary that observes the project branding. Distribution of the project documentary to district officials, youth groups etc. 	Plan

6. JUSTIFICATION OF BUDGET FOR THE ACTION

All Years		
Tools	Clarification of the budget items	Justification of the estimated costs
5.8. Visibility actions ¹⁰	Visibility actions will ensure that the action meets visibility and communication requirements of the EU. These include banners, t-shirts, stationery and others have EU and other partners recognition	Costs based upon existing grants
6.0.4 Project launch, closure and engagement with local authorities		
6.0.4.1 National events	National launch and closure events to raise awareness and create buy-in among national government representatives	50 participants each. Full day event. Venue hire, transport, refreshments, materials, meal. Costs based on existing projects



6.0.7 Quarterly and annual review meetings for project team.	The meetings will facilitate planning and review of project progress as well as develop corrective actions	Costs Based upon existing grants projects
6.0.8 Half-yearly steering group meetings	These are costs to cover management level meetings of all organisations	Costs Based upon existing grants projects
6.0.9 Half-yearly review meetings with stakeholders	The meetings will facilitate planning and review of project progress as well as develop corrective actions	Costs Based upon existing grants projects
6.0.12 Production and placement of sign boards	Costs to support production of billboards to ensure visibility of the action in target communities	Costs based upon existing grants projects
6.1 Result 1		
6.1.2.1 Host road shows and campaigns	The shows will help provide required information and to identify those who can participate	Costs based upon previous related activities under the previous youth project where experience was developed; One campaign/road show will be undertaken in year 1, 4 in year two and 2 in year three



6.1.7. Life-skills and employability skills training, and motivational talks for 9,100 marginalised youth	The training will touch on communication skills, amongst other life-skills training.	Costs based upon previous related activities under a similar project.
6.3 Result 3		
6.3.1 Develop youth-friendly versions of government policy and services	Desk research and workshops.	No cost as they are covered by staff costs and per diems for MoLE, MoIYCS and CCBRT
6.3.1.1 Consultation with youth	One day workshop to work with youth representatives to get early input with the development of youth friendly guides. This workshop will be combined with 6.3.2.1 - so a two day workshop for youth in total	20 participants, estimated at average of 44 EUR for travel (using estimate of number travelling from in and outside of Dar es Salaam), materials and meal/refreshments. To be held at Plan office, so no venue cost. 20 EUR budgeted as half of accommodation costs (shared with 6.3.2.1)
6.3.1.2 Workshop to validate materials	Two one-day workshops. One with young people from Youth Livelihood Forums, and one with representatives from the MoLE, MoIYCS, CCBRT, and wider experts invited to review materials developed by the task team.	20 participants at each workshop, estimated average 44 EUR for travel (using estimate of number travelling from in and outside of Dar es Salaam), materials and meal/refreshments per participant, and 550 for venue, based on costs in existing actions
6.3.1.3 Consultant to produce final design	Once project team has finalised key content of materials, these will be passed to a professional	Estimated at five days' work for one consultant at 200 EUR per day. Consultancy fees based on costs of



for large print version	designer to create the final design (in large print). CCBRT will assist in conversion of document to braille (so no cost in budget)	existing actions
6.3.2 Develop youth-friendly labour market information packages	Desk research and workshops	No cost as they are covered by staff costs and per diems for MoLE, MoIYCS and CCBRT
6.3.2.1 Consultation with youth	One day workshop to work with youth representatives to get early input on the development of youth friendly guides. This workshop will be combined with 6.3.1.1 - so a two day workshop for 20 youth in total	20 participants, estimated at average of 44 EUR for travel (using estimate of number travelling from in and outside of Dar es Salaam), materials and meal/refreshments. To be held at Plan office, so no venue cost. 20 EUR budgeted as half of accommodation costs (shared with 6.3.1.1)
6.3.2.2 Workshop to validate materials	Two one-day workshops. One with young people from Youth Livelihood Forums, and one with representatives from the MoLE, MoIYCS, CCBRT, and wider experts invited to review materials developed by the task team.	20 participants at each workshop, estimated average 44 EUR for travel (using estimate of number travelling from in and outside of Dar es Salaam), materials and meal/refreshments per participant, and 550 for venue, based on costs in existing actions
6.3.2.3 Consultant to produce final design for large print version	Once the project team has finalised key content of materials, these will be passed to a professional designer to create the final design (in large print). CCBRT will assist in conversion of document to braille (so no cost in budget)	Estimated at five days' work for one consultant at 200 EUR per day. Consultancy fees based on costs of existing actions
6.3.3 Disseminate information via VETA courses and other centres (e.g. labour exchanges)		
6.3.3.1 Production of materials	Printing of 15,000 copies of each of the youth-friendly guides (i.e. 30,000 totals) for distribution	Estimated at unit cost of approx. 1.85 EUR per large print copy and 5 EUR for braille copy, Based on



