

SSU Results Report 2017

3 Annexes

3.7 Communication resources

1. Communication strategy

Throughout 2017 the SSU communication team has undertaken several actions to enlarge the visibility of the SSU project, create awareness on the SDF, improve the Ugandan public opinion on BTNET and reach vulnerable target groups such as refugees, Karamojong, youth, girls and women. These 4 communication objectives form the core of **SSU's communication strategy**, devised in 2017. Additionally, a visibility manual was written and designed for all EUTF projects. Both documents are enclosed in attachment.

2. Events

2.1 Media Report for the official Launch of the European Union Trust Fund (EUTF) Support Program for Refugee Settlements in Northern Uganda (SPRS-NU) that took place on 23rd February, 2017 in Adjumani District

On the 23rd of February 2017 SSU launched its component in Northern-Uganda, which is part of the Support Program for Refugee Settlements in Northern Uganda (SPRS-NU), supported by European Union Trust Fund (EUTF). Ugandan Deputy Prime minister Moses Ali was the guest of honor and in order to increase visibility towards the Belgian audience, SSU invited Belgian singer DAAN as a special guest.



Pre-event media coverage

As part of the mobilization and awareness efforts, a pre-launch media campaign was undertaken to increase the visibility of the EUTF SPRS-NU launch. The ABC Team participated in two radio talk shows at the radio stations within Adjumani. The point of discussion was introducing the programme objective and its mandate to the refugees and host communities.

Media House	Date	Time	Participants
Radio Amani (Adjumani)	Tuesday, 23/02/2017	8:00pm-8:00pm (Evening)	The LCV Chairman Adjumani, The Assistant RDO Adjumani, representative from DRC (Peter Paul Ogundi) & ENABEL (Greg Acar)
Salama Radio (Adjumani)	Tuesday, 23/02/2017	10:00am-11:00am (Morning)	The LCV Chairman Adjumani, The Assistant RDO Adjumani, representative from DRC (Peter Paul Ogundi) & ENABEL (Greg Acar)

Event coverage

The following media houses were invited for press coverage of the launch of EUTF SPRSNU: -

1. New Vision
2. Daily Monitor
3. The Observer
4. NBS TV
5. NTV
6. UBC TV
7. BBC
8. CCT Africa
9. Amani Radio – Adjumani
10. Salama Radio – Adjumani

The represented media houses covered news stories within the first week of the launch and published as below: -

Media House	Publication title & Date of publication	Publication link/ scans
New Vision	Moses Ali appeals for water; Page 36 Wednesday, March 1 st , 2017	Newspaper scan attached
The Observer	EU supports skills training to salvage refugee's dream	Newspaper scan attached
NBS TV	<u>You Tube Link:</u> European Union Emergency Trust Fund Launched;	https://youtu.be/sdFKlsP4DH4
UBC TV	<u>You Tube Link:</u> EU launches Refugee Programme	https://www.youtube.com/watch?v=K4GvsCoSFXU&feature=youtu.be
Daily Monitor	Funded: EU launches Shs 37 billion projects for refugee and host communities; Sunday, February 26, 2017, page 7	Newspaper scan attached
CCTV Africa – CGTN News	<u>You Tube Link:</u> EU Project improves livelihood of migrants & host communities, Friday February 24, 2017	https://youtu.be/4qqVvjyvlYg
NTV	<u>You Tube Link:</u> EU donates Shs37B towards emergency trust fund for refugees in West Nile:	https://www.youtube.com/watch?v=lbw0J7dygVk

	Prime News Saturday, February 25, 2017	
BBC Radio (English & Swahili)	European Union support to better lives of refugees from South Sudan.	Stories aired on ENABEL English and Swahili One feature has also been produced and awaits airing – Life in a refugee camp by Siraje Kalyango
Radio Amani (Adjumani District)	News stories aired on the local radio. As headline news on Salama on Thursday, 23 rd and on Amani all day on Friday, 24th February, 2017	
Salama FM (Adjumani District)		

Social Media

An online story was created and published on the ENABEL web-based media namely: Face Book page and the open ENABEL webpage.

ENABEL Face Book	https://www.facebook.com/EnabelinUganda/posts/864295143702641 https://www.facebook.com/EnabelinUganda/videos/881655005299988/
Facebook Belgian Embassy in Uganda	https://goo.gl/kY1ABM
Open Enabel	https://open.enabel.be/en/UGA/2208/286/u/launch-of-the-eu-project-for-refugees-in-northern-uganda.html
Enabel in Uganda Twitter	SPRS-NU LAUNCH new on Twitter were featured by the following handles: - @EUinUg @OPMUganda @JoZhane @AmbHugo_Vebist @DE DiplomaticEcho @BelgiumInUganda @ NLinUg – with over 20 re-tweets and likes for each.
OPM website & Social media	<p>The website of the OPM published two stories and linked them with tweets on their twitter pages. Below is a sample screen shot</p>  <p>The screenshot shows the official website of the Office of the Prime Minister, Republic of Uganda. The header includes the OPM logo and navigation links. The main content area features several news items, including a large article titled 'EU PROJECT TO SUPPORT SOUTH SUDANESE REFUGEES IN NORTHERN UGANDA LAUNCHED'. This article mentions that the project aims to support South Sudanese refugees and host communities in Northern Uganda. Other smaller news items mention Rt. Hon. Ruhakana Rugunda, Rt. Hon. Moses Ali, Hon. Mary Kannyo Oburut, and Hon. Hillary Owek.</p>

The event was well publicized at the district level, national level, on-line media and on a small scale published on the international level (CCTV-CGTN and BBC radio-English & Swahili). Above all, the visibility content reported was positive.

