

Shoghlana – an innovative tool

Project-number: 11.2171.4-005.00
Promotion of Blue-Collar Jobs (PBC):
Increasing the Attractiveness of Job Profiles
with High Employment Potential in Egypt

Promotion of Blue Collar Jobs

‘Shoghlana’ – an innovative information tool for Egyptian Blue-Collar workers about and around employment topics

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Timeframe: May - August 2013

This report is the intellectual property of GIZ and is carried out under the implementation responsibility of ‘Promotion of Blue-Collar Jobs’, financed by the Open Regional Fund on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



Published by:

giz

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Executive Summary

Despite the fact of high unemployment rate of youth in Egypt, companies report difficulties in adequately filling their vacancies. One major reason is the lack of functioning employment agencies, inefficient orientation of qualification systems towards covering the needs of the labour market, and thus, a deficient matching of supply and demand within the labour market. Additionally, major constraints with regards to employment are cultural hindrances such as the negative perception of being a Blue-Collar worker, low work ethics in general as well as poor work environment conditions, missing status of the job profile and therefore, a lack of incentives to engage in a Blue-Collar occupation. These aspects may lead to the contradiction that even if there are vacancies available, successful employment is hard to create.

Thus, the Program “Promotion of Blue-Collar Jobs” (PBC) aims at creating a higher social acceptance of employment opportunities mainly in the field of so called ‘Blue-Collar’ jobs by engaging in pilot projects in cooperation with local partners from the private sector.

The first part of the report is an introduction to the concept and idea of Shoghlana as an instrument aiming at providing information for and around topics related to employment. It tries to tackle the lack of information on qualification systems and job profiles required by the private sector by giving insights into possible career paths in order to encourage youth and Blue-Collar workers to join the labour market.

The research draws the attention to the importance of the medium newspaper in Egyptian culture and current context. It highlights the revenue of advertisement in the newspaper industry and also the phenomena that each newspaper issue is read multiple times, achieving a greater outreach than publications printed.

In order to analyse in how far this form of presentation is effective and adequate for youth and job seekers, an immediate evaluation was conducted. The second part of this report reflects the outcome of this evaluation. Methods of analysis include desktop research, focus group interviews and questionnaires conducted with the defined target group of Shoghlana. Results of focus group interviews and questionnaires show that Shoghlana informs about job profiles and is seen as an innovative information tool which people do appreciate. It

furthermore verifies that designs, style of writing and content are satisfying for the consumer, even rating design and style of writing as four in a five-point Likert¹ scale.

Further important results were:

- All articles contained new information for the readers
- The majority read two to three articles of Shoghlana
- The most interesting or important article to the readers was the story around Maged Tosson as it featured a real life person and generated hope regarding career path and opportunities for Blue-Collar workers
- The job profile was useful for people to consciously take a decision in favour for or against the work described
- Shoghlana was passed on and recommend to the environment of the readers, e.g. family or friends
- Most of the participants read newspaper on a regular basis and many have a steady newspaper in the household they live in
- Most of the participants receive their information about work opportunities through friends & relatives, newspaper or internet
- The medium print and TV are equally trusted in society due to political happenings

The desktop research, results and general observations done during the implementation were used to evaluate Shoghlana according to Development Assistance Committee Criteria (DAC) in the area of sustainability, impact, efficiency and effectiveness.

Concluding we can say the following:

- The **sustainability** of Shoghlana is likely to be ensured due to the innovative concept, advertisement revenue within the newspaper market and the outlook for a higher publishing rhythm to strength the brand
- Shoghlana has an **impact** on its readers by providing material which is unknown to them and enabling the reader through clarification e.g. job profiles to take conscious decision regarding their career
- Shoghlana is a **cost-efficient** measure providing information around employment with 56,000 copies (four issues) to its estimated 100,000 readers (four issues) compared to other media.

¹ A **Likert scale** is a psychometric scale commonly involved in research that employs questionnaires. The scale is named after its inventor, psychologist Rensis Likert.

- By reaching its objective of educating Blue-Collar workers on topics around employment and creating awareness towards job profiles and career opportunities for the youth and unemployed the **effectiveness** of Shoghlana is given.

Concluding it can be said that despite the characteristics of the target group, lower education and some with limited reading skills, Shoghlana can be categorised as a successful instrument to communicate with youth on employment topics. This is strongly related to the young language and fresh design.

Part ONE – An innovative concept

1. Introduction

The Gesellschaft für Internationale Zusammenarbeit works on many intervention levels in Egypt. One of the most discussed problems is the unemployment rate particular of the youth between 18 and 35 due to several factors. One influential factor is the negative perception of the so called Blue-Collar Jobs when deciding about potential career paths. A considerable number of vacancies in the technical and lower education job segment cannot be filled. Blue-Collar workers are facing negative perception in terms of social status of these jobs due to poor working conditions and low salaries. This results in the general trend of Egyptian youth to seek a university degree despite the lack of employment opportunities for this education segment.

The program “Promotion of Blue-Collar Jobs” seeks to intervene on this level by promoting the social acceptance and attractiveness of four selected job profiles and sectors. Those are drivers & sales representatives, job profiles in the printing & packaging sector, a job profile in the textile & sewing sector and also in the gardening sector.

A set of instruments is being developed including Marketing & Communication instruments, development of new training measures, value-chain development for creating income opportunities for women, development of in-house incentive schemes for the private sector or orientation for and facilitation of jobs & existing training opportunities through different channels to promote the social acceptance and attractiveness of so called Blue-Collar Jobs.

In this frame, the idea of a newspaper was developed in cooperation with MAD Solutions, a local marketing agency based in Cairo. The aim was to create an additional channel and platform to provide job orientation, inform about existing training or job opportunities and additional information around the topic employment.

The project implementation started in February 2013 and accomplished its first milestone with the launch of the first issue, symbolically on the 1st of May - International Labour Day. The second issue will follow in September based on the currently agreed upon four month publishing rhythm.

1.1 Objective of the report

Shoghlana is a newly developed tool by the program “Promotion of Blue-Collar Jobs” and has to be evaluated in order to conclude its impact and value for the program. For this purpose the report presents the tool’s concept and objectives. Focus groups and a questionnaire surveys have been conducted with the aim to collect information in order to evaluate the tool. These findings will serve for a quality control of the first issue to improve coming issues regarding content and style as it is crucial that Shoghlana appeals to its target group to attain a certain impact.

1.2 Hypotheses

Shoghlana has set its goal to inform, educate and contribute to filling the addressed gap of knowledge regarding information around employment and the Egyptian Labour Market.

The following hypothesis were used to research the tool Shoghlana:

- (1) The age group 18 to 25 years coming from low socio economic background is interested in reading a newspaper if innovative topics of interest meet the “Zeitgeist” for example employment is covered.
- (2) Of all communication media available, the medium newspaper has the highest credibility regarding employment information provided.
- (3) Shoghlana is educative and informative and appeals through target-audience suitable language and look of pop culture item.
- (4) Shoghlana facilitates to take action by providing orientation regarding job and career opportunities in the Blue-Collar sector.

1.3 Structure of the report

In the first part, this report introduces the Blue-Collar newspaper Shoghlana and its concept. It furthermore presents the means and channels of distribution which are essential to ensure the right outreach of the newspaper.

The second part of this report evaluates the success of the tool based on the outcome of the questionnaires and focus groups. The outcome in turn will then be applied to the DAC criteria² in order to provide an overall evaluation of the project.

² OECD’s Development Assistance Committee (DAC)

2 The Concept of Shoghlana

Egypt is going through a hard time – politically as well as economically speaking. On the one hand, Egypt is facing a high unemployment rate and on the other hand, industries are reporting open vacancies. Partially a reason for these challenges is the unattractiveness of the Blue-Collar sector due to its bad image (stigmatization), difficult work conditions and environment, misperception of career opportunities or lack of knowledge about potentially interesting job profiles.

When analysing the situation to create a measure to face the mentioned challenges – one common denominator was found: the lack of knowledge. It became obvious that the communication linkage between job seekers and labour market is not existent. It is not provided or supported by the government, private industry or international aid on a big scale. When indulging in the topic employment in Egypt, many successful projects can be found that work on small scales to compensate for the lack of governmental support, however, they do not have the outreach to a big part of the Egyptian community which amounts to 85 Million people (see CIA factbook, 2013).

The PBC team in cooperation with the team of MAD Solutions came up with the idea of a mass media tool, Shoghlana, which would attract, engage and inform about topics around employment. For this purpose, the goal was to inform a big part of the community in order to compensate the lack of knowledge and support other mentioned projects or initiatives which work on small scales to introduce them to a wider audience and strengthen their outreach.

Shoghlana is the first non-profit newspaper that seeks to promote topics related to Blue-Collar jobs and workers in Egypt. Its biggest aim is to function as a tool to tackle mentioned challenges by trying to fill that gap with information about job profiles, labour rights, and interesting articles about the appreciation of workers as well as by providing lifestyle tips and tricks. Additionally, Shoghlana is based on the idea to promote Blue-Collar jobs and workers which leads not just to self-appreciation and self-empowerment of workers, but hopefully also heads towards societal appreciation of workers in general and is therefore compliant with the program aim of PBC.

2.1 Target group

According to the CIA factbook, Egypt has a population of 85 Mio people estimated in July 2013 of which 50% are under the age of 24 years old. The unemployment rate of the under

25 years old is 24 % even though accuracy can be questioned due to lack of transparency of the Egyptian labour market.

The mentioned youth is the main target group of Shoghlana as it stands for a diverse group of unemployed. It includes the unemployed university student as well as the unemployed primary school graduate or uneducated worker.

All of them are targeted differently through Shoghlana - may it be that the publication tries to stipulate meditation about the image of Blue-Collar workers or to inform about job profiles in the market.

An important target group is the actual Blue-Collar or low wage labour force who are the best ambassadors to promote working in this field. The workers are intentionally targeted to produce positive word of mouth advertising of Shoghlana.

Characteristics of the target group:

- 1) Youth between 18 to 35
 - a. Unemployed (ranking from university student to primary education graduate)
 - b. Graduates of TVET schools or technical schools in general
- 2) Blue-Collar or low wage worker
- 3) Unemployed in general

2.2 Goals of the newspaper

When setting the objectives in relation to the target group, the goals of the newspaper are as following:

Main goals:

- 1) educating and orienting Blue-Collar workers on topics related to employment
- 2) creating awareness towards job profiles and career opportunities for the youth and unemployed

Additional goals:

- 3) creating respect and appreciation for the Blue-Collar occupational profiles
- 4) creating self-respect and self-awareness among the workers and potential workers

2.3 Content of Shoghlana

The content includes success stories of Blue-Collar worker which should generate hope by portraying for example future career possibilities or successful placed job seekers through an initiative. Each issue contains job profiles which have a high demand on the market to stimulate job seekers to get active and apply for those profiles.

Additionally one article covers useful information regarding lifestyle for example the Ramadan nutrition article in the first issue of Shoghlana. Also an agenda displays upcoming employment events in the area of Greater Cairo.

Important to note is the graphic novel which is featured on the back side of the publication to function as an attention-catcher.

The list below contains the full range of content ideas which can be realized in this framework.

