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Introduction

Despite the fact of the high unemployment rate of youth in Egypt, companies report their difficulty, in adequately filling their vacancies. The reasons behind such is the lack of functioning employment agencies, still inefficient orientation of qualification systems towards covering the needs of the labor market, and thus a deficient matching of supply and demand within the labor 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 the poor work environment conditions, missing status of the job profile and therefore a lack of incentives to engage in a Blue Collar profile occupation. These aspects may lead to the contradiction that even if there are vacancies available, successful employments is hard to create.

Thus the program “Promoting the Attractiveness of ‘Blue Collar Jobs’” (PN 11.2171.4-005.00) aims at creating a higher social acceptance of employment opportunities mainly in the field of so called ‘Blue Collar’ jobs.

In the frame of this measure diverse tools are developed as pilot projects to create an impact among the public to raise awareness, respect and appreciation towards the tasks of Blue Collar workers which are essentially needed to sustain and maintain the current status of the country.

The following is a description of a tool which was developed to reach a broader audience through an artistic and same time educational approach which results in the design of a newspaper to inform, orientate and support Blue Collar workers while raising awareness and appreciation for their occupational profile.

Tool

Blue Collar newspaper which is published on a quarterly basis

Target group

- 1) Blue Collar or low wage laborer
- 2) Youth between 18 to 35
- 3) Unemployed
- 4) Graduates of TVET schools or technical schools in general

Additional beneficiaries

The following establishments are named as beneficiaries as they could be featured or mentioned in the newspaper. However it is important to note that the following are not considered as a direct target group for the publishing of the initial three issues, but rather as an indirect target group. GIZ understands the importance of integrating and addressing them subtly for the sustainability of the newspaper but as mentioned the newspaper should evolve and address firstly Blue Collars.

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- 1) NEP – National Employment Pact and its Employment Facilitation Unit (EFU)
- 2) companies who will be featured in the newspaper
- 3) Training centers who offer training – soft or practical skills, that will be featured in the newspaper
- 4) NGOs

Objective of the tool

To produce, publish and distribute a newspaper evolving around the topic “Blue Collar workers “ that addresses and educates the reader through an entertaining and casual layout of the newspaper in comprehensive, simple Arabic

Desired impact / objective of the newspaper

- create awareness for job and career opportunities
- create respect and awareness for the Blue Collar occupational profile, also self-respect and self-awareness
- educate on topics around employment

Content idea newspaper

On the basis of the content ideas proposed by MAD Solutions, the following content can be incorporated, further developed or amended if need be.

		GIZ input
Success stories	1) “Dishwasher to Millionaire story” e.g. Maged Tosson 2) General success stories of Blue Collars	Contact information of Maged Tosson
Fair jobs	Write an article based on the question “What do “fair working conditions” mean?”	Info Job Quality Competition or EFU
Work Contract	Provide general information about working contracts such as rights of the employee (labor law), insurance, difference regarding gross and net income, etc.	topics workers struggle the most
Workers’ rights	Q&A legal perspective “10 things you should know about labor 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	Dates of employment fairs

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	or other employment related events in Cairo	conducted by the EFU
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 spend 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	Contact to companies through EFU
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 behavior of employees - etc 	Possibly NEP member companies
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 	

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Design & Layout

GIZ is open to any form of presentation such as interviews, comic/ cartoons, caricatures, quizzes, games, articles, info boxes, checklists or photo stories and entrusts the design and layout process to MAD Solutions.

However it is important to GIZ that due to gender concerns in Egypt at least ½ page is solely allocated to women.

Any other business

It is important that newspaper does not follow the aim to promote brand or company names and is also not used as a marketing tool for training institutes, companies or NGO as long as the GIZ is supporting the project on a monetary basis. Those aspects can be renegotiated when the sustainability of the project is discussed in case a third entity decides to continue the project. User Rights will belong to the GIZ.