Visibility enhancement

1. The following promotional material were produced for visibility of the programme: -
2. SPRS-NU Brochure
3. Press Backdrop
4. PVC Banners
5. T-shirts for ushers
6. Branded bags

2.2 Media Report for the South-To-South round table on private sector involvement in Skills Development, that took place at Nakawa Vocational College in Kampala on the 27th of April 2017

27th of April SSU, SSU in collaboration with the Belgian Embassy organized a high-level South-to-South dialogue on skills development at the Nakawa Vocational College in Kampala. The event was framed within result area 1 and aimed at discussing the key role of the private sector in modern demand-driven BTVET, qualitative certification and sustainable financing for skills development. Prominent government and private sector actors from Rwanda, Ghana and Namibia gave their views on the way forward for Ugandan skills development. Ugandan first lady and minister of Education Janet Museveni was the guest of honor.



Pre-event media coverage

As part of the pre-event media campaign two full-page co-edited articles were published in the New Vision, to be found in attachment. This was organized by SSU staff member Betty Namubiru in collaboration with Josephine Omunyidde.

Date	Media house	Details
26/04	New Vision	Pages 25 and 27

Post-event media coverage

Reporters from the following media houses were present on-site at the Nakawa Institute in Kampala for coverage of the event

- 1) UBC TV
- 2) Daily Monitor
- 3) New Vision
- 4) The Observer

This resulted in the following press outputs

Date	Media house	Details
28/04	New vision	Front page + page 4 (in attachment)
28/04	UBC TV	12.30 TV news
15/05	Daily Monitor	Teaching and learning magazine p 20 (in attachment)
22/05	The Observer	http://www.observer.ug/education/52994-private-sector-should-finance-skills-training.html page 16 (in attachment)

In addition, the event was streamed live on the social media platforms mentioned here below, together with event updates. This was accomplished with the support of SSU staff members William Yeka, Josephine Omunyidde and Hanna Dekerk, with on-site photography of Thea Mathues. Its posts and tweets were shared by the Belgian Embassy in Uganda and other important stakeholders.

Medium	Output
Enabel in Uganda Facebook	https://goo.gl/AWj5JS https://www.facebook.com/EnabelinUganda/videos/900106096788212/ https://www.facebook.com/EnabelinUganda/videos/900122586786563/ https://www.facebook.com/EnabelinUganda/videos/900130816785740/
ENABEL in Uganda twitter	https://twitter.com/EnabelinUganda/status/857499286514413568
Open Enabel	https://open.Enabelctb.org/en/UGA/2142/344/u/south-to-south-exchange-on-private-sector-involvement-in-skills-development.html

Additionally, SSU hired a film crew to capture the discussion and afterwards produced 5 videos on the key topics, to be found under the section Video Productions

2.3 Media Report on the launch of the Skills Development Fund for Karamoja and the opening of the regional skills development office that took place on the 4th of May 2017



SSU launched its component in Karamoja on the 4th of May 2017 by opening the regional skills development office in Moroto and officially announcing the Skills Development Fund for Karamoja. Ugandan first lady and Minister of Education Janet Museveni was the guest of honor.

Pre-event media coverage

A pre-event media campaign increased the visibility of the launch of the pilot SDF and the regional skills development office in Karamoja on the 4th of May.

Date	Action	Specifics	Media
01/05-03/05	Radio announcements of one minute on the SSU-Karamoja project and the SDF in Karamoja	Aired 6 times a day After the morning and evening news 3 in English and 3 in Ngakarimojong	Nenah FM (Moroto) Kotido FM (Kotido) Heritage FM (Nakapiripirit) Karibu FM (Abim)
26/04-03/05	DJ mentions of 20 seconds to announce the radio talk show	Aired after each program in English and in Ngakarimojong	Nenah FM
03/05	Radio talk show of one hour on the SSU-Karamoja project and SDF in Karamoja participants: Christine Karungi (SDF officer) and Faith Nakut (finance officer in Moroto)	Aired after the evening news in English and Ngakarimojong	Nenah FM
05-07/05	Radio announcements of one minute about the SDF info sessions on 9/05 in Kotido, 10/05 in	Aired 4 times a day 2 in English and 2 in	Nenah FM (Moroto)

	Moroto and 11/05 in Nakapiripirit. Listeners involved in skills development or the private sector are encouraged to participate.	Ngakarimojong	Kotido FM (Kotido) Heritage FM (Nakapiripirit) Karibu FM (Abim)
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On-site media coverage

12.30- 13.00 Launch of the Pilot Call through handing of a dummy check by the Minister of education together with the Irish Head of Development Cooperation and the Belgian ambassadors to one representative of the PS, one elder representative and one youth representative. Accompanied by closing remarks of the Minister of education. Journalists were encouraged by the communication officer from the SSU project (Hanna Dekerk) to take pictures and record.

13.00- 13.45 Individual interviews were conducted with the Belgian ambassador and the Irish Head of Development Cooperation by journalists from

- New vision national
- UBC radio Moroto
- UBC tv national
- NBS national
- NTV national

The communication officer from the ENABEL Uganda representation (Thea Mathues), together with the communication officer from the SSU project (Hanna Dekerk) produced an event video containing interviews with the SDF officer and the Belgian and Irish Ambassador. This video will be shared through the Skills Development Fund Facebook beginning of June.