Generic Topics	Examples
Success stories	1) "Dishwasher to Millionaire story" e.g. Maged Tosson 2) General success stories of Blue-Collars
Fair jobs	Write an article based on the question "What do "fair working conditions" mean?"
Work Contract	Provide general information about working contracts such as rights of the employee (labour law), insurance, difference regarding gross and net income, etc.
Workers' rights	Q&A legal perspective "10 things you should know about labour law"
Soft skills	Features about: How do I go to a job interview? How do I communicate with my superior? How do I write a good CV?
Work ethics	Features about: Coming on time Being reliable Giving 100 %
"Save the date"	Info box about the upcoming employment fairs or other employment related events in Cairo
Job Hunt	Where and how can I find a job? Introduce the initiatives of "Egypt at Work" and "NEP – EFU"
Perfect job for me	"How to assess yourself "; which career path do I choose? How to find a perfect job?
Backbone of society	Ask people in the street and present their answers and photo in the newspaper e.g. "What do you think about the work of the [xxx] and his/ her importance to society"
Day of a worker	Portray the day of a Blue-Collar worker
Commuter	What to do on a bus while commuting to work? How can I spent my time useful in the bus as many Blue-Collar jobs require long drives to work → This has been a major reason for many job seekers to decline job offers made by the EFU
IN & OUT	IN : Watching Bassem Youssef after work OUT: sitting on the couch the whole day
Family stories	
Job profiles	Features on specific job profiles which have many open vacancies; explanation

	of the profile, feature of one company working in that field e.g. printing, security
Employers	Interview with representatives of big Egyptian or multinational companies about <ul style="list-style-type: none"> - Their measures to improve working conditions - Open vacancies in specific fields - Requirements regarding certain job profiles - Requirements towards behaviour of employees - Etc.
Hard facts - employment	General information about employment <ul style="list-style-type: none"> - What is Blue-Collar - Which sectors have highest employment potential in Egypt - Unemployment numbers - Etc.

3 Distribution of the newspaper

The success of a new newspaper depends not just on its content and look, but rather on the fact whether the newspaper reaches its target audience and can please its reader. As a new publication Shoghlana had to undergo an acquisition process of partners and establish a distribution network. This chapter will explain how the acquisition was established; the distribution organized and will discuss lessons learned as well as possible improvements in the summary.

3.1 Acquisition of partners

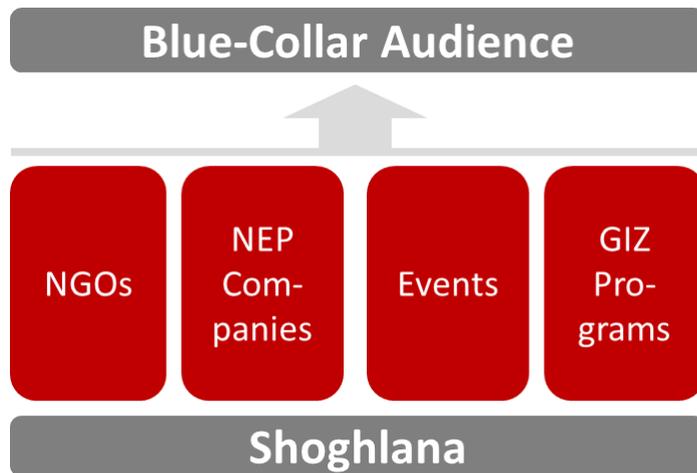
As Shoghlana addresses a specific target group, adequate distribution channels had to be found. Although the GIZ has great outreach to the target group through various programs, it became clear that partners had to be acquired to first of all distribute the targeted number of the initial print, 10,000 copies, but also to increase the credibility of Shoghlana. Having established NGOs, companies and other partners distributing Shoghlana, they issue a seal of quality which the target group consumes.

In Marketing, the method of acquisition of new partners is differentiated in so called cold calls and warm calls. Cold calls mean that the partner has never heard of the calling entity and is totally unfamiliar with the product or organisation behind it. Warm calls mean that the called entity is either familiar with the product or the organization behind it and therefore it is easier to establish a relationship. Therefore warm calls are, if possible, the common practice.

3.1.1 Targeted partners

A short analysis of possible partners which would have direct access to the target group lead to the decision to establish four pillars for the distribution of Shoghlana.

The first pillar is NGOs which are working in the field of employment or empowerment. Those NGOs work closely together with other programs of the GIZ and therefore are familiar



(Figure 1: Blue-Collar Audience Pillars)

with the organization behind Shoghlana. Furthermore companies as a second pillar working with Blue-Collars were decided on as the perfect outlet for the distribution of Shoghlana in order to create word-of-mouth advertising. The approached companies also work closely with the GIZ and support the

empowerment and fair treatment of Blue-Collar workers. Additionally, the third pillar was decided to be events in particular employment fairs targeting Blue-Collar workers organized by either the GIZ itself or third parties familiar with the GIZ to distribute Shoghlana. The fourth pillar is based on the support of active GIZ programs in Egypt such as the Employment Promotion Program (EPP) which deals with TVET schools in Sadat City and 6th of October to create synergies between existing GIZ programs.

3.2 Process of acquisition

The mentioned entities were approached through an initial email introducing Shoghlana. A follow up call, which qualifies as warm call, with a prepared call flow (see Annex 3 &4) was made afterwards to ask about possible cooperation between Shoghlana and the approached entity. No monetary compensation was offered for the distribution.

3.3 Distribution numbers

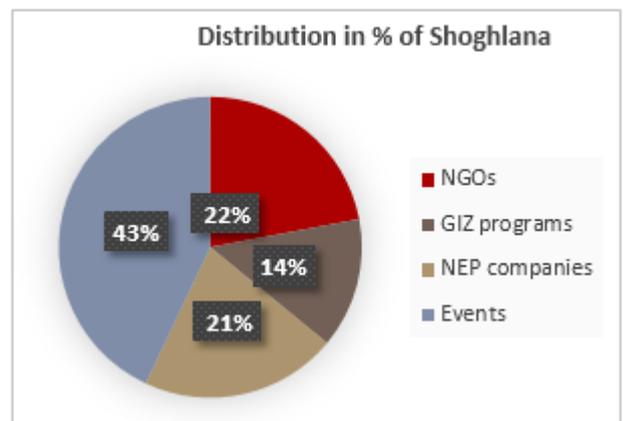
Shoghlana was published with a first edition of ten thousand (10,000) copies. Due to the strong demand, additional four thousand (4,000) copies were printed, amounting to a total of fourteen thousand (14,000) copies. It is important to note that calculation in this chapter were done based on 10,000 copies of Shoghlana as only the distribution information of

those copies were available. The statistic below shows the number of contacts available of NGOs and companies, the actual number of distribution partners as well as the number of issues distributed to them. Events and GIZ programs were added to complete the numbers distributed.

	available contacts	approached through email	received follow up or initial call	distribution partners	#issues
NGOs	40	12	23	14	2,330
NEP comp.	119	116	called list up to 80; reached about 30	22	2,050
Events	(for more information please see Shoghlana Distribution list)				4,300
GIZ progr.	(for more information please see Shoghlana Distribution list)				1,392
TOTAL					10,072

The overall distribution of Shoghlana can be seen in the diagram below which shows the four pillars and their contribution to the distribution in percentage. The diagram shows clearly that the events have the biggest share with 43.3 % which means that most issues were distributed through events. The NGOs and NEP companies together have contributed 42.8 % to the overall distribution.

Unfortunately no records were kept regarding the time organizational consumption of each pillar which could help now to facilitate the evolution of the distribution. However, judging from personal reflection on the distribution it seems that the time spent to organize the 42.8 % of the NGOs and companies exceeds by far the time spent to organize the distribution at



employment fairs. But it has to be taken into consideration that the actual time spent of staff at the employment fair was not accounted for.

It is interesting to note that only one of the 159 electronically approached companies and NGOs has responded to the introduction email sent to them regarding Shoghlana. Therefore, it is questionable if electronic communication in pursuing the acquisition and distribution is recommendable. In contrary, in feedback talks with the NEP Employment Centre job scouts who have a similar job description – acquisition of companies for the NEP, it was advised to stick to the introduction email to keep up the professional image of Shoghlana as companies and NGOs recognize the professional approach.

3.4 Feedback of the distribution partners

A feedback follow up was implemented to gain data to ensure quality control of Shoghlana, to improve content for the second issue and also to gain more information about future distribution possibilities. One of the biggest obstacles was to reach all the entities. On a side note, the communication with the majority of partners has been very difficult due to the fact of unavailability. Most of them could not be reached constantly via phone or email.

3.4.1 Companies

Out of the 22 companies which distributed Shoghlana, it was possible to follow up with eight companies which all have given positive feedback regarding Shoghlana as a tool. “A good initiative, spreads knowledge”, “effective tool” or “provides subject matter awareness” are only some of the comments given when asked for their feedback. Seven out of eight companies have placed orders for the second issue which is a great first indicator for the long-term sustainability of Shoghlana.

Most of them have articulated a positive feedback towards the style, look and scope of Shoghlana. However one of the companies suggested to reduce number of pages and publish more frequently.

One company has sent back all issues of Shoghlana with the comment that the upper management does not wish to distribute it in their plants because they fear an increase in turnover. Additionally they commented on the content regarding the labour law which did not appeal to the management. The HR manager contacted with assured us multiple times that he thought of Shoghlana being a great project but his management opposed the distribution.

The companies were also asked to give feedback regarding improvements of the second issue as well content suggestions how Blue-Collar workers could find it beneficial. The following bullet points are a summary of the given feedback:

- message across to job-seekers that there is no limit for ambition; they have the right to apply for any job role as long as they have the qualifications to match
- which training to attend to enhance their potentials; introduce training facilities for soft skills as well as vocation training
- highlight possible career paths
- tips how to search for a job

- include topics that can have a real impact on job-seekers and deliver it in a comprehensive manner
- highlight a profession and provide related topics about it (plumber, carpenter, driving, etc.)
- feature companies, factories, types of work, etc.
- details, potential employers, opportunities, labor law, insurance law, taxes, rights and duties
- add tips about job orientation; how to find a job you like and want to practice

3.4.2 NGOs

From the fourteen NGOs which have been part of the distribution, it was possible to reach eight NGOs of which the majority has given positive feedback regarding the concept of Shoghlana. The statements “informative, high-level info”, “eye-catching” or “great initiative” were mixed with critical feedback calling Shoghlana “superficial” and not having a “success story of a woman”. But generally speaking, the NGOs which all can be considered experts in the field of employment and empowerment gave positive feedback, even six out of eight placing orders for the second issue.

When asked about possible improvements for the next issue or topics Blue-Collar workers would like to read, the following was mentioned:

- Promote positive work ethics like attitude at work (slogans/ catchy phrases)
- More interviews with leaders from different companies like Maged's
- Sample of open positions, job opportunities, types of available jobs
- Success stories which inspire the readers
- Capacity building regarding a certain job, skill or profession
- Feature training providers/ centres that provide inexpensive courses
- How to search for jobs
- Article about the importance of soft skills

Furthermore, it was commented that the Shoghlana team has to discuss its timing for the distribution in particular for TVET students as their schedule did not fit the release of the first issue as they had exams and no attendance obligation at school. Based on information received from responsible of TVET schools, school year does not summon until October which has to be considered when organising the distribution of Shoghlana.

Also, it was noted that many of the NGOs appreciate the professionalism and attitude of the Shoghlana team which is an important factor for the continuing work and cooperation regarding the distribution.

3.5 Summary

The distribution can be considered successful. Not just were the 10,000 copies distributed within three weeks after the launch but also additional 4,000 copies have been ordered. It is important to note that the factor acquisition and distribution are essential for the sustainability of the publication as the outreach is the major factor for potential sponsors.

This task is time consuming and has to be considered when developing strategies for the future of Shoghlana.

Biggest lesson learnt regarding the distribution would be not to offer multiple dates for the delivery of the newspaper as well as only one date when delivering additional orders. Offering various dates complicates the process for the own staff which is unnecessary and should not be repeated in the future. Alternative options for the distribution such as the metro or newspaper stands around Cairo have to be explored to increase the network and outreach of Shoghlana.

The feedback of the distribution partners is positive and encourages the thought of long-term sustainability. Adjustments and improvements can be made regarding the content. It is interesting to observe that NGOs lean towards introducing more articles regarding capacity building, training possibilities and soft skills to the reader whereas the companies hope for more articles dealing with job opportunities, description, profiles and also dealing with career opportunities and channelling hope for the unemployed.