	in VETA centres etc. 5% will be in braille, the remainder will be produced in large print and colour.	experience of printing similar materials in other actions
6.3.4 Develop online content, TV and Radio shows		
6.3.4.1 Develop website	A purpose built website will be developed for the action (with EC visibility) to host information developed under the action, discussion forums, links to other information etc., as part of our activities to improve information on the labour market, government policy, etc. to youth. A consultant will develop the website, and the Communications Officer will maintain it thereafter	Estimated as 10 days of consultancy at 250 EUR to build the website, based on previous project costs
6.3.4.2 Develop and air 22 TV shows	22 TV shows to inform youth about employment issues and promote debate.	Based on an existing project, for which we hold the MoU with the broadcasting agency, the typical cost of producing a show (including a production professional, editing and expenses for youth, a TV personality and any guests involved). Costs under this activity have been budgeted an estimate of one round trip of 7 days (2 days travel and 5 days of actual work) every 6 months. Programs recorded will be professionally edited and then aired. Costs hence also include professional editing. Transport costs will be derived from the project assets
6.3.4.3 Develop and air 44 radio shows	Only 12 recordings out of 44 will be aired live, the rest of the recordings will be pre-recorded. The programs will help inform youth about employment issues and promote debate. Costs include	These costs will be informed by an existing MOU between Plan and the Tanzania Broadcasting corporation. The project will conduct shootings similar to the above (6.3.4.2). A team of 3 journalists



	production and airing	will be facilitated to conduct 7 day visits to respective regions (2 days of travel and 5 days of actual shooting). Programs recorded will be professionally edited and aired. Costs include professional editing. Transport for the crew will be supported by existing project assets. Twelve programs will be aired live and so costs also include transport allowance for participants.
6.4 Result 4		
6.4.1 Establish and support National and District Youth Livelihood Forums.	180 members from 9 district forums to be trained over 5 days to provide them with skills to engage with government and private sector stakeholders	Estimated at 40 EUR per person per day for accommodation, meals, materials, refreshments for 20 young people in each of the 9 districts. Remainder for venue - approx. 144 EUR for five days in each location
6.4.3.1 Production of IEC materials (400 copies)	A professionally produced document will be created as part of advocacy work, to document the lessons learnt from the project. This will be shared at the project closure workshop with government and CSOs, within the Plan family, and wider. Visibility of EU support will be ensured	Estimated at 200 EUR per day for 10 days for a consultant to edit content and design the final document and estimate cost of 15 EUR per copy to print



7. HUMAN RESOURCES

- Project Coordinators to generate cases and stories plus visibility requirements, ensure they are compliant and monitor implementation.
- Communications coordinator to review and approve designs and messages.
- Together with advocacy officer to plan how to disseminate information among the stakeholders, beneficiaries and the community.

8. SECOND YEAR ANNUAL WORK PLAN FOR COMMUNICATION ACTIVITIES

Please note the activities not shaded in are because they were done in year one or will be done in year three. The work plan for year three will be developed at a later date considering the progress of year two.

	Q1			Q2			Q3			Q4			Implementing Body
Activity	1	2	3	4	5	6	7	8	9	10	11	12	Plan.
6.0.4 Project launch, closure and engagement with local authorities													
6.0.4.1 National events													
6.0.7 Quarterly and annual review meetings for project team													
6.0.8 Half-yearly steering group meetings													
6.0.9 Half-yearly review meetings with stakeholders													
6.0.12 Production and placement of sign boards													
Activities for result 1													
6.1.2.1 Host road shows and campaigns													
6.1.7. Life-skills and employability skills training, and motivational talks for 9,100 marginalised young women and men (activity Budgeted for under Tuition fees- 6.1.5.3)													