Post-event media coverage

Reporters from the following media houses were present on-site for coverage of the event

- 1) UBC TV
- 2) UBC Moroto radio
- 3) NBS national
- 4) New Vision
- 5) NTV national

This resulted in the following press outputs:

Date	Media	Details
06/05	UBC national TV News	10 pm
	NBS national TV news	12.30 pm

07/05	Sunday Vision	page 7 half page with color picture in attachment
08/05	NTV news	9pm-9.45pm
09/05	UBC Moroto radio	7pm to 8pm
12/05	New Vision	Featured article, two full pages with color picture In attachment

ENABEL's communication officers published event updates and the event video on:

Media	Link
ENABEL in Uganda Facebook	https://www.facebook.com/EnabelinUganda/photos/pcb.904563676342454/904563119675843/?type=3&theater
Skills Development Fund Facebook	https://www.facebook.com/SkillsDevelopmentFund/photos/pcb.288507638271035/288507558271043/?type=3&theater
ENABEL in Uganda twitter	https://twitter.com/EnabelinUganda/status/860162854531543041
Open ENABEL page	https://open.enabel.be/en/UGA/2210/346/u/closing-the-skills-gap-through-livelihood-actors.html

Respective embassies were encouraged to also share these media outputs on their media platforms. Pictures were posted on the online platform www.flickr.com and sent to the participants for downloading.

2.4 Media report on the visit of Belgian Deputy Prime Minister and Minister for Development Cooperation Alexander De Croo from the 21st until the 23rd of June



On the 21st of June, SSU in collaboration with the Belgian Embassy organized a visit of the Belgian Deputy Prime Minister and Minister for Development Cooperation Alexander De Croo to the Roofings factory in Kampala. Participants discussed the key role of the private sector in modern, demand driven skills development and the possibilities in co-financing of skills development by the private sector.

MEDIA	output
UBC	UBC 22/06 6-7pm local news, 8pm and 10pm in national news brief
Enabel in Uganda Facebook	https://www.facebook.com/EnabelinUganda/photos/a.633524576779700.1073741828.627659487366209/930596787072476/?type=3&theater https://www.facebook.com/EnabelinUganda/videos/931222433676578/
Enabel in Uganda Twitter	https://twitter.com/EnabelinUganda/status/877764933127032834
OpenEnabel	https://open.enabel.be/en/UGA/2142/360/u/our-doors-are-open-minister-alexander-de-croo-visits-the-roofings-factory-in-kampala.html

On the 22nd of June Alexander De Croo visited Belgian NGOs active in Northern-Uganda, which included one of SSU's skills development trainings in Bidi Bidi refugee settlement. The minister spoke with women following a training to make soap and also witnessed a short course on hand-pump maintenance. Key topics included how SSU wants to break down skills provision into its smallest possible form by working in the nexus between development cooperation and humanitarian aid. The team demonstrated the voucher scheme to provide qualitative and

flexible 'instant trainings' to answer to training demands of both refugees and host communities.

MEDIA	output
New Vision	https://www.flickr.com/photos/153288987@N08/39232674805/in/dateposted-public/ https://www.flickr.com/photos/153288987@N08/25260065707/in/dateposted-public/ https://www.flickr.com/photos/153288987@N08/26257863548/in/dateposted-public/
The observer	https://www.flickr.com/photos/153288987@N08/40131813421/in/dateposted-public/
De Standaard	http://www.standaard.be/cnt/dmf20170623_02940002
Mo*	https://www.mo.be/reportage/zuid-soedanese-vluchtelingen-getuigen-om-ons-leven-te-redden-moeten-we-alles-achterlaten
Belga	http://www.nieuwsblad.be/cnt/dmf20170622_02937176
VRT	http://deredactie.be/cm/vrtnieuws/opinieblog/analyse/1.3008518
Enabel in Uganda Facebook	https://www.facebook.com/EnabelinUganda/videos/931222433676578/ https://www.facebook.com/EnabelinUganda/photos/pcb.940647372734084/940632879402200/?type=3&theater
Skills Development Fund Facebook	https://www.facebook.com/sprsnu/photos/a.1298929540162206.1073741828.1298910006830826/1402143966507429/?type=3&theater
Enabel in Uganda Twitter	https://twitter.com/EnabelinUganda/status/877768361027006464
Open Enabel	https://open.enabel.be/en/UGA/2208/361/u/in-uganda-refugees-get-a-chance-to-rebuild-their-lives-minister-alexander-de-croo-visits-the-bidi-bidi-refugee-settlement.html

2.5 Media report on the public dialogue on Tourism skills, that took place at the Design Hub in Kampala on the 22nd of September 2017

On the 22nd of September, SSU together with the Belgian and Dutch embassies, organized a public dialogue on skills training for the Ugandan tourism and hospitality industry, one of SSU's priority sectors with the aim of promoting a constructive debate between key stakeholders: skills providers and private sector actors of the Ugandan tourism and hospitality industry, together with government actors.

MEDIA	output
UGANDA RADIO NETWORK STORY	https://ugandaradionetwork.com/story/hoteliars-tour-operators-push-for-more-training
Enabel in Uganda Facebook	https://www.facebook.com/EnabelinUganda/posts/983909741741180

2.6 Media report on SSU's participation in Africa Code Week, that took place from the 6th of September until the 19th of September 2017



In October SSU participated in the Africa Code Week (ACW), an initiative aimed at providing students with coding skills. The uniqueness about SSU's participation lies in targeting VTIs and refugee populations. Activities included:

- 1) Exposure of ICT focal persons to modern ICT facilities in Kampala on the 6th of September
- 2) Training of ICT focal persons on the 7th of September
- 3) ICT workshops around the coding programme "Scratch", simultaneously across the entire SSU project area in the week of the 16th to the 19th of September. The communication team lead a film crew, arranged international press, took pictures and wrote content for SSU's and EUTF web-based media.