Concluding it can be said that Shoghlana received a positive feedback by companies and NGOs and is seen as useful tool with a lot potential to develop in the future.

PART TWO: Evaluation of the tool

The first part of the report focuses on the concept of Shoghlana and its distribution. The report elaborated on the target group, objectives and content of the newspaper. It also dealt with the distribution, introducing numbers and methods of acquisition, concluding the chapter with a collection of feedback gathered of partnering NGOs and companies.

The following, part two, will concentrate on the methodology of the evaluation, its results and will discuss the findings in the regard to the DAC criteria.

4 Methodology

4.1 Research Methodology

An initial desktop research was conducted to learn about the background of the medium print in Egypt as well as to formulate and finalize the hypotheses. Beyond that qualitative as well as quantitative tools were chosen in order to confirm the hypotheses stated in further research. The qualitative approach is realized through purposive chosen focus group discussions which were held with defined target groups in order to receive their opinion and get a feedback to the formulated hypothesis.

Additionally, a questionnaire distributed during events in which Shoghlana participated serves as the quantitative tool and should support the statements of the focus groups with its findings. As Shoghlana is a regular bimonthly published newspaper, it is strongly recommended to repeat the study in order to solidify the results.

4.2 Sample

For this study, the researcher intends to acquire a purposive sample in reference to the specific articulated focus groups. Purposive samples are conducted with, as the name implies, purpose in mind and seek for specific predefined groups (Social Research Methods 19.07.2013). Shoghlana has two main target groups which are (1) youth and (2) Blue-Collar workers and the samples were chosen accordingly.

As the researcher is using a purposive sample there will be some inclusion and exclusion criteria.

Included:

- People coming from low and medium socio-economic backgrounds which qualify to perform labour in the Blue-Collar sector

Excluded:

- People coming from high socio-economic background
- People speaking multiple languages

4.2.1 Breakdown of focus group

The researcher conducted three focus groups with the above mentioned groups, concentrating on youth and the more specifically unemployed youth due to accessibility reasons and relevance.

Target Group	# of focus groups	# of attendees
Youth (TVET school level)	1	10
Youth – unemployed	2	15

4.2.2 Breakdown of questionnaires/events

Target Group	# of events	# questionnaires filled
Youth & workers	3	457

4.3 Instrumentation

As previously stated the researcher conducted a qualitative study with semi-structured focus groups. The guideline is organized in seven parts addressing different topics. Design, content, job profile, “taking action”, reading, credibility and general information are the seven parts which aim to answer the given hypotheses (see Annex 1).

The quantitative part of the study is conducted with a multiple choice questionnaire (see Annex 2). The questionnaire covers demographic and socioeconomic data, the reading habits of newspapers, but the main part will focus on questions about Shoghlana. Questions address design, style of writing and content of given and next issue. Some questions have multiple answer options, others work with a scale, ranking from 1 to 5 (1 being the least favourable as “very bad” and 5 being the favourite as “very good”).

4.4 Data Collection

The focus groups were documented through an additional person besides the interviewer who took notes as the focus group goes along. The questionnaire was filled in by a second person interviewing the participant to facilitate the process and engage the participant.

4.5 Research limitations

The biggest research limitation is the language barrier. Although focus groups and questionnaires are carried out by Arabic speaking personnel, the main writer on this report has little knowledge of Arabic and therefore had to rely on the translation provided. An additional limitation is the almost non-existent contact to the target group of the company employees which were not accessible due to company policies.

4.6 Contribution to PBC indicators

As Shoghlana is a project in the frame of the PBC program, the program indicators will be taken into consideration when analysing the data. The table below shows how the PBC key indicators can be applied to Shoghlana and how it is intended to be verified.

	PBC Key Indicator		Shoghlana application
1	70% of the users of the job orientation services assess the facilitation as helpful for their choice of profession or training.	yes	As job orientation in form of description of job profiles is available in the newspaper, impact of the article has to be verified through focus groups and interviews
2	2 concepts with process descriptions for innovative job profile promotion are available, and implemented with selected partners.	yes	The impact and validity of the tool has to be proven in order for it to apply for the toolbox (in relation to Key Indicator 1 and 3)
3	70% of all interviewed enterprises confirm an increase in qualified applications in the promoted job profiles by 40%, of which at least 30% are women.	yes	Monitor relation of job profile in the newspaper to increase of 'qualified' applicants in the EFU

5 The medium 'newspaper'

One of the stated ambitions of Shoghlana is to function as a mass media tool which will have the potential to reach out to a high number of the target group. Different media can be considered when targeting the masses, ranking from TV, radio, internet to print media which includes magazines or newspapers. Shoghlana is called a "newspaper", however, it

has to be clarified that although Shoghlana is structured on conceptual basis as a newspaper it does not qualify officially as a newspaper. A newspaper is “a paper that is printed and distributed usually daily or weekly and that contains news, articles of opinion, features, and advertising” (Merriam Webster, 2013). Also in the definition of businessdictionary.com the “daily or weekly publication” rhythm is highlighted. Shoghlana is currently published on a bimonthly basis and therefore cannot be considered a newspaper, but a publication. This report will continue calling Shoghlana a newspaper instead of publication to facilitate the process of writing and understanding of the newspaper based concept.

Therefore this chapter will highlight the history of newspapers in Egypt, its current state and will try to give a short outlook in order to analyse the potential success of Shoghlana if becoming a more frequent published newspaper.

5.1 History of the newspaper in Egypt

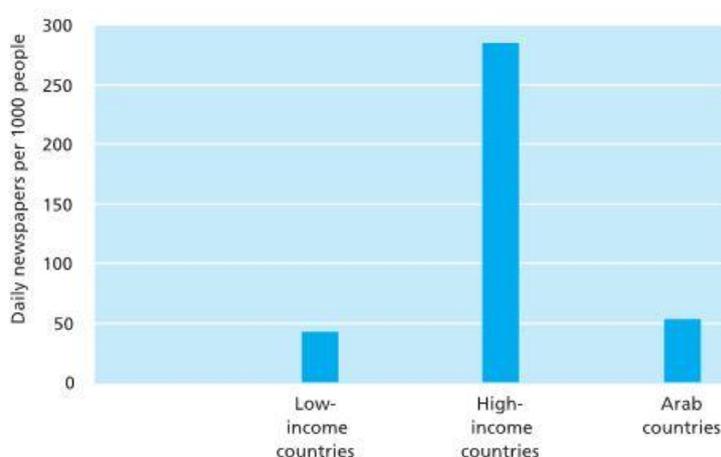
The medium newspaper has a rare long lasting tradition in Egypt compared to other countries in the Arab World. It does not surprise that Egypt has the highest number of publications, around 500, in comparison to other Arab countries due to their long pioneer status in media as well as the fact of being the biggest Arab country by population numbers. Napoleon Bonaparte brought the concept of the newspaper to this region by establishing the first publication called *Le Courier d’Egypt* in 1798. Newspapers always served as a multiplier of political and societal important messages and were used in the last century by all leaders Egypt has seen. During the time of Nasser, the main themes the media stressed about were ‘Arab Union’, ‘Arab Nationalism’ and ‘pan-Arab identity’. When Sadat came to power he loosened direct censorship and a law was passed that political parties could publish their own, independent paper, however, they had to follow the official policy. In the Mubarak era, the media system gained more freedom of press and expression and also allowed the oppositional newspapers to criticise the government. In 2004, Masry Al Youm as a private-owned daily newspaper was launched which has become the currently most read newspaper in Egypt. Alongside Masry Al Youm, many small, independent newspapers were launched such as Al-Badeel, Al Doustour or Al Youm Al Sabe3 which increased the competition on the print market but at the same contributed to the diversity of the existing print press in Egypt (see Barrie Gunter, Roger, p.83ff).

5.2 Current state and outlook of the print market

Egypt has the highest newspaper circulation in the Arab World, at 5.36 m issues, Egypt accounts for 43% of the total. A phenomenon to the medium newspaper is that each issue is read by **multiple people**, increasing the readership immensely to the actual number of issues. According to the Arab Media Outlook by the Dubai Press, 45% of the Egyptian population read a newspaper on a daily basis. Starting in the year of 2008 Egypt's print media industry has seen a steady growth while the rest of the region has experienced a decline as it can be seen in the graph of the Arab Media Outlook, published 2012. With a growth rate of 23% in the year 2010 and a growth rate of 7.8 % in the year 2011, Egypt is categorised as a growth market in which demand increases rapidly. Although it faced a setback after the immense growth figures of the year 2010, it can still be considered as a growth market, scoring just below the two digit percent line with 7.8% in the year 2011 (see Oxford Business Report, 2012). 65% of the industry leaders have a positive outlook for the year 2012 (see Arab Media Outlook 2012).

Nevertheless recent articles in the media have shown that the print industry is facing a crucial time as paper costs have increased noticeably for the publishers as well as the reader because costs were redirected to the reader (Berger, Miriam 2013). However a newspaper article by Miriam Berger quotes Sherif Wadood, the chief executive of Masry Al Youm that not the raising paper prices are the biggest threat to the industry, but rather the lack of providing unique and innovative content that will sell. He also adds that there are so many topics not yet addressed that the industry just has to focus on market research which will lead to automatic success (Egypt Independent 2013).

Comparing the ratio of “daily newspaper per 1000 people” between high-income countries to the Arab countries, a significant difference can be detected, displayed in the graph of the Arab Human Development

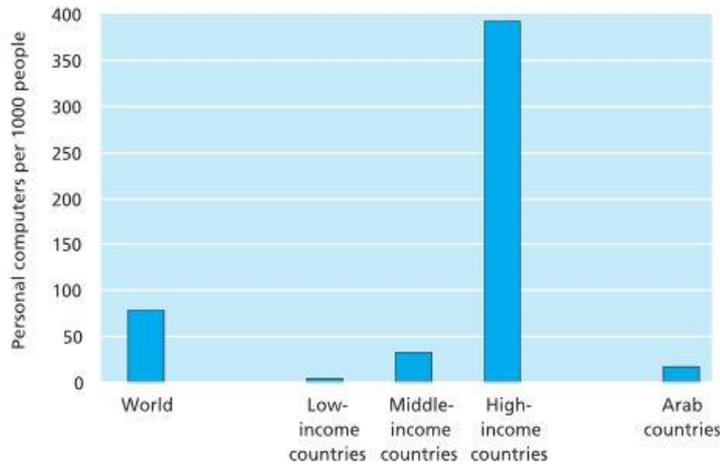


Source: Arab Human Development Report 2003, p.59

Report 2003. A high-income

country is per definition of the World Bank “a country with a gross national income per

capita above US\$12,615” (World Bank 2013). Egypt has a last reported GNI in the year 2011 of 6,160 US Dollars which leads to the reasoning that the consumption of newspaper on the daily basis will increase in correlation with the increase of GNI. Referring to the statistics, the GNI has increased constantly since 2004 and even gained in 2011 despite political and economic unrest in the country (Trading Economics 2013).



Source: Arab Human Development Report 2003, p.64

An additional fear of the newspaper industry is the increase of internet usage which will lead to an increase in information consumption through different news providers online, but the fear that the rise of the internet will make the newspaper dispensable are an unnecessary worry. The graph

shows that the number of personal computers owned in the Arab World is still limited. The numbers will have to grow significantly in order for online media to replace print media. However Emad Sayyed, content manager for Egyptian news website Masrawy.com said in an interview with Egypt Independent: “Some newspapers won't be able to compete, but print media will never disappear. Online media is much faster than offline media [...], but printed media is a better tool for analytical news and in-depth features.” (Egyptian Independent 2010). Also the little number of personal computers yet owned by households as shown in the graph above by AHDR 2003 will delay this feared transition. But numbers released by CAPMAS, Egypt's official statistical agency, state an Internet penetration of 35.6% which amounts to 31.2 Million Internet users in Egypt indicating that newspapers should not underestimated the influence of growing internet usage and build up an active online profile.

