

Help us put education to work: We want to work in dignified jobs

A youth-led campaign to take the urgency of today's skills deficit straight to the top



Campaign: We want to lobby governments to **'Put education to Work'** by prioritizing skills training for young people, and especially the disadvantaged.

Overarching Goal: Our goal is that, by 2015, in the words of the third Education for All Goal, set in Dakar by 164 governments, *'the learning needs of all young people and adults are met through equitable access to appropriate learning and life skills programmes'*.

CONTEXT: The Education for All Global Monitoring Report is an annual evidence-based report which tracks progress on the six Education for All Goals set in 2000. The last report, [Youth and Skills: Putting Education to Work](#), was published on 16th October, with a focus on the lack of skills young people have today leaving it hard for them to get decent work and contribute to a prosperous society. In November, a youth version of our report was published. Building on this youth report, we hope this youth-led campaign will open the discussion up online so that all young people can voice their views on the urgent need for skills training, and make sure governments hear the vital messages contained in our report.

Aims:

1. We want more governments to recognize the importance of a second chance education for young people who missed out on primary school the first time around.
2. We want see specific mentions of ways governments plan to include girls, and the poor in rural and urban areas in skills training plans
3. We want education systems to become more relevant to work, providing general education combined with actual work experience.

Key Messages:

1. We want governments to help us **'Put education to work'**
2. **We can't do this alone:** 200 million young people in developing countries haven't completed primary school and lack skills for work. Help them/us learn these skills so we can build a better tomorrow.
3. **We've had enough. We want to work in dignified jobs:** Without these skills, one in eight young people are unemployed. In poorer countries/my country, unemployment is a luxury and they/we are forced to work for practically nothing. One in four young people are paid little more than a dollar a day.

Key Campaign Mechanism: The **YOU**thPaper



We want to engage youth campaigners from across the world. We want to call on their creativity and ingenuity in thinking up photos, poems, tweets, blogs and films on the subject of how their government can **put education to work**.

We hope this campaign will be positive, providing constructive proposals to governments for improving skills. We want it to result in governments realizing the potential they are missing in young people today. For this reason, we have chosen the creative of young people showing and talking about the job that they would do if they had the skills to do it. This could be shown in a picture by holding up a piece of paper in front of you with what job you would do, or holding up that piece of paper and explaining it as a piece to camera on film, for example. Or it could take the form of a written piece.

To inspire all creative thinking and inputs into the '**YOU**thPaper, we have come up with five questions which we feel are core to the crisis:

1. 200 million young people of working age have not even completed primary school and lack the skills to find decent jobs; many are either unemployed or in working poverty. What should be done to help them?
2. What barriers need to be overcome in your society to ensure that girls have the same chance as boys to learn the skills they need for work?'
3. What kinds of skills are common to all jobs? What do you think is the best way to ensure all young people can learn these skills?
4. Whose task is it to provide young people with skills they need for work? Why?
5. What is your vision of the future if governments do help young people get the skills they need to find good employment? What is it if they do not?

EXACTLY HOW YOU CAN HELP:

1. **Send in contributions to our **YOU**thPaper** and encourage your contacts to do the same. Materials on our [website](#) such as photos, press releases, [youth blog](#), report, [tweets](#) and [case studies](#) could help you inspire them. All inputs should be guided by the five questions above. We're looking for:
 - a. **Photos** of you holding up a piece of paper saying what job you would do if you had the skills. Link back to us on flickr with #YouthSkillsWork, or send it to efareport@unesco.org, using #YouthSkillsWork as your e-mail subject
 - b. **Mini films** depicting the urgent need for youth people to have skills so they can find decent jobs. Upload your video saying what country you're from and what job you would do to YouTube, and e-mail the link to efareport@unesco.org, using #YouthSkillsWork as your e-mail subject
 - c. **Blogs, poems, written content** which we will write into our **YOU**thPaper
 - d. **Infographics** designed from the data in our report to feature in the paper
 - e. **Take part in our Facebook polls:** www.facebook.com/efareport Does your government do enough to help disadvantaged young people learn relevant skills for work? **YES** | **NO**

- f. **Join in the conversation on twitter** via @efareport and #YouthSkillsWork!
- g. **Join our SMS campaign** - Text your name, age, country and what job you would do if you had the skills to +447580 484 263
- h. **Sign our petition.** Go to <http://petitions.tigweb.org/youth-skills-work>

2. Mobilise your youth networks to join the campaign too.

- o Ask them to [sign their names](#) so we know how many people we can mobilise to deliver these campaign messages to governments in March.
- o Encourage them to recruit their own friends, students, family to join the campaign too so we can create a real movement for change.

HOW WE WILL LOBBY WITH YOUR HELP:

- Once the **YOU**thPaper is full and the campaign period over, it will be a document young people can print, under the guidance of their local youth leader, and deliver together straight to their Ministry of Education or other key advocacy target. We will endeavor to interest local media to cover the event and raise awareness of the campaign messages.
- We will also, in the name of the Global Monitoring Report, send it straight to all Ministries of Education calling for them to **put education to work**.
- We will help write a 'Letter to the Editor' in the name of the Youth leader in that country to send straight to a local influential media outlet with the outline of the campaign and messages for their government.

Audience:

1. Primarily under 30 year olds.
2. The spillover of the reach of this campaign will bring the messages, and the campaign's impact, back into print media. This will target policy makers, governments and those working in the education sector.

Timeframe

- **16th November** – Launch of the campaign in Kenya and Paris (contact K.redman@unesco.org if you live locally and want to take part)
- **End January** – End of the campaign

Coordination:

For any questions, further information, or help, please contact: **Kate Redman**, Communications Specialist, Global Monitoring Report - @rougewoman/@efareport, k.redman@unesco.org