The following press coverage was obtained thanks to the SSU participation:

Medium	Date	Source
Open ENABEL website	25/09/2017	Video: "Africa Code Week: Training of Trainers" https://open.Enabelctb.org/en/UGA/2142/420/u/africa-code-week-training-of-trainers.html
	27/10/2017	Article: "Teaching Coding from Scratch" https://open.Enabelctb.org/en/UGA/2142/448/u/teaching-coding-from-scratch.html
	13/11/2017	Article: Digitalization for Development: Computer skills for refugees https://open.Enabelctb.org/en/UGA/2208/464/u/digitalization-for-development-computer-skills-for-refugees.html
	14/12/2017	Video "Africa Code Week 2017 " by Bridge Films https://open.Enabelctb.org/en/UGA/2142/490/u/africa-code-week-2017-uganda.html
EUTF AVKO	03/11/2017	https://rsr.akvo.org/en/project/5457/update/20033/
European Commission	01/12/2017	https://ec.europa.eu/trustfundforafrica/all-news-and-stories/digitalization-development-computer-skills-refugees_en
New Vision	25/10/2017	Full page, p 28, "Youth gets sh24b for ICT training" see scan
International media	06/11/2017- 12/11/2017	<p>Getty Images: http://www.gettyimages.com/license/875093816</p> <p>Daily Motion: http://www.dailymotion.com/video/x69e0rd</p> <p>MSN: https://www.msn.com/en-au/health/medical/deprived-ugandan-communities-learn-to-code-in-education-push/vp-BBF1K9U</p> <p>Yahoo News: https://sg.news.yahoo.com/deprived-ugandan-communities-learn-code-010000956.html</p> <p>Hivileo: http://www.hivileo.com/news/deprived-ugandan-communities-learn-to-code-in-education-push-13657496</p>

		CBIT: https://svit.vkadri.com/video/afp-news-agency-deprived-ugandan-communities-learn-to-code-in-education-push.html
Social media	9,15 & 25/10/2017 23/10/2017 03/11/2017	ENABEL Uganda Facebook ENABEL Uganda Twitter https://twitter.com/sprsnu/status/919852309252845568 EUTF SPRN Facebook: http://bit.ly/2m0JtjK EUTF SPRN Twitter: http://bit.ly/2iAxnsJ

3. SSU Video productions

Throughout 2017, the communication team produced the following video's in collaboration with videographers

-Africa Code Week:

<https://open.enabel.be/en/UGA/2142/420/u/africa-code-week-training-of-trainers.html>

<https://open.enabel.be/en/UGA/2142/490/u/africa-code-week-2017-uganda.html>

-South-To-South dialogue at Nakawa College

<https://open.enabel.be/en/UGA/2142/362/u/the-role-of-the-private-sector-in-skills-development.html>

- Quality and relevance in skills development

<https://www.youtube.com/watch?v=h75iRVd-DEo&list=UUIZ5AaaKYwp2HaODc1388JA&index=52>

-alternative financing for skills development

<https://www.youtube.com/watch?v=ViR8Ki9VkJU&list=UUIZ5AaaKYwp2HaODc1388JA&index=53>

-work based learning

<https://open.enabel.be/en/UGA/2142/367/u/work-based-learning.html>

- Rebuilding lives for South Sudanese refugees in Northern Uganda

https://www.youtube.com/watch?v=NCmjUI_P7gg

The video was shared on the Facebook of EuropeAid for World Refugee Day on 20th of June 2017, and watched over 32 000 times! <https://www.facebook.com/europeaid/videos/1352412758167624/>

It was also shared on Enabel in Uganda Twitter and Facebook

<https://twitter.com/EnabelinUganda/status/885747445816283136>

<https://www.facebook.com/EnabelBelgium/videos/1916270205053703/>

-Skills Development Fund video (to be uploaded on Open enabel)

https://drive.google.com/open?id=11-On5bAO3rKow-AjJhpVpPNKbT_V8CoX

4. SDF awareness and capacity building sessions

Information sessions

SDF Albertine Rwenzori

District	Date	Participants
Masindi	9th January 2017	36
Hoima	10th January 2017	58
Fort Portal	11th January 2017	102
Kasese	12th January 2017	90
	Total	286

District	Date	Number of participants		
		Male	Female	Total
Masindi	12th September 2017	47	14	61
Hoima	13th September 2017	39	19	58
Kabarole Fort Portal	14th September 2017	67	21	88
Kasese	15th September 2017	81	18	99
Total		234	72	306

SDF Northern Uganda

15th March, 2017: Radio talk shows in West Nile: i.e. Arua One 88.7 FM, Radio Pacis 94.5 FM .

Date	District	Participants		
		Males	Female	Total
14 th March 2017	Adjumani	44	9	53
16 th March 2017	Arua	58	12	70
17 th March 2017	Kiryandongo	32	11	43
	Total	134	32	166

19th and 20th July 2017, two technical support meetings with applicants, held in Arua. A total of 50 participants (F39, M11) participated.

SDF Karamoja

- I. Radio talk show on Nenah FM was carried out on 3rd May 2017.
- II. Launch of SDF in Moroto on 4th May 2017.
- III. Information sessions

District	Date	Number of participants		
		Male	Female	Total
Kotido	9 th May 2017	63	37	100
Moroto	10 th May 2017	76	41	117
Nakapiripirit	11 th May 2017	46	16	62

Total	185	94	279
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IV. 6th and 7th September technical support meetings held in Kotido and Moroto respectively.

SDF communication activities also include constant updating of project progress on the Skills Development Fund facebook, depicted through the following examples:

<https://www.facebook.com/SkillsDevelopmentFund/photos/pcb.381152512339880/381152449006553/?type=3&theater>

<https://www.facebook.com/SkillsDevelopmentFund/>

<https://www.facebook.com/SkillsDevelopmentFund/photos/a.245281942593605.1073741829.214390992349367/347455662376232/?type=3&theater>

<https://www.facebook.com/SkillsDevelopmentFund/photos/pcb.345144209274044/345144109274054/?type=3&theater>

<https://www.facebook.com/SkillsDevelopmentFund/photos/a.245281942593605.1073741829.214390992349367/344469402674858/?type=3&theater>

<https://www.facebook.com/SkillsDevelopmentFund/photos/a.245281942593605.1073741829.214390992349367/245281169260349/?type=3&theater>

5. Print Materials

Throughout 2017, the following brochures were designed in collaboration with graphic design agencies, printed and distributed amongst stakeholders:

-SSU Albertine-Rwenzori (front and back)

SUPPORT TO SKILLING UGANDA (SSU) PROJECT

LOCATION: ALBERTINE AND RWENZORI
PERIOD: 2015-2020
BUDGET: €18,000,000
FUNDED BY: THE BELGIAN GOVERNMENT AND MINISTRY OF EDUCATION AND SPORTS

What is the Support to Skilling Uganda Project?

The *Support to the implementation of the Skilling Uganda strategy (SSU)* project supports relevant skills development of youth, especially of women and girls. It focuses on skills that are demanded on the market. The project is implemented in the districts of Hoima, Masindi, Kabarole and Kasese.

What is the goal of the Support to Skilling Uganda Project in Albertine and Rwenzori?

Current situation	Solution	Skills boost	Market access
Limited to none Public-Private Partnerships in training	Vocational Training Institutions and the private sector work together on innovative learning approaches through Public-Private Partnerships	Youth get skills that are demanded on the market especially in the oil and gas sector	Youth find jobs easier and make better incomes

How does the SSU Project work?

The SSU Project supports skills development at 3 different levels:

- Level 1 National Paradigm shift**
SSU supports the reform process towards a comprehensive system of skills development for employment, enhanced production and growth by focusing on:
 - Skills that are demanded on the market
 - Increasing the quality of skills provision and equitable access
 - Contributing to a systematic change toward a one stop-shop for training
- Level 2 Instrument Public-Private Partnerships**
SSU's Skills Development Fund supports Public-Private Partnerships (PPPs) between NGOs, training institutions and/or the private sector. Through those PPPs, youth especially girls and women, receive training through innovative learning approaches such as work-based learning and get skills that are needed on the market.
- Level 3 Local Pilot and Practice**
SSU supports training institutions and the private sector in adopting a new skills development model. It provides direct and comprehensive support to 5 vocational training institutions with infrastructure, equipment, management and training support. The aim is to transform them into centres of excellence in a particular trade.

Do you want more information about SSU?
Contact BTC at:

Kampala Office
Support to Skilling Uganda (SSU) project
Kyadondo Road, Legacy Towers, 1st Floor
Belgian Development Agency (BTC)
PO BOX 40131 Kampala

Fort Portal Office
Support to Skilling Uganda (SSU) project
Plot 8 - Kakiza Road

BTC UGANDA THE BELGIAN DEVELOPMENT COOPERATION .be

-SSU Karamoja (front and back)

SUPPORT TO SKILLING UGANDA (SSU) PROJECT

LOCATION: KARAMOJA
PERIOD: 2015-2020
BUDGET: €5,000,000
FUNDED BY: IRISHAID

What is the Support to Skilling Uganda Project?

The *Support to the implementation of the Skilling Uganda strategy (SSU)* project supports relevant skills development of Karamojong youth, especially of girls. It focuses on the development of skills that are demanded on the market. The project is implemented in the districts of Kabong, Kotido, Abim, Moroto, Napak, Nakapiripit and Amudat.

How does the SSU Project work?

The SSU Project supports skills development of Karamojong youth at 3 different levels:

- Level 1 National Paradigm shift**
SSU supports the reform process towards a comprehensive system of skills development for employment, enhanced production and growth by focusing on:
 - Skills that are demanded on the market
 - Increasing the quality of skills provision and equitable access
 - Contributing to a systematic change toward a one stop-shop for skills training
- Level 2 Instrument Public-Private Partnerships**
SSU's Skills Development Fund supports Public-Private Partnerships (PPPs) between NGOs, training institutions and/or the private sector. Through those PPPs, youth especially girls, receive training through innovative learning approaches such as work-based learning and get skills that are needed on the market.
- Level 3 Local Pilot and Practice**
SSU supports training institutions and the private sector in adopting a new skills development model. It provides direct and comprehensive support to two vocational training institutions, namely Nakapiripit VTI and Saint Daniel's Centre in Moroto with infrastructure, equipment and management and training support. Other vocational training institutions in the 5 districts receive soft support.

THE SKILLS DEVELOPMENT FUND (SDF) ALBERTINE AND RWENZORI

Location: Albertine and Rwenzori
Budget: €2,000,000

What is the Skills Development Fund (SDF)?