5.3 Advertisement in newspapers

The Oxford Report 2012 states that “the newspapers are the leading medium in terms of advertising spend, with a forecast of 43.8% market share in 2012”. Other media such as TV (24.6%), radio (12.8%) or outdoor and cinema (7.4%) rank far below. Analysts forecast that

the medium newspaper will still be in dominant position by 2015 with a slightly decreased market share of 41.5%.

Concluding it can be said that the medium newspaper adds to the value of Shoghlana. The medium has a long and traditional importance within the society, is read throughout multiple levels of society. Although the market is very competitive, it was made clear that with an innovate form of content, audience can be secured and satisfied. Furthermore, advertisement is heavy within the industry which promises an easy sustainable concept for Shoghlana regarding the acquisition of sponsors.

6 Results

This chapter will present the results of the undertaken survey. It will try to create an insight and overview of the findings and will highlight points which are considered important by the researcher.

6.1 Focus groups

Three focus groups were held in the timeframe of two weeks starting from the 16th of May 2013. A guideline with guiding questions (see Annex 1) was created to support and establish a framework for the focus group. It was amended twice to optimize the results for the research. The guiding questions are divided in five parts which are look, content, job profile, taking action and reading.

The following is a summary in English of the findings to facilitate the analysis of the results.

6.1.1 Demographic and sociographic data

The first focus group was conducted in 6th of October City with all participants being female and from the area of 6th of October. The second and third focus group were conducted in the Employment Centre of the National Employment Pact (NEP) in Dokki with participants coming from Haram, Imbaba, Shobra or Ain Shams area to just a name a view of the various districts mentioned. The groups were mixed however majority of participants were male as it can be seen in the table below.

	participants	Internet	Facebook	Age average	Education
1 st focus group	5 people 100 % female	60 %	60%	17.8	TVET – 80 % wants to pursue college career

2 nd focus group	10 people 90% (m)/ 10% (f)	44 %	44 %	25.4	66% Higher degree
3 rd focus group	5 people 80% (m)/ 20 % (f)	80 %	80%	No data	100% Higher degree

Interesting to observe is the fact the many of them either seek higher education or had already completed their educational career with a higher degree.

6.1.2 Shoghlana

The guiding questions have been subdivided in five parts. Some of the questions were designed to perform a quality control, others were targeting to receive a better understanding regarding the hypotheses.

The “style” part is supposed to cover the first impression of readers, their general feedback regarding the look and style of writing and to get an understanding if the theme of Shoghlana is understood. The second part “content” focuses on quality control, asking for most liked articles or which new information the readers have received. The third part “job profile” tries to clarify if the article is noticed and perceived as job or career orientation. The fourth part “taking action” aims to bring a closer understanding if Shoghlana was able to facilitate action in various and the last part “reading” spins around the readers reading habits and the medium newspaper.

6.1.2.1 Look /Style

The look of Shoghlana was received very positive throughout all three focus groups. The lively and colourful design was mentioned to be very attractive to the majority of the focus group participants. Overall, all commented that Shoghana is attractive in terms of style or look to them. It is also attractive because it provides youth with new information e.g. on the security profile or the possibility of career development (feature on Maged Tosson).

The 1st focus group mentioned that main page could be improved through a tagline and titles for each section in order to facilitate the orientation for the reader. They also commented to use more photos instead of cartoons.

All three focus groups had difficulties to grasp the concept of Shoghlana and were only able, after being asked what Shoghlana is about, to answer with assistance from the interviewer.

When asked for their first association when receiving Shoghlana, many mentioned that they expected vacancies in the publication, it would help people to get a job as well as information on the NEP as it was passed out through the Employment Centre in Dokki.

6.1.2.2 Content

Majority of the participants dealt with Shoghlana and read two to three articles. It is interesting to note that three people in the second focus group due to literacy problem were not able to deal with Shoghlana at all.

The common sense of the focus groups was that almost all information received by reading the newspaper were new to them. All of them stated that they had gained particular information regarding the labour law and their holidays. When asked about the most interesting article in the newspaper, various were mentioned multiple times, leaving the article of Maged Tosson the most mentioned. Other articles mentioned were Shabab of Marg, article about labour law and the job profile.

The next issue, in the eyes of the focus group participants should feature an article about a success story of Shoghlana or any article generating hope in the labour market or possible careers of Blue-Collars. Some of the following suggestions and feedback were given by the focus groups:

- More comics but about interesting and important topics
- How we can cope and love our jobs whatever it is (specially the new jobs)
- Success stories about youths who got jobs through the newspaper (Shoghlana)
- Want to know more about some professions and profiles such as automotive industries workers and quarry workers
- Ambition
- Lift the spirits of youths, encouraging and supporting them
- Success stories
- Provide valuable information to workers about rights and duties
- How to deal with the problem of lack of experience with fresh-graduates
- Encourage youths to work & encourage workers to training in any field of work
- Career path for different professions
- Success stories about youths who got jobs through the newspaper (Shoghlana)
- The required qualifications to join some professions such as worker in the automotive sector
- How to overcome the challenges that we are facing in the new jobs

6.1.2.3 Job Profile

The job profile security guard was introduced in the first issue of Shoghlana. Many of the participants stated that they



did not know about the job profile of security guard before and also the majority stated not to know that there is an actual demand in the market.

Some individuals pointed out that with the revolution and increase of crime rate this profile was highly looked for. However the majority could not make this connection. The style of writing, the mixture of standard and local Arabic, was commented positively.

When asked if the participants would take a job in the field of security at least 70% denied straight away, explaining that their qualifications would lay in different fields in which they also would like to work such as mechanics or automotive.

However the majority would recommend the job to a third person as it was perceived as a valuable job to protect people and property.

All of them would like to see more job profiles introduced in the coming issues however more focused on technical or vocational jobs as well as job located in the area. This was mentioned from the focus group conducted in 6th of October which expressed the wish to see job profiles featured which were available in the industry zone.

Furthermore some participants mentioned that it would be helpful not only to write about the profile but also about the possible career path and information about the sector to convey a complete picture.

6.1.2.4 Taking action

The act of taking action is crucial for Shoghlana as much as for any other information provider. A format can only be rated successful if either the tool itself is spread by passing on Shoghlana or its information is spread.

Some participants said that they told their friends about Shoghlana and encouraged them to read it or if a friend was looking for work, they would tell him to the Employment Centre of the NEP. One participant told that he was approached in the public transport because he was carrying Shoghlana under his arms and other passengers were interested in it.

When asked if they had a chance to show their parents or family many neglected as it had to been to short notice. All focus groups had only received Shoghlana one day prior their group talk but stated the intention of forwarding the newspaper.

Shoghlana inspired two girls of the first focus group to look up more information about becoming a journalist.

6.1.3 Reading behaviour

The overall reading ability of the participants was good with only 3 out of 20 participants not being able to read properly. Half of those stated to read a newspaper on the regular basis. The rest said that they would only read the newspaper if something big was happening.

The newspapers which were mentioned the most are Masry al Youm and Al Ahram to be read on a regular basis of which especially the Friday issue of Al Ahram was highlighted as it features job vacancies. Another newspaper mentioned to be read for its job vacancies is Al Mas2.

A slight majority said that a newspaper is bought on a regular basis within their family. Most of the participants would not buy newspaper themselves, rather read them at home or cafes.

All of the participants confirmed that they would read the second of issue of Shoghlana. Some stated that although it is free, it would be worth buying it for 1 LE as this is the common newspaper price in Egypt.

6.1.3.1 Credibility of medium

During the focus groups it was also an aim to research the credibility of the medium newspaper and how it is perceived within society. The hypothesis that the medium newspaper is the most trusted medium was inspired by an article saying that the Germans do trust the medium newspaper above anything else (see Globescan 2013). Therefore the claim was established.

The participants of the focus group had different opinions about the most trustworthy source of information in Egypt, biased through recent political events and the role of the media. But the majority settled that information received from television are the most trustworthy however it seemed that they had full trust in the information received from Shoghlana.

Concluding it can be said that every source is observed strictly and analysed according to the person capacity and that neither television, radio nor print currently have extensive trust within society.

6.1.4 Alternative employment information

Most participants stated to receive information about employment from relatives and family members. Newspapers, Al Ahram or Al Mas2, were named as an important source as well.

On an individual basis, flyers which are based out in public transport were mentioned as a source as well.

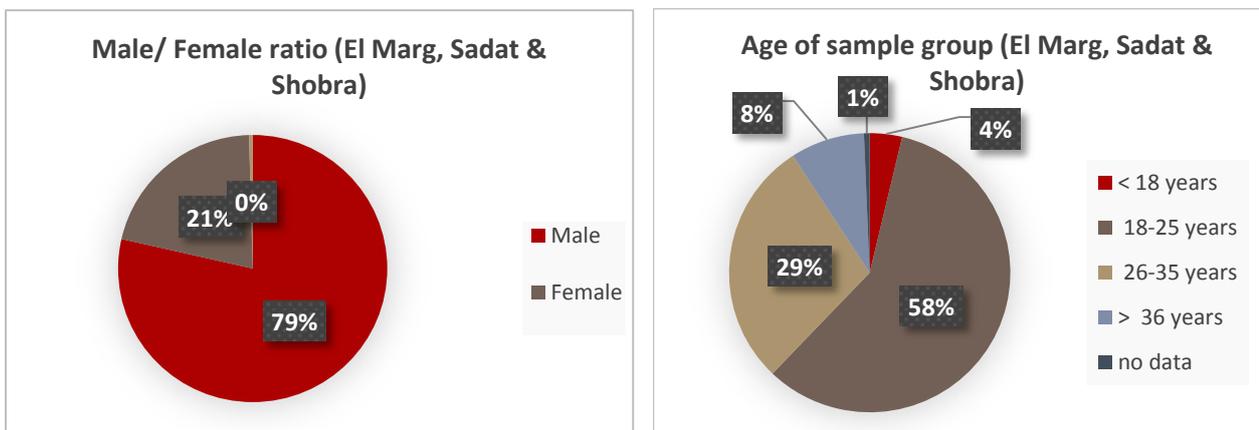
6.2 Employment Fairs

The employment fairs in the district El Marg, Sadat City and Shobra which are districts within the greater Cairo area took place on the 7th/8th (EL Marg), 19th/20th (Sadat City) and 22nd/ 23rd (Shobra) of June 2013. All fairs were organized by the NEP Employment Centre. Shoghlana was distributed during the event and a questionnaire was distributed to readers in order to gather feedback for evaluation. 457 questionnaires were collected during the course of the three fairs.

6.2.1 Demographic and sociographic data

The sample size of this questionnaire is 457 participants of which 79% are male participants, and 21% are female participants. Two questionnaires left the question unanswered which amounts to 0% and therefore is insignificant.

87% of the sample is between the ages of 18 to 35 years old. The majority of the sample with 58% is between 18 and 25 years old.

