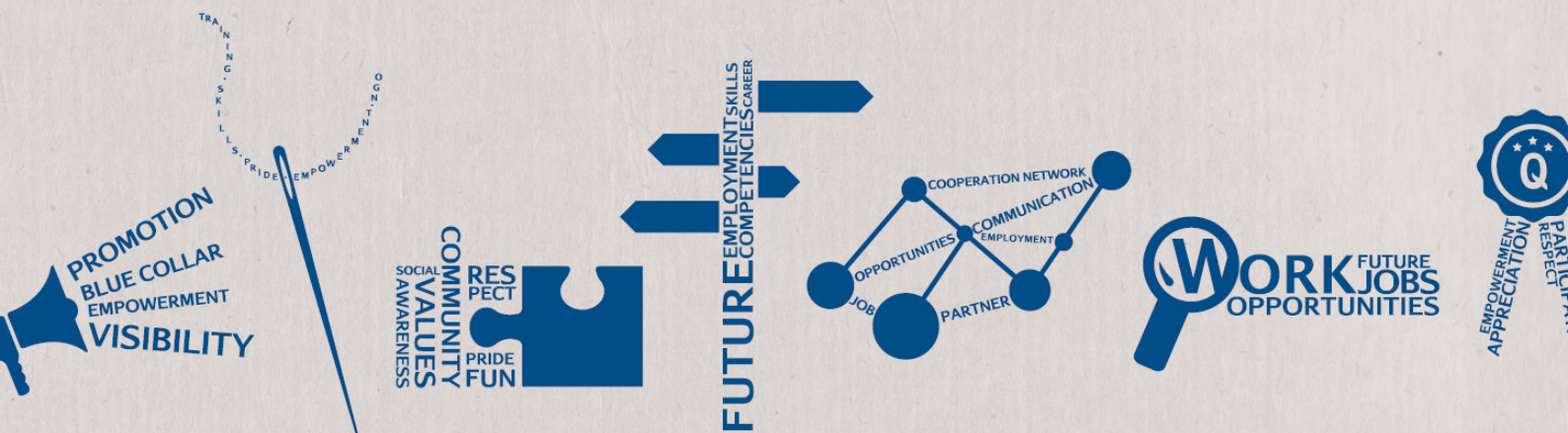




2.4 HOW TO PRODUCE AND USE BLUE COLLAR IMAGE FILMS



HOW TO PRODUCE AND USE BLUE COLLAR IMAGE FILMS



What Is It Useful For

Short films are an **appealing communication tool** to transfer information and a positive image of Blue Collar work.

Films can be used to provide a real insight into the respective sector and correct misleading prejudices by showing decent work places with respected Blue Collar workers in a positive environment.

In general, films are promotional tools which convey **more emotional messages** than detailed information, but both can be combined.

In addition, films are typically more attractive to the target group than other promotional instruments (such as flyers) and leave more sustainable impressions. At the same time, messages can be disseminated to Blue Collar job seekers who might not be fully literate.



When To Use

Image films can be produced and disseminated in case e.g. companies as well as professional associations or NGOs would like to inform and orient job seekers towards Blue Collar occupations in an attractive way. Ideally, the film forms part of an overall promotional strategy and can be shown at promotional events, employment fairs, technical schools or linked to social media channels and a website (such as an online job orientation as described in [tool 4.3](#)) etc.



How Long Does It Take

3-4 months for concept development, filming and finalisation



What Is Needed

- A person in charge to steer and manage the overall process
- Financial and human resources for film concept development, shooting, finalisation and dissemination



Examples

Short films on job profiles, employment services and sector promotion have been realised in the following fields in Greater Cairo, Egypt:

- Printing and packaging sector
- Logistics / Transportation / Fast Moving Consumer Goods (FMCG)
- Tourism and service sector
- Automotive sector



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



2

DECIDE ON MAIN MESSAGES AND FILM CONTENT

Based on the decisions for objectives and target groups, the main messages and film content needs to be elaborated. It is highly recommended to **mobilise external expertise** that will support the process of defining key messages in a participatory approach based on previously identified needs. Ideally, the actual shooting and finalisation of the film is undertaken by the same external expert.