The Skills Development Fund provides support to joint ventures that train youth, especially girls and women, and help them build skills that are in demand on the labour market in the districts of Hoima, Masindi, Kabarole and Kasese.

Who can apply for the Skills Development Fund?

Training providers and skills brokers such as Business Membership Organisations (BMOs) and NGOs with local expertise can lead a joint venture.

What is a joint venture?

A joint venture is a partnership between two or three different organizations, in this case an NGO or a training institution and/or private sector actor and/or Business Development Service provider. The organizations in the joint venture work together to provide skills training to youth and prepare them for jobs that are in demand on the market.

Priority Trades

- 1. Motor vehicle technology
- 2. Mechanical and Electrical Engineering (renewable energy)
- 3. Civil Engineering (construction trades)
- 4. Hospitality industry

Objectives

- To encourage the Skilling Uganda processes from grassroots levels
- To facilitate the best practices in training through innovative learning approaches such as work-based learning
- Social targeting: increase access to training for vulnerable youth, women and girls
- To increase training in livelihood for improved productivity

Apply in 3 easy steps

- Go to <https://www.btcctb.org/content/sdf-landers>
- Download the application form and apply for one of the 3 funding options
- Send the application to our Postal Address below

Support to Skilling Uganda (SSU) project
Kyadondo Road, Legacy Towers, 1st Floor
Belgian Development Agency (BTC)
P.O. BOX 40131 Kampala

PORT PORTAL OFFICE
Support to Skilling Uganda (SSU) project
Kakiza Road, Plot 8

Do you want more information about SDF?
Find the Skills Development Fund on Facebook, or e-mail sdf.grants@btcctb.org

BTC and World Bank are supporting new skills development funding mechanisms. The World Bank-funded Skills Development Facility is implemented by the Private Sector Foundation Uganda (PSFU) county-wide.

-SDF Karamoja (front and back)

-SDF Northern Uganda (front and back)

-SDF Karamoja (front and back)

THE SKILLS DEVELOPMENT FUND KARAMOJA

CALL FOR APPLICATIONS

Location: Karamoja
Budget: €2,390,000

What is the Skills Development Fund?

The Skills Development Fund provides support to joint ventures that train Karamojong youth, especially girls and women, and help them build skills that are in demand on the labour market.

What is the goal of the Skills Development Fund?

Unskilled Karamojong youth cannot generate an income or find employment. Karamojong youth receive relevant skills training through joint ventures with support from the Skills Development Fund. Karamojong youth get skills that are needed on the market. Karamojong youth, including girls and women, find jobs easier, earn money and improve their livelihoods.

Current situation | Solution | Skills boost | Market access

Who can apply for the Skills Development Fund?

NGOs in Karamoja with local expertise in skills development can lead a joint venture.

What is a joint venture?

A joint venture is a partnership between two or three different organizations, in this case an NGO and a training institution and/or private sector actor. The organizations in the joint venture work together to provide skills training to Karamojong youth and prepare them for jobs that are in demand on the market.

Priority Trades

- 1. Livelihood and other income generating activities relevant to local economic sectors
- 2. Motor vehicle technology
- 3. Mechanical and Electrical Engineering (renewable energy)
- 4. Civil Engineering (construction trades)
- 5. Hospitality industry

Objectives

- To encourage the Skilling Uganda processes from grassroots levels
- To facilitate the best practices in training through innovative learning approaches such as work-based learning
- Social targeting increase access to training for vulnerable youth, women and girls
- To increase training in livelihood for improved productivity

Apply in 3 easy steps

- Go to <https://www.btcctb.org/content/btc-lenders>
- Download the application form and apply for one of the 3 funding options
- Send the application to our Postal Address below

Support to Skilling Uganda (SSU) project
Kyadondo Road, Legacy Towers, 1st Floor
Belgian Development Agency (BTC)
P.O. BOX 40131 Kampala

KARAMOJA FIELD OFFICE
Support to Skilling Uganda (SSU) project
Plot 78 - Circular Road, Masaka

Do you want more information about SDF?
Find the Skills Development Fund on Facebook, or e-mail sdf.grants@btcctb.org

BTC and World Bank are piloting alternative financing mechanisms for skills development. The World Bank-funded Skills Development Facility is implemented by the Private Sector Foundation Uganda (PSFU) at a country wide level.

Enabel | |

SDF Northern Uganda (front and back)

THE SKILLS DEVELOPMENT FUND NORTHERN UGANDA AND KIRYANDONGO

CALL FOR APPLICATIONS

Location: Northern Uganda and Kiryandongo
Budget: €2,000,000

What is the Skills Development Fund?

The Skills Development Fund provides support to joint ventures that train refugee and host community youths, especially girls and women, and help them build skills that are in demand on the market.

What is the goal of the Skills Development Fund?

Unskilled refugee and host community youths cannot generate an income or find employment. Refugee and host community youths receive relevant skills training through joint ventures with support from the Skills Development Fund. Refugee and host community youths build skills that are needed on the market. Refugee and host community youths, including girls and women, find jobs easier, earn money and improve their livelihoods.

Current situation | Solution | Skills boost | Market access

Who can apply for the Skills Development Fund?

NGOs with local expertise in skills development that lead a joint venture.

What is a joint venture?

A joint venture is a partnership between two or three different organizations, in this case an NGO and a training institution and/or private sector actor. The organizations in the joint venture work together to provide skills and entrepreneurship training to youth and prepare them for jobs that are in demand on the market in and around the refugee settlements and host communities.