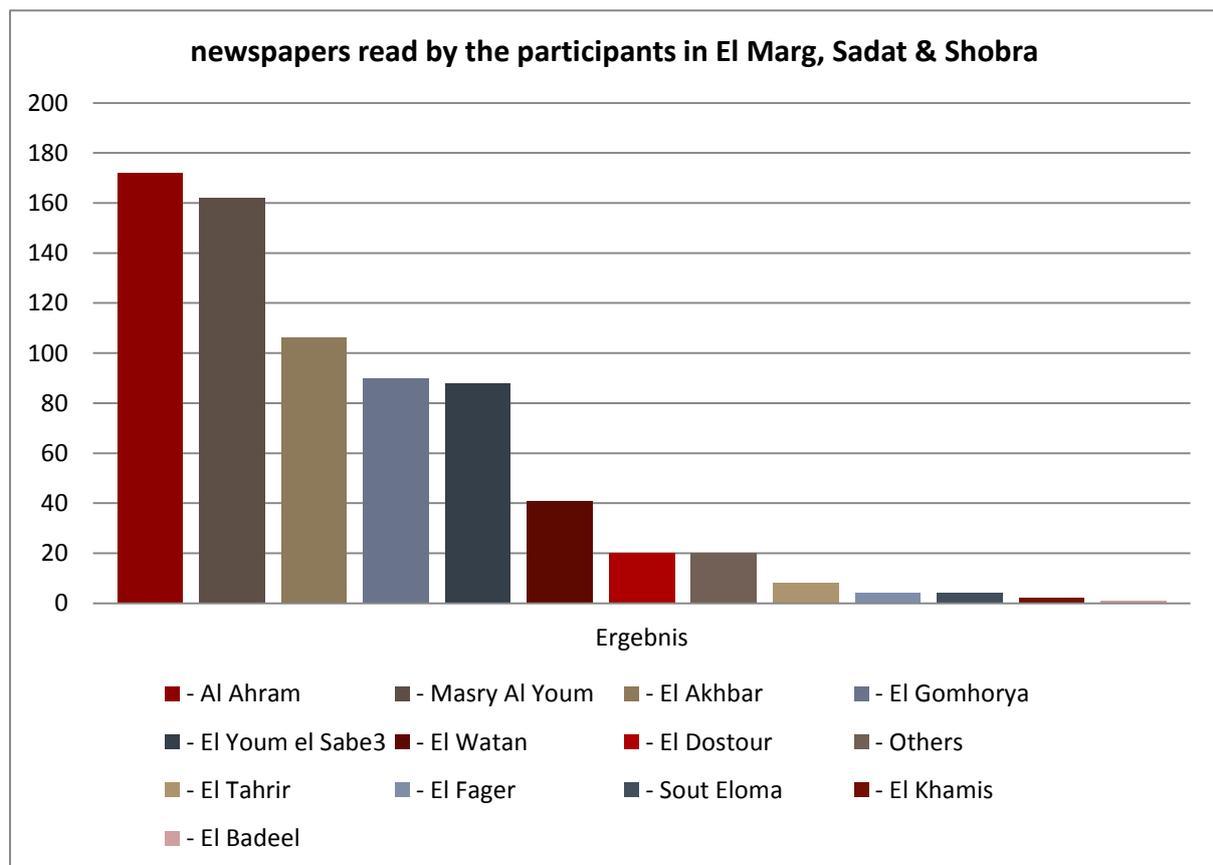


Each employment fair was visited exclusively by residents of the districts. The wanted job profiles by participants did not differ between the districts. Answers ranked from classic Blue-Collar jobs such as waiter, driver, electrician, metal worker, mechanic, painter to more sophisticated job profiles such as accountant, sales person, work in the field of marketing

and PR or HR manager. 394 of the participants have received a diploma which indicates an educated sample group.

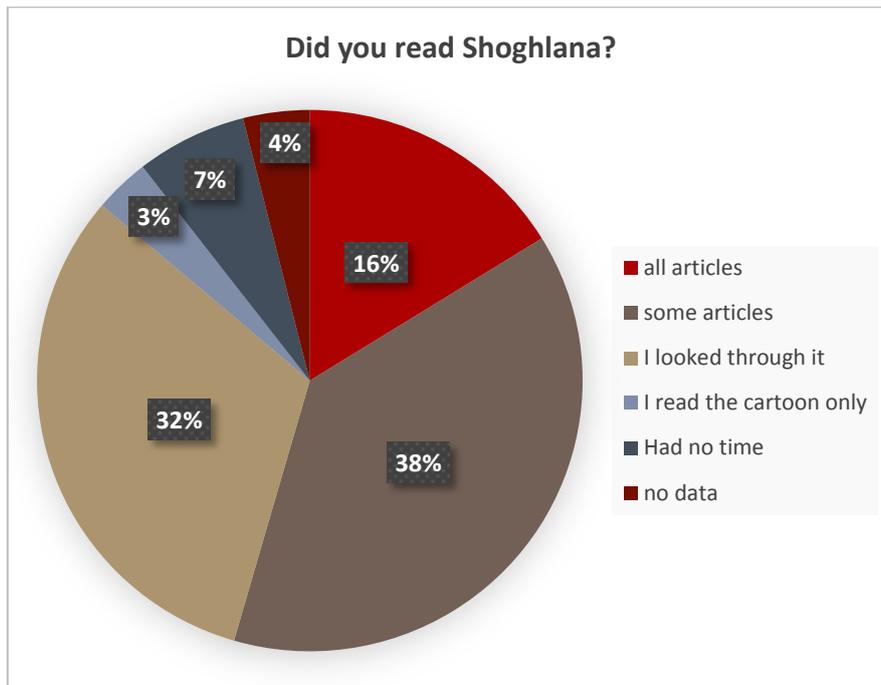
6.2.2 Reading behaviour

The diagram shows that Al Ahram with 172 readers is the most read newspaper among the 14 options provided to the participants, closely followed by Masry Al Youm newspaper with 162 readers. In third position is Al Ahkbar which has 106 readers. This research does not confirm the new phenomenon stated by the Arab Media Outlook 2011-2015 survey by the Dubai Press Club that Masry Al Youm as a private newspaper has replaced the governmental run Al Ahram newspaper as the top dog of the newspaper market. It can be speculated that Al Ahram is more appealing to the target group as it features few job announcements within the publication. Interesting to note is that the Friday issue of Al Ahram is still the most purchased issue of the week in regards to all newspapers (see Oxford Business Report Egypt 2012) which might partially be caused by the fact that a wide range of job offers are published on this day.



6.2.3 Shoghlana

54% of the participants stated to have read either all articles or some articles (two - three articles) during a waiting period of one hour at the employment fair event. The diagram shows that the majority of participants with 86% consciously dealt with Shoghlana by either reading it or looking through it. Only 10% of the participants had no time or only read the comic. 4% of the participants did not give an answer to this question.



Further questions regarding Shoghlana dealt with ranking style/ design, style of writing and the cartoon. Those three topics had to be ranked in the questionnaire on a Likert- scale from 1 to 5; 1 indicating “very bad” and 5 indicating “very good”.

topic	Style/ look	Style of writing	Cartoon
median	4.1	4.07	3.9

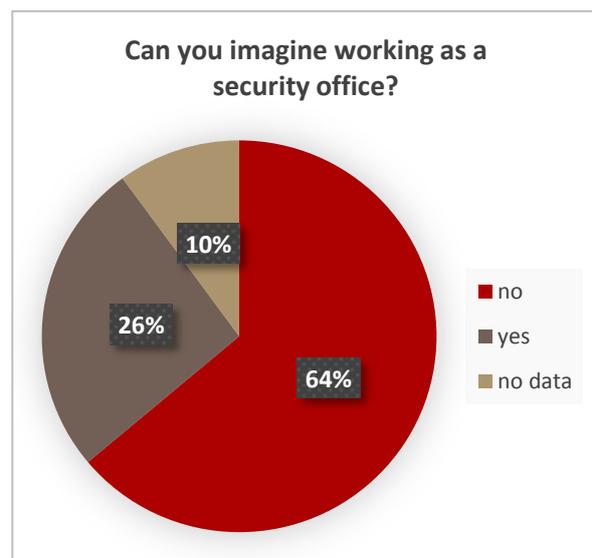
Style/look of Shoghlana as well as style of writing both received scores slightly above 4 which indicates that both were well received and approved as good by the participants. The cartoon received an average of 3.9 which indicates that it was also regarded as good by the readers. But it should be mentioned that the first two criteria received consistent scores resulting in an average of 4. The cartoon received very mixed reviews receiving wide scattered and unbalanced scores which still settled summed-up at an average of 4. Some readers commented on the cartoon, possibly explaining the wide range of scores, as it was

not considered informative, neither carried a moral which is commonly found in Egyptian cartoon culture.

The article most interesting to the participants was the article about Maged Tosson “A meeting with the man who understands the workers brain” with 142 votes, followed by the article about the NEP Employment Centre “What is NEP?” with 78 votes. The article achieving the third most votes is focusing on labour law “Know your leave rights” with 64 votes. The most interesting article almost received twice as much votes as the follow-up article about the NEP.

When questioned about the least interesting article, 138 participants answered that “there is none”. Still the security job profile with 83 votes, the comic with 65 votes and the Ramadan nutrition article with 54 votes were labelled as least interesting.

Furthermore and in reference to the security job profile, the question if the participants could imagine working in this job profile after reading the article was answered negatively by 64% of the participants. When asked for the reason why they would decline the job as a security officer, the question was mainly answered with the reason that the job description would not fit their qualifications or was not line with the interest of the candidate.



The question which subject the readers would like to read about in the next issue was answered with a request for more articles about the labour market as 160 participants set their cross at this answer. 124 participants want to read about the topic “How to deal with your boss”. Four topics received around 100 votes indicating that a quarter of the participants would like to read more about “Introduction of more job profiles” (110 votes), “Success stories of Blue-Collar worker” (106 votes), “How to prepare for a job interview”

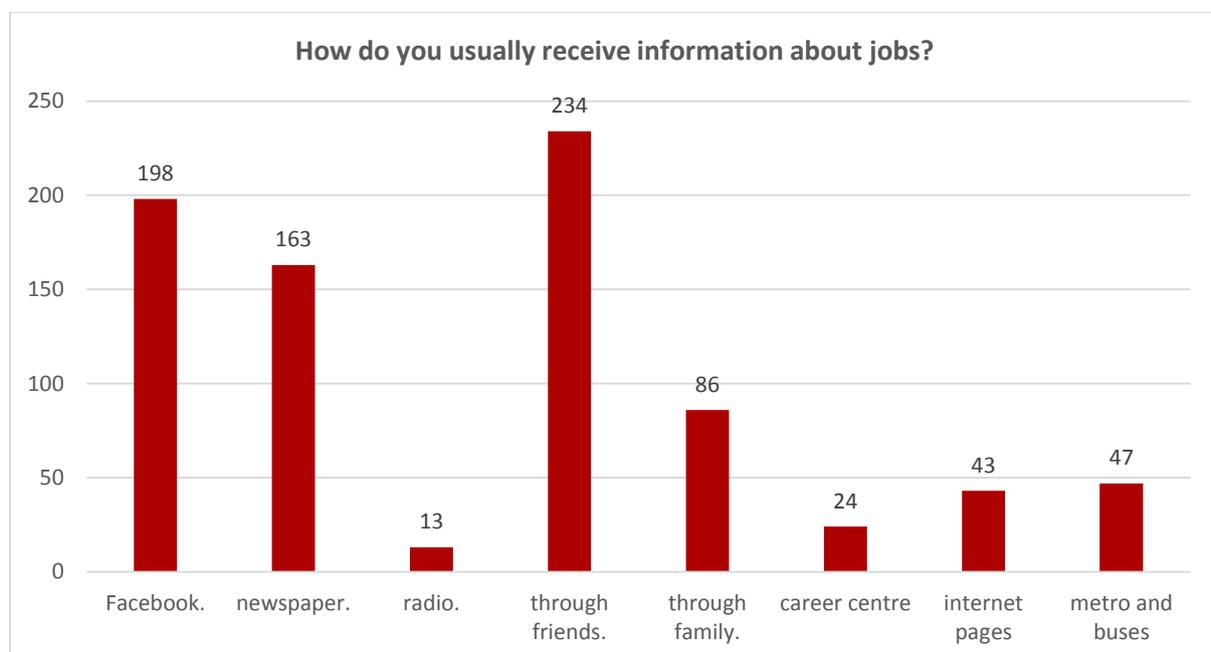
(100 votes) and “How to write a CV” (99 votes). Additional comments were made regarding topics of interest for the readers which are listed below:

Steps to success for the modern man, real-life stories, news of youth employment, know your rights, different jobs profiles, information about companies, discover your weaknesses, women's employment, social and health insurance, occupational health and safety and secure work environment, workers' rights, steps to help you in your career development, communication skills, how to become a successful man, how the girl can work in an appropriate place, bad treatment of workers, refusal of work does not mean it is the end, give readers an impression that the youth are honest with their work, how to achieve your dreams

It has to be noted that repetitive topics appear to be around the topic “career”. Also the variety and diversity of topics is confirmed again which indicates general and great interest but also the lack of an information tool informing about those relevant topics.

6.2.4 Alternative source of information

The questionnaire also tried to get an indication from which sources the job seekers usually contain their information on job opportunities.



The graph clearly shows that most participants gain their information through friends which points out the importance of word of mouth in the Egyptian society. Also Facebook and newspapers are providing jobseekers with information. The medium TV should be added to

the next questionnaire. By providing a Shoghlana Facebook page, two sources of information are tackled as it gives the youth the option to pick either source of information.

7 Evaluation of the tool Shoghlana

The outcome of the questionnaire and focus groups as well as direct interviews with the companies are relevant for the overall evaluation of the tool based on DAC Criteria. The evaluation aims to elaborate on the following four aspects which are efficiency, effectiveness, impact and sustainability. This will bring clarification to the point if it meets its objectives and if it is a useful tool to be continued and replicated.

Alongside the findings were used to conduct a small quality control to clarify points of improvement for the coming issue.

7.1 Quality control of the 1st issue of Shoghlana

7.1.1 Style & Layout

Focus groups as well as the questionnaire have clearly shown that the design of Shoghlana, its style and look is very well received, rating with a 4,2 average which is a good to very good indicator. Being this well received, increases the possibility of Shoghlana developing its own brand identity which will lead to sustainability and success. When talking about the layout of Shoghlana it was mentioned that section headers would increase the reading experience and usability friendliness of the paper. One example is the current job profile which leaves the reader guessing of its purpose. There is no indicator that this might be a “looked-for-profile” in the industry. Furthermore it was often mentioned that the title Shoghlana would need a catchy tagline which could serve multiple purposes. First of all, catch the interest of the reader, give an insight in Shoghlana main core topic ‘employment’ and also contribute to the branding and therefore increase its building of a brand identity.

Scope and length of text were on the one hand mentioned as insightful and informative but on the other hand as too long and complex for the readers. Especially the NGOs pointed out the fact that the readership would appreciate shorter, but bigger variety of articles within the eight page scope of Shoghlana.

The illustrations were positively mentioned however some people would like more pictures as those communicate a ‘more realistic’ feeling. This is also confirmed when asking about the next issue, many people in the focus groups indicated that they would like to see

success stories featured. In particular a success story of Shoghlana facilitating a job opportunity or successful placement. This would not only increase the credibility as it features real, tangible stories for the reader but also serve the purpose to create hope. Hope seems to be an essential topic for all participants in the focus groups stimulated by an unemployment rate of 24% in their age group. In line with this is the demand for photos supporting or even replacing cartoons as those serve the credibility of Shoghlana as 'real people's story' is portrayed. Looking at this in the cultural context of the Egyptian society, this is perfectly reasonable as Egypt is characterized by Hofstede as a collectivistic society³(see gert-hofstede.com/ Egypt, 2013). Thus people develop trust and loyalty more towards actual people who can be held responsible in terms of credibility instead of cartoons.

7.1.2 Content

Overall feedback from readers, distribution partners and experts in the field of employment has been positive regarding the content of Shoghlana. Still there are a few things that have been pointed out:

- a) Topics of the case studies should be more thoroughly selected e.g. "Boy of El Marg" received criticism from NGOs and companies as it delivered a wrong message.
- b) The cartoons have been commented on for not being convincingly funny by NGOs, companies and other individuals. However, it was appreciated as an eye catcher by NGOs and companies and holds potential for the next issue. The questionnaires of El Marg do not reflect this comment.
- c) Content was too superficial without attempt to create deeper understanding e.g. job profile could have been complemented by an introduction of the sector

It can be noted that all articles have been pointed out almost equally during focus groups or evaluation of the questionnaire as being interesting or educating. One article that has stood out is "a meeting with the man who understands the workers brain" featuring Maged Tosson. This article has been mentioned in the feedback of the distribution partners, has

³ Egypt [...] is considered a collectivistic society. This is manifest in a close long-term commitment to the member 'group', be that a family, extended family, or extended relationships. Loyalty in a collectivist culture is paramount, and over-rides most other societal rules and regulations. The society fosters strong relationships where everyone takes responsibility for fellow members of their group. In collectivist societies offence leads to shame and loss of face, employer/employee relationships are perceived in moral terms (like a family link), hiring and promotion decisions take account of the employee's in-group, management is the management of groups. (<http://geert-hofstede.com/egypt.html>, 2013)

gained most attention in the questionnaires and has been mentioned multiple times during the focus groups. When asked for the reason, particular in the focus groups, people answered that the article creates hope that there is a path and a career in the Blue-Collar sector. This goes in line with the findings of the questionnaire asking for more content regarding the topic “career” and “Success stories of Blue-Collar worker”.

Additionally, throughout all focus groups is the request to see further success stories in particular about Shoghlana, e.g. how Shoghlana contributed to someone finding a job.

The common denominator in those request or statements is the urge for hope, for a better perspective in the future or just to have a chance in the labour market which seems to be essential to a discouraged, present youth in Egypt.

Comparing all findings from the various feedback channels, four topics of interested can be identified. Thus, it is recommendable to integrate the findings in the content development of the second issue. The four topics are “**career opportunities**” and anything relating to that field. In this regard a clear focus has to be put on introducing more and new job profiles which should be equivalent to job opportunities in the market to facilitate the action of job seeking for the reader. An additional topic is “**encouragement & hope creation**” which should aim at rebuilding the courage of a lost generation without hope of improvement towards their situation. Also “**soft skills**” have been mentioned throughout all channels which will help the readers on a personal scale and will increase their value on the labour market. Last but not least, the topic “**workers’ rights & duties**” has shown to be an important topic to many. Clear indicator was the positive feedback the article “Know your leave right” received during the focus groups but also questionnaires.

The below graph represents the topics mentioned and are clustered as a mind map.



Concluding it can be said that four main areas of interested have been identified as one can see above. Interesting to note is the misperception of what Shoghlana is able to do or not do. Shoghlana does not actively facilitates people in jobs but rather supports readers to become active and be conscious about their decisions by providing information on job profiles or work standards by labour law. For this it is questionable if Shoghlana can meet the request of featuring a success story of the newspaper facilitating someone into a job. But the expectations of the reader should be noted and put into consideration.

7.2 Development Assistance Committee Criteria

The Development Assistance Committee from the Organization for Economic Cooperation and Development (OECD) established the evaluation standards, the DAC criteria, in 1991. To date, the five evaluation DAC criteria have been the most recognized work in the field (see Thomaz Chianca 2008). Four evaluation criteria, effectiveness, efficiency, impact and sustainability will be discussed in conjunction with the hypotheses.

7.2.1 Effectiveness

Shoghlana set its main objectives in educating Blue-Collar workers on topics around employment while at the same time creating awareness towards job profiles and career opportunities. Effectiveness of a measure can be evaluated by analysing if it attains its objectives.

On a conceptual basis, Shoghlana aims to provide fresh and new information to the target audience. In the focus group interviews it was confirmed that each article provided new information from useful nutrition tips in Ramadan which were new to people to information provided on Labour Day; especially the article focusing on labour law has been mentioned repeatedly by all groups as new and interesting information. Some mentioned to be inspired to look about more information regarding the labour law, Labour Day or other job profiles stimulated by the profile of the security guard.

When asked about the security guard job profile and their knowledge regarding the many vacancies in this profession, the majority answered negatively. It needs to be noted that the article in Shoghlana not clearly advertises or points out the demand of security guards which has to be improved in the next issue in link to the job profile in order to increase the current engagement. The participants in the focus group answered mostly negative regarding their own ambition to seek employment as a security guard but were positive to spread the word of mouth to friends and family.

The questionnaire reflects the focus group as 61 % of the interviewees answered negatively but it has to be noted that the participants were able to take an informed and conscious decision on basis of the Shoghlana article.

It is important to note that most answered negatively as they had acquired a different set of qualifications and would prefer to work in their learned profession.

The focus group and questionnaire results make it tangible that Shoghlana meets its objectives by providing information and stimulating readers to take action in various forms. This verifies the hypothesis that if Shoghlana is read it will facilitate to take action/ decisions regarding job and career opportunities in the Blue-Collar sector.

Also the hypothesis which states that if Shoghlana is educative and informative while having the look of pop-culture item and target-audience-appealing language, it will appeal to the target audience, supports the argumentation if the tool is effective or not. The design and style of writing of Shoghlana was positively commented during the focus groups and the participants of the questionnaire rated it with a 4.2 (design) and 4.05 (writing) out of a scale of 5. The participants highlighted the colourful and modern design which does not display the typical newspaper style. One interviewee was approached in the metro because of Shoghlana. He explained that the person was appealed by the look and logo of Shoghlana which indicated the topic employment.

In conclusion, it can be said that Shoghlana does appeal with its look and style of writing to the target audience. It was declared educative and informative by participants of the focus group and that almost every article contained unknown and new information. All participants throughout the focus group have affirmed that they are interested in reading the next issue.

Shoghlana is effective, it achieves its objectives and verifies the stated hypotheses. The major influencing factor to this achievement is the focused target group approach. In general they have limited access to information around employment and therefore, appreciate the information provided and rate them as useful.

7.2.2 Efficiency

The first issue of Shoghlana has been printed 14,000 times. In chapter 5 it was discussed that one newspaper is read multiple times and passed on from reader to reader. An estimated outreach can therefore be forecasted 25,000 readers per issue which summons to a total outreach of 100,000 readers for all four issues.

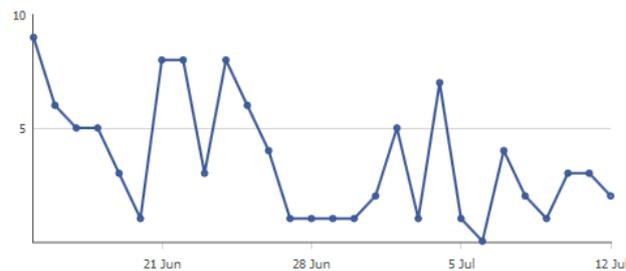
Main cost factors are MAD Solutions as the content provider and responsible for marketing of Shoghlana as well the GIZ which offers technical assistance regarding the content in particular in the scope of decent work criteria as well as quality control. Further costs are printing which are volatile due to the changing market price of paper as well as cost for the distribution. Compared to other mass media tools, Shoghlana can be rated a cost-efficient measure compared to alternatives in Radio or TV.

If Shoghlana can manage to establish itself as a proper brand and increase its number of printed issues, it should be able to use economies of scale. Increasing the number of issues printed will decrease the cost of the individual newspaper and will result in economies of scale while reaching an even greater audience by the factor that each issue is read multiple times.

Approximately half the cost arose from MAD Solutions which are responsible for the content and marketing of the newspaper. MAD Solutions has an active time of 3 people working on Shoghlana with support from multiple people within their company. Their team holds one account managers which is responsible for the communication with the GIZ, for the acquisition of sponsors and organizational tasks on their side. Complemented is the team through an editor as well as a Facebook account manager who are responsible for

content and online representation. In contrast to GIZ, MAD Solutions actively implements Shoghlana whereas the GIZ team works in the background on the conceptual basis and actively on quality control to ensure proper and target oriented content. As Shoghlana is written in Arabic it is advisable to allocate a national GIZ staff, full time to Shoghlana to be in charge of acquisition, content control and evaluation of the project.

Shoghlana launching was accompanied with an online marketing campaign using Facebook as the main target platform for Shoghlana. As the penetration of the internet is on the rise



Shoghlana facts, number of new likes, Facebook.com, 14.07.2013

in Egypt and Facebook is the most commonly used website by youth between 18 to 25 years, it made sense to launch Shoghlana through an event announced via Facebook. The Facebook site proved itself very efficient accumulating 2344 likes (14.07.2013) in four months since its

launch in the mid of April. The graph shows the period from the 21st of June til the 12th of July and verifies that the Facebook page is still active and the community of Shoghlana is increasing on a daily basis.



Publication: **الحياة اللندنية (Al Hayat);**
May 13, 2013

The earlier mentioned launch of Shoghlana, which was held in the Al Azhar Park at the Genaina Theatre, was realized with a symposium discussing issues around employment followed by a concert of a local band. It has created a tremendous, positive feedback by media and visitors and was covered over 25 times by print, TV and online media. The media feedback in relation to the cost of the event was impressive. This could only be achieved because of existing press relations of the local partner MAD Solutions which is a well-established PR and Marketing company. The impact through the outreach through the media is not assessed in this report. The efficiency of the measure is very high, in particular when compared the costs to the outreach per person per

issue.

In conclusion, we can say that the project was implemented in an efficient way with a large outreach to various groups of society through TV⁴, print and online media⁵. The marketing campaign which also was used to establish the active online profile of Shoghlana was an effective and at the same time simple tool to use and later on duplicate. Although Shoghlana has been implemented successfully and efficiently, it is highly recommended to allocate Arabic speaking staff to the GIZ staff side in order to facilitate the general organizational and content creation process of Shoghlana.

7.2.3 Impact

The impact of the measure is difficult to evaluate at its current stage, with one issue published and three more to come. Nevertheless, it is possible to say that Shoghlana had an impact on its readers, especially considering the information value it has added for them. Most of the information was unknown to the readers beforehand. As a result it can be concluded that Shoghlana achieved its educating objective and it was passed on and recommended to third parties which multiplied the effect and outreach. As stated in the previous chapter, Shoghlana had an estimated outreach to 25,000 readers with its first issue and it is possible to forecast an even bigger outreach with the second issue as distribution channels have been established and new cooperating partners, for example a local NGO called Alashanek ya Balady , were acquired for the second issue.

Shoghlana impacts its readers by providing information which is non-existent from society and governmental side regarding the topic 'employment'. Therefore, it can be argued that the benefits for readers are very high. It does not only create impact for its readers but also for the organizations portrayed in Shoghlana which receive publicity and word of mouth marketing.

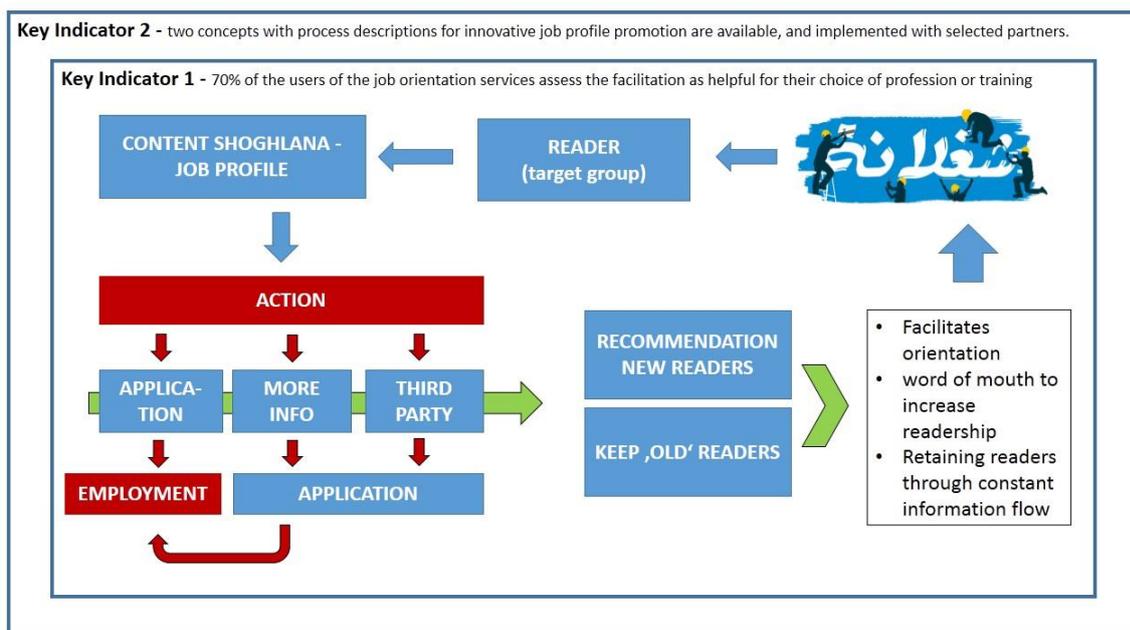
It is impossible to measure general impact after the release of the first issue however one could refer to the results of the question "After reading this article, could you imagine working as a security officer" as a first indicator because it reflects engagement of the reader. Although the feedback was negative to the question, 86% of the participants could make a conscious decision which is based on neutral information received from Shoghlana if they would like to work in this job, or not. This indicates that this article provided help and

⁴ Nile TV, Breakfast Show <http://www.youtube.com/watch?v=piV1lZej1oU&feature=youtu.be>

⁵ Masr Al Youm [online](http://www.almazryalyoum.com/node/1696776) <http://www.almazryalyoum.com/node/1696776>

orientation regardless of the negative answer to most of the readers and also, is in line with the first indicators of the PBC program.

The graphic below shows the impact Shoghlana creates within the frame of the PBC indicators with regard to the job profile introduced in the first issue. This also agrees with the hypothesis that Shoghlana facilitates recipients to take action by providing orientation regarding job and career opportunities in the Blue-Collar sector. The conscious act of taking a decision to take or decline a job is a definite action and should be valued as such. Furthermore the successful increase of applicants during May, June and July at the NEP Employment Centre promoted in the first issue, indicates that youth is responding positively to this orientation. Additionally, participants in the focus group asked, whether they would recommend the job profiles mentioned in the newspaper to job seeking friends, answered positively in this regard. Also it was noticed that the most often used source of employment opportunities are friends, Facebook and newspapers which supports the efforts of Shoghlana naturally.



Impact Chain, Shoghlana (14.07.2013)

7.2.4 Sustainability

The PBC program and therefore the measure Shoghlana are implemented in the frame of the Open Regional Fund for Youth Employment in the MENA region and financed by the German Federal Ministry for Economic Cooperation and Development (BMZ) until April 2014. The GIZ is cooperating with MAD Solutions, an Egyptian agency, on Shoghlana and

currently, the two parties are discussing future scenarios for the sake of continuity of Shoghlana under the umbrella of MAD Solutions as the publisher and content creator.

As already mentioned before, the newspaper industry is going through a rough time, however, as discussed in one of the chapters, an innovative concept will make market penetration successful. The impressively positive feedback received by readers as well as media, is a clear indicator that the concept of Shoghlana and the topic employment are of great interest to readers and media. MAD Solutions is willing to continue Shoghlana and due to its success, is thinking about a more frequent publishing rhythm, which will move Shoghlana closer to the newspaper concept it is aiming for.

Many still remain sceptical about the target group and if they will create the demand for a newspaper as most come from a low socioeconomic background and are linked immediately to lower education and illiteracy. The hypothesis “the age group 18 to 25 years coming from low socio economic background is interested in reading a newspaper, if innovative topic of interest which meets the “Zeitgeist” for example employment is covered” absorbs and deals with this fact. Findings in the focus group have shown that participants were enthusiastic about the newspaper and shared it with friends and families as it dealt with a topic of interest to them. The question if the second issue of Shoghlana would be interesting to them, was answered positively throughout all three focus groups. The power of the topic “employment” and its attractiveness to the readership should not be underestimated.

One of the major sustainability factors will be whether outreach for Shoghlana can be held and also increased which will be the vital question for sponsors. In one of the previous chapters it was stated that newspapers are market leaders when it comes to advertisement. As soon as Shoghlana is well established as a brand with a decent outreach, acquiring a sponsor is very likely to happen due to the market situation. One company had approached the Shoghlana team to enquire about the possibility to place job announcements in the newspaper. An important measure to increase outreach will be to target opinion makers within society, such as Sheikhs and other important local figures, as those serve as multipliers and are essential for the newspaper. This will not just increase the credibility of Shoghlana, but also attract sponsors to invest in Shoghlana.

One of the hypothesis “The medium newspaper has the highest credibility regarding employment information provided of all communication media available” was not validated. This was inspired by the information that Germans most trusted source of information is the

medium newspaper ranking it before TV and radio unlike any other country in the world. (see Globescan 2013) However, considering the history of newspapers in Egypt, being used as a tool of power, it is understandable that participants of the focus groups denied trust in either the medium newspaper, but also TV. When asked to rank TV and newspapers, the majority considered TV the more trustful source. However, this does not harm the success of Shoghlana as no one questioned the credibility of the information received through it, but in contrary people seemed to have great trust in the rightfulness of the content provided. Because TV as well as print media or radio have suffered in image and credibility through political games and oppression in the last years, there is no perfect medium to choose from regarding the aspect “credibility”.

8 Conclusion

Shoghlana is a truly innovative tool as the project is a pioneer in the newspaper market, addressing the unemployed and Blue-Collar workers with a specially designed newspaper to meet their demands. As many development projects are working on a small scale when reaching out to youth, Shoghlana is taking it to a new level by reaching masses of people at comparably little cost. Addressing the most pressing topic in Egypt, employment, it is safe to forecast that this concept has great potential and could have a huge impact within the Egyptian society once published on a big scale and growing into the role of the interface between job seekers and employers.

So far Shoghlana has received great feedback from readers and the media for its style and content. Through the feedback received, Shoghlana will be improved to better meet the demands of the reader and to establish a long-term reader-newspaper relationship. Newspapers in Egypt are an important medium and are widely read throughout different levels of society and although problems of literacy exist in Egypt it does not influence the importance of the medium as the information provided by the newspaper is spread through multipliers like sheikhs, local politicians or important community figures to the illiterate. As discussed earlier it is an important and influential medium which is read throughout all levels of society. Word of mouth is an important factor which is stipulated by information contained in the newspapers, especially when it comes to the topic employment as many people receive their information about employment from the newspaper as you can see in

the findings of the questionnaire. A big part of the interviewees only named family and friends which verifies the importance of word of mouth.

Shoghlana does not only meet the Zeitgeist, is educate and informative, but also encourages its readers, and will so even more in the future, to take action. As a side effect, the moral of the workers receive a boost by portraying the importance of Blue-Collar work to the country. Of course this is only a contribution on a small scale to handle a huge cultural obstacle, but Shoghlana does it successfully by highlighting career opportunities and portraying established, respected workers in their specific fields.

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Annex 1 – Guideline Focus Group

	Hypothesis	Notes
1) Introduction / Conclusion to topic <ul style="list-style-type: none"> • Available vacancies in the country • Workers are important → backbone of this society • Descriptive example : <ul style="list-style-type: none"> a. No car would be on this street if there was not the worker on the production line putting it together b. There would be no Pepsi or Coca Cola at the Koushk if there was not the driver who would fight with Cairo traffic every single day → Workers are very important for society and vacancies need to be filled → Instrument to support and inform → Shoghlana 		Can be either used as introduction or as summary to conclude and finish up the focus group
2) Guiding questions		
A. Part 1 – First impression / superficial look		
How do you like the look of Shoghlana? <ul style="list-style-type: none"> - WHY? if single word answers, please push them to elaborate - Why is the newspaper “attractive” or why is it not “attractive” to them? 	Hyp. 3	Please do not put too much emphasis on this question
What was your first thought when you received Shoghlana?	Hyp. 3	
B. Part 2 - Content		
Who had a look inside and read some articles of Shoghlana?	Hyp. 1/3	
What kind of information ... did you obtain by reading the newspaper/ is new to you/ did you learn?	Hyp. 3	
Which article do you think is the most important/ most interesting one in the newspaper?	Hyp. 3	
What topics need to be covered to be interesting to you?		
C. Part 3 – Job Profile		
Did you see the article of the security guard?		
How is the article written? Do you like the style?	Hyp. 3	
Did you know before that there is a demand for Security Guards?	Hyp. 3	
Would you want to work as a security guard or would you recommend a friend to become a Security Guard after reading this article?	Hyp. 4	

If the employment facilitator would offer you a job in the field of security, what would be your reaction?		
Imagine in the next issue the job profiles of a driver for PepsiCo or of a printer is covered; would this be helpful information for you? Or for a friend of yours?	Hyp. 3	
D. Part 4 – taking action		
Would/ did you pass on the newspaper to one of your friends or relatives?	Hyp. 4	
Did you show the newspaper to your family when you got home after the orientation session?		
Would you tell a friend to go to a mentioned Job Initiative in the newspaper if he was looking for a job?	Hyp. 4	
Did Shoghlana inspire you to look up any further information? If yes, which information did you look up in more detail	Hyp. 4	
E. Part 5 – reading		
Would you want to read the next issue of Shoghlana?	Hyp. 1	
Do you usually read the newspaper?	Hyp. 1	
Which newspapers do you read?	Hyp. 1	
Do you buy/ read one newspaper specifically for employment?	Hyp. 1	
Which newspapers e.g. Al Ahram, Masry Al Youm are your reading? And why ?		
Is someone in your family reading/ buying the newspaper on a regular basis?		
F. Part 6 – Preference and Credibility		
Which media do you like most – a TV/ newspaper/ radio/ internet?	Hyp. 2	
Which medium do you think has the most credible information?	Hyp. 2	
Where do you usually get your information regarding jobs/ employment from?		
What kind of information are you in particular looking for? <ul style="list-style-type: none"> • Vacancies? • Job interview preparation • Job profiles 		
G. Part 7 - General information / observations		
<ul style="list-style-type: none"> • Gender ratio (female/ male participants) • Age of focus group • (e.g. 18 to 25 years , 26 to 35 years, above 35 years) • Educational level of focus group • Which area do they come from? Districts? 		Following information should be asked to provide better understanding of the focus group

<ul style="list-style-type: none">• How many have access to Internet regularly?• How many have a Facebook account?		questioned
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Annex 2 – Questionnaire Employment Fair

Are you ?	<input type="checkbox"/> male	<input type="checkbox"/> female
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How old are you?			
<input type="checkbox"/> < 18 years	<input type="checkbox"/> 18-25 years	<input type="checkbox"/> 26-35 years	<input type="checkbox"/> > 36 years

Where do you live? District:

What do you work as?			
Which educational degree are you holding?			
<input type="checkbox"/> Secondary level	<input type="checkbox"/> Thanaway3 3am	<input type="checkbox"/> University	<input type="checkbox"/> none

What job/ work are you looking for?
--

Which newspaper do you usually read? (multiple answers possible)			
<input type="checkbox"/> Al Ahram	<input type="checkbox"/> Masry Al Youm	<input type="checkbox"/> El Watan	<input type="checkbox"/> El Fager
<input type="checkbox"/> El Youm el Sabe3	<input type="checkbox"/> El Badeel	<input type="checkbox"/> El Khamis	<input type="checkbox"/> El Dostour
<input type="checkbox"/> Sout Eloma	<input type="checkbox"/> El Tahrir	<input type="checkbox"/> El Akhbar	<input type="checkbox"/> El Gomhoria
<input type="checkbox"/> I do not read a newspaper	<input type="checkbox"/> Other:		

How do you usually receive information about jobs, career and job opportunities? (multiple answers possible)		
<input type="checkbox"/> Facebook	<input type="checkbox"/> newspaper	<input type="checkbox"/> radio
<input type="checkbox"/> through friends	<input type="checkbox"/> through family	<input type="checkbox"/> career center
<input type="checkbox"/> other pages in the internet; please specify		

SHOGLANA

Did you read Shoghlana?		
<input type="checkbox"/> all articles	<input type="checkbox"/> some articles	<input type="checkbox"/> I looked through it
<input type="checkbox"/> Had no time	<input type="checkbox"/> I read the cartoon only	

1 = very bad 2 = bad 3 = ok 4 = good 5 = very good		
How much do you like the design of the Shoghlana newspaper?		1 2 3 4 5 ○ ○ ○ ○ ○
How much do you like the cartoons in Shoghlana?		1 2 3 4 5 ○ ○ ○ ○ ○
How do you like the style of writing in the Shoghlana?		1 2 3 4 5 ○ ○ ○ ○ ○
After reading this article “عايز تشتغل ضابط أمن؟”; can you imagine working as a security office?	<input type="checkbox"/> yes	<input type="checkbox"/> no

Please turn page around → → → → →

Which article is the most interesting to you in the Shoghlana newspaper?		
<input type="checkbox"/> هدية عيد العمال	<input type="checkbox"/> لقاء مع الرجل الالاي يفهم دماغ العامل	<input type="checkbox"/> ما هي المبادرة القومية للتوظيف؟
<input type="checkbox"/> وظائف لشباب من المرج	<input type="checkbox"/> كوميكس	<input type="checkbox"/> اعرف حقا في الإجازات
	<input type="checkbox"/> سحور و إفطار العامل	<input type="checkbox"/> عايز تشتغل ضابط أمن؟

Which article is the least interesting to you in the Shoghlana newspaper?		
<input type="checkbox"/> هدية عيد العمال	<input type="checkbox"/> لقاء مع الرجل الالاي يفهم دماغ العامل	<input type="checkbox"/> ما هي المبادرة القومية للتوظيف؟
<input type="checkbox"/> وظائف لشباب من المرج	<input type="checkbox"/> كوميكس	<input type="checkbox"/> اعرف حقا في الإجازات
<input type="checkbox"/>	<input type="checkbox"/> سحور و إفطار العامل	<input type="checkbox"/> عايز تشتغل ضابط أمن؟

Which subject would you like to read about in the next newspaper? (multiple answers possible)		
<input type="checkbox"/> Labor Law	<input type="checkbox"/> How to write a CV?	<input type="checkbox"/> How to prepare for a job interview?
<input type="checkbox"/> Sports	<input type="checkbox"/> Introduction of more Job Profiles	<input type="checkbox"/> How to get to work on time?
<input type="checkbox"/> How to deal with your boss ?	<input type="checkbox"/> 10 things you can do on your way to work	<input type="checkbox"/> Success stories of other Blue-Collar workers
<input type="checkbox"/> Other:		

Thank you so much for participating. We hope that you like Shoghlana. The next issue will come out in September. Stay connected through Facebook (/Shoghlana) and Good Luck!

Annex 3 – Call Flow NEP Companies

- 1) Short introduction of yourself; working for Promotion of Blue-Collar program of the GIZ in Egypt. WE are working closely together with the NEP.
- 2) We have received your contact from the EFU / NEP in Dokki . They have recommended you as a contact for our project as we know that you care about working conditions/ environment, decent jobs and fair treatment of workers, we think you are the perfect partner to approach for our new project.

[We did send an email yesterday introducing us. Did you have a chance to see it yet?]

The email was about our project Shoghlana - A newspaper for and about workers, Blue-Collar in particular.

It is the first non – profit newspaper for workers which promotes Blue-Collar jobs and workers.

The newspaper will feature articles that on (1) employment issues, (2) simple workers right or for example (3) healthy diet during Ramadan for workers.

Overall is the newspaper supposed to empower workers and give them a positive feeling about themselves

We are launching on the 1st of May in Geneina Theatre at Al Azhar Park, with a concert of the Choir Project band at 7 p.m. If you are in Cairo, we would be excited to see you there.

The concept of “Shoghlana” is to reach many workers and we are hoping to have you onboard in this great project which benefits your workers. You could place the newspaper in the lunch room, locker room, at the staff entrance for example.

- (1) If they want to think about it, we call back
- (2) We can meet them in person to discuss this (do they speak English as one of my colleagues is German)
- (3) If interested,

How many newspaper do you think are needed in your company for a first trial ?

We could send you a sample of xxx (max. 100) and then gather feedback from you and in case you need more and people like Shoghlana, we can always deliver more.

We would deliver between the 7th to the 9th of May?

Which day are you available?

Are you the contact person to deliver to?

Which address?

Annex 4 – Call flow NGOs

- 1) Short introduction of yourself; working for Promotion of Blue-Collar program of the GIZ in Egypt. WE are working closely together with the NEP.
- 2) We have received your contact from the EFU / NEP in Dokki . They have recommended you as a contact for our project.

EMAIL SEND	NO EMAIL SEND
<p>We did send an email yesterday introducing us. Did you have a chance to see it yet?</p> <p>The email was about our project Shoghlana - A newspaper for and about workers, Blue-Collar in particular. It is the first non – profit newspaper for workers which promotes Blue-Collar jobs and workers.</p> <p>The newspaper will feature articles that</p> <ul style="list-style-type: none"> • Provides information to youth on employment issues • Gives youth/workers an insight on job profiles • Educate them on simple workers right • Express that they are the backbone of society • raising awareness and respect towards the importance of the hands-on labor force who keep the country running <p>We are launching on the first of May in Geneina Theatre at Al Azhar Park, with a concert of the Choir Project band at 7 p.m. If you are in Cairo, we would be excited to see you there.</p> <p>The concept of “Shoghlana” is to reach people, it is a free of charge newspaper,</p>	<p>Our project is a newspaper called Shoghlana and it is for and about workers, Blue-Collar in particular.</p> <p>It is the first non – profit newspaper for workers which promotes Blue-Collar jobs and workers. Of course it is free of charge.</p> <p>The newspaper will feature articles that</p> <ul style="list-style-type: none"> • Provides information to youth on employment issues • Gives youth/workers an insight on job profiles • Educate them on simple workers right • Express that they are the backbone of society • raising awareness and respect towards the importance of the hands-on labor force who keep the country running <p>We are launching on the first of May in Geneina Theatre at Al Azhar Park, with a concert of the Choir Project band at 7 p.m. If you are in Cairo, we would be excited to see you there.</p> <p>The concept of “Shoghlana” is to reach people and we were wondering if you are interested to support us in the distribution of the newspaper?</p> <p>Do you have an upcoming event/ or project or an office where the newspaper could be</p>

<p>and we were wondering if you are interested to support in the distribution of the newspaper?</p> <p>Do you have an upcoming event/ or project or an office where the newspaper could be distributed or passed or displayed?</p> <ol style="list-style-type: none"> (1) If they want to think about it, we call back (2) We can meet them in person to discuss this (do they speak English as one of my colleagues is German) (3) If interested, <p>How many newspaper do you think you can distribute?</p> <p>We could send you a sample of xxx (max. 100) and then gather feedback from you and in case you need more and people like Shoghlana, we can always deliver more.</p> <p>We would deliver between the 7th to the 9th of May?</p> <p>Which day are you available?</p> <p>Are you the contact person to deliver to?</p> <p>Which address?</p> <p>Can you send us a text message with the name of the NGO, your address to avoid confusion?</p>	<p>distributed or passed or displayed?</p> <ol style="list-style-type: none"> (1) If they wanna think about it, we call back (2) We can meet them in person to discuss (do they speak English as one of my colleagues is German) (3) If interested, <p>How many newspapers do you think you can distribute?</p> <p>We could send you a sample of xxx (max. 100) and then gather feedback from you and in case you need more and people like Shoghlana, we can always deliver more.</p> <p>We would deliver between the 7th to the 9th of May?</p> <p>Which day are you available?</p> <p>Are you the contact person to deliver to?</p> <p>Which address?</p> <p>Can you send us a text message with the name of the NGO, your address to avoid confusion?</p>
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