For the main messages and related film content, this could include:

- “There are many attractive and easily accessible Blue Collar jobs in the sector / company” (show decent work places with respected and proud Blue Collar workers)
- “The sector / company offers many vacancies for attractive Blue Collar job profiles” (based upon a job profile – see [tool 3.1](#) -, conduct interviews with persons working in this profile, show career paths, decent working conditions, required qualifications / training opportunities etc.)
- “There are services offered to orient job seekers towards the best jobs” (orientation sessions, employment fairs etc.)
- “Blue Collar jobs in the sector / company allow for attractive career paths” (interview Blue Collar workers that made a good career = success stories)
- “Working in Blue Collar jobs in the sector / company will allow for further training / acquisition of key skills” (show modern machines and on-the-job training)
- “Blue Collar work places in the sector / company are modern and work with up-to-date machines” (show Blue Collar work places with modern machines)
- “Blue Collar workers are trusted and respected employees of the companies in the sector” (interview proud Blue Collar workers, show decent working conditions, explain advantages of formal employment including assurance etc.)

1

DEFINE OBJECTIVES AND TARGET GROUP

As a starting point, the main objectives of the film and its key target groups need to be defined. This could cover:

- Objective: Inform youth and change their perceptions on Blue Collar work in a particular sector by showing respected Blue Collar workers in a decent work environment.
- Main target groups: Job seekers / graduates and students of technical schools / youth between 15-35

It might be useful to form a **focus group** which will accompany the film making process. Composed of technical school students and graduates as well as job seekers, they will provide their opinion on their most urgent needs and existing prejudices and thus help to align the film to actual demands. For details on focus groups please also refer to [tool 1.1](#).

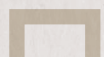
3

FILM SHOOTING AND FINALISATION

The external expert will then develop a storyline based upon the key messages and subsequently organise the actual filming / interviewing and finalisation of the short film. For the filming, **coordination and communication** regarding filming locations and starring Blue Collar workers are needed and have to be well planned in terms of resources and time required. In addition, the **finalisation of the film** (including editing, cutting, voice-over work, credentials, subtitles, selection of music, sound etc.) takes considerable time and effort after filming.

It will be crucial to **shoot realistic scenes**, interviews etc. in order to make the film as authentic and trustworthy as possible. In general, it is recommendable to produce a film with **max. 5 minutes duration** in order to keep it attractive for the audience.

QUALITY EMPLOYER



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



4

LAUNCH AND DISSEMINATION

Once finalised, the film can be disseminated. Potential channels include:

- Screen film at events (i.e. promotional events, job orientation events, fairs etc.)
- Show film in schools, technical schools and institutes
- Disseminate the film to NGOs and other institutions for further usage during their information and orientation sessions
- Integrate the film in websites, social media pages, YouTube etc.

Ideally, the short film is an integral element of an overall promotional strategy. In such cases, the film can be combined with material that provides more detailed information (i.e. on job profiles, career paths, vacancies) and / or further services (job orientation, registration of employees, skills testing etc.).



5

EVALUATE THE FILM

After 2-3 months, it is highly recommended to evaluate the film and whether objectives could be achieved / the target group could be reached.

For this purpose volunteers can ask participants during events about their opinion with regard to the film, to which extent it changed their perception of the sector / company and whether they now consider applying for a job in this sector / company.

For films posted online, a simple feedback questionnaire can also help to find out the opinion of the users.

In case a focus group has been formed (see step 1), they can also assist in the evaluation and provide their feedback on the film.





WHAT TO OBSERVE

The following lessons learnt should be observed:

ALCULATIONS · STAKEHOLDER WORK · YOUTH · SUPPORT · RESPONSIBILITY · CSR · OPPORTUNITIES · LABOR MARKET · EGYPT · LABOR MARKET · COST CALCULATIONS · STAKEHOLDER



The most important issue will be that the **audience will be able to identify themselves with the persons acting in the film.** It should thus be a realistic movie, which however helps to change negative perceptions on a sector.

It will be crucial to produce a film with **high quality**, which reflects the **respect and esteem for Blue Collar workers.**

In order to really change negative perceptions, the **film needs to be trustworthy.** It should only show realistic work places, career paths and success stories, and can admit that further improvement might be necessary.

As the main **audience will be young (age 15-35), the film should be attractive to them**, with appropriate music / style / layout, but still reflect a serious professional environment.