Objectives

- Livelihood activities and other income generating activities relevant to the refugees and host communities
- Local economy
- Green Skills for the green economy in the settlement area
 - Sustainable construction of shelters/homes
 - Eco-friendly brickmaking
 - Energy-efficient cooking instruments
 - Solar energy

Apply in 3 easy steps

- Go to <https://www.btcctb.org/content/btc-lenders>
- Download the application form and apply for one of the 3 funding options
- Send the application to our Postal Address below

Support to Skilling Uganda (SSU) project
Kyadondo Road, Legacy Towers, 1st Floor
Belgian Development Agency (BTC)
P.O. BOX 40131 Kampala

Do you want more information about SDF?
Find the Skills Development Fund on Facebook, or e-mail sdf.grants@btcctb.org

BTC and World Bank are supporting new skills development funding mechanisms. The World Bank-funded Skills Development Facility is implemented by the Private Sector Foundation Uganda (PSFU) country wide.

| |

-SDF voucher scheme Northern Uganda (frond and back)



INSTANT SKILLS TRAINING WITH SDF VOUCHER

Northern Uganda & Kiyandongo




How do I use my training voucher ?



1 ANALYZE

• Interview select public training centers/organisations and select the best one

• SDF identifies training opportunities that provide quality training of 10-120 hours



2 SELECT

• SDF issues a voucher scheme for short-term training

• Voucher can only be used for training courses that are relevant and commercially viable in the current and future market



3 TRAINING

• Participants/trainees can only use the voucher for the selected training course

• Training takes place

• Beneficiaries receive training certificate and performance certificate



4 START UP

• SDF's provides support to micro and small business creation and job search

TRAINING VOUCHER

This voucher is issued under the project "Support to Skills Uganda" **NU0001**

Name of Organisation: CESTROD Training Course: Water pump maintenance

Training Hours: 30 Hours Full-board Accommodation No. of days:

Name beneficiary: Alia Wab Mading IDNO: 000GH UGAR

Voucher Validity: From: To:

Date of Voucher Issue:










Current project Location:
Northern Uganda & Kiyandongo

Contact:
Support to Skills Uganda (SSU)
Programme, Kyotanda Road, Legacy Tower, 1st Floor, Kampala

Belgian Development Agency (BTC)
P.O.Box 40131, Kampala - Uganda
Email: sdf.grants@btcctb.org

List of courses

Green skills

- Fuel/energy efficient stoves
- Brique/brick making
- Electronics repair
- Forestation-free nursery bed management...

Construction

- Masonry/ Brick-laying
- Tile fitting/Glass fitting
- Plumbing
- Painting and decoration/ Interior designing
- Landscaping and gardening...

Agriculture

- Organic pesticides and fertilizer production
- Fruit and vegetables production and processing
- Post-harvest handling/ value addition in agriculture
- Basic of animal health management
- Bee-keeping and value addition to honey bee products
- Fish processing and handling...

Handicraft

- Ceramic production
- Weaving and mat making
- Leather work and shoe making/ tanning and garment cutting
- Manufacturing
- Tin smithing
- Blacksmithing
- Entrepreneurship skills training
- Hair-dressing, Barber
- Car working
- Car Battery charging and repair
- Soap making
- Baking
- Photography and audio studio production...

Technical trades

- Bicycle repair
- Motor vehicle repair and basic maintenance
- Hand water pumps- Operation and maintenance

Do you want more information about SDF?

Find the Skills Development Fund on

[Facebook](#) or e-mail sdf.grants@btcctb.org

The voucher is only valid until:

Signature:



Scan this code for voucher authenticity verification










INSTANT SKILLS TRAINING WITH SDF VOUCHER

KARAMOJA




How do I use my training voucher ?



1 ANALYZE

• Interview select public training centers/organisations and select the best one

• SDF identifies training opportunities that provide quality training of 10-120 hours



2 SELECT

• SDF issues a voucher scheme for short-term training

• Voucher can only be used for training courses that are relevant and commercially viable in the current and future market



3 TRAINING

• Participants/trainees can only use the voucher for the selected training course

• Training takes place

• Beneficiaries receive training certificate and performance certificate



4 START UP

• SDF's provides support to micro and small business creation and job search

TRAINING VOUCHER

This voucher is issued under the project "Support to Skills Uganda" **KMJ 0001**

Name of Organisation: CESTROD Training Course: Water pump maintenance

Training Hours: 30 Hours Full-board Accommodation No. of days:

Name beneficiary: Zahid Mubiru Id. No.: 000GH UGAR

Voucher Validity: From: 1st November 2017 To: 1st May 2018

Date of Voucher Issue: 1st November 2017







Current project Location:
Karamoja

Contact:
Plot 76, Independence Avenue, Masaka Road, Karamoja District Karamoja, Uganda

Support to Skills Uganda (SSU)
Programme, Kyotanda Road, Legacy Tower, 1st Floor, Kampala

List of courses

Green skills

- Fuel/energy efficient stoves
- Brique/brick making
- Electronics repair
- Forestation-free nursery bed management...

Construction

- Masonry/ Brick-laying
- Tile fitting/Glass fitting
- Plumbing
- Painting and decoration/ Interior designing
- Landscaping and gardening...

Agriculture

- Organic pesticides and fertilizer production
- Fruit and vegetables production and processing
- Post-harvest handling/ value addition in agriculture
- Basic of animal health management
- Bee-keeping and value addition to honey bee products
- Fish processing and handling...

Handicraft

- Ceramic production
- Weaving and mat making
- Leather work and shoe making/ tanning and garment cutting
- Manufacturing
- Tin smithing
- Blacksmithing
- Entrepreneurship skills training
- Hair-dressing, Barber
- Car working
- Car Battery charging and repair
- Soap making
- Baking
- Photography and audio studio production...

Technical trades

- Bicycle repair
- Motor vehicle repair and basic maintenance
- Hand water pumps- Operation and maintenance

Do you want more information about SDF?

Find the Skills Development Fund on

[Facebook](#) or e-mail sdf.grants@btcctb.org

This voucher is valid for 6 months from the date of issue

Signature:



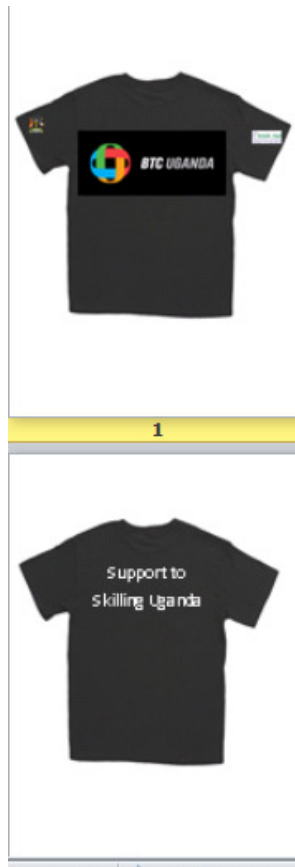
Scan this code for voucher authenticity verification





6. Promotional materials

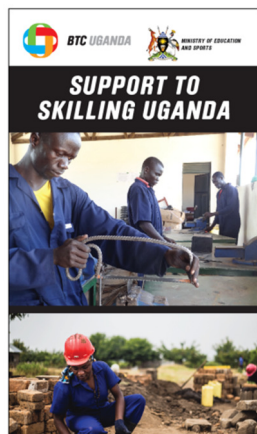
Throughout 2017, the following promotion materials were produced and displayed during project activities.



Branded caps, polo's and t-shirts were created for the launch of the SDF in Karamoja and opening of the regional office for skills development and distributed to key stakeholders.

In April 2017 6 pull-up banners were created to promote SSU in the 3 project specific regions


SSU Northern Uganda






SSU Karamoja






Additionally, in January 2017 4 pull-up banners were created to promote the SDF in Karamoja and Northern Uganda






Skills for competitiveness



Skills for competitiveness

Skills for competitiveness

Skills for competitiveness

8. Communication for Development

The « Skills4Jobs » slogan of the Skills Development Fund was established through a participatory process in which the SSU communication team requested students of SSU's partner VTI's to write down their slogan preferences. A questionnaire was conducted in September 2017 amongst 48 priority trade students of the Kasese Polytechnic, St-Joseph Virika, St-Simon and Millenium Business School. This C4D approach allows for more ownership of the slogan by the beneficiaries, as it is depicted on their branded protective wear and sponsored equipment.

9. Knowledge management

For knowledge management purposes, the SSU communication team regularly wrote content for the Open Enabel website and the AVKO website (notably for partners of SPRN). These articles were shared on the Enabel in Uganda/Skills Development Fund/SPRN Facebook. Depicted below in chronological order.

Date	Links on Open Enabel
17/02/2017	Upskilling the mastercrafts https://open.enabel.be/en/UGA/2142/254/u/upskilling-the-master-crafts.html
23/03/2017	Support Programme for refugee settlements and host communities in Northern Uganda to improve food security, nutrition and livelihoods https://open.enabel.be/en/UGA/2208/285/u/support-programme-for-refugee-settlements-and-host-communities-in-northern-uganda-to-improve-food-security-nutrition-and-livelihoods.html
31/03/2017	Skilling the Karamojong https://open.enabel.be/en/UGA/2210/298/u/skilling-the-karamojong.html
07/04/2017	Stakeholder mapping for the support programme for refugee settlements in Northern Uganda https://open.enabel.be/en/UGA/2208/302/u/stakeholders-mapping-for-the-support-programme-for-refugee-settlements-in-northern-uganda.html
28/06/2017	Only girl, graduated on top of her skills development training https://open.enabel.be/en/UGA/2208/366/u/only-girl-graduated-on-top-of-her-skills-training-class.html
04/07/2017	MY HIV status does not impact my future https://open.enabel.be/en/UGA/2208/371/u/my-hiv-status-does-not-impact-my-future.html
20/07/2017	Skills training and livelihood interventions transforming lives of refugees: a tale of three women https://open.enabel.be/en/UGA/2208/382/u/skills-training-and-livelihood-interventions-transforming-lives-of-refugees-a-tale-of-three-women.html
27/07/2017	Skills Development Fund workshop with partners in Arua https://open.enabel.be/en/UGA/2208/384/u/skills-development-fund-workshop-with-partners-in-arua.html

11/08/2017	Digitalisation for Education: Piloting of a VR skills channel https://open.enabel.be/en/UGA/2142/393/u/digitalisation-for-education-d4e-piloting-of-a-vr-skills-channel.html
17/08/2017	Instant skills training to maintain water and sanitation installation in refugee settlements https://open.enabel.be/en/UGA/2208/394/u/instant-skills-training-to-maintain-water-and-sanitation-installation-in-refugee-settlement.html
08/11/2017	The icing on the cake: Skills Development Fund improves bakery training https://open.enabel.be/en/UGA/2142/457/u/the-icing-on-the-cake-skills-development-fund-improves-bakery-training.html
09/11/2017	Next-level tailoring thanks to the Skills Development Fund https://open.enabel.be/en/UGA/2142/462/u/next-level-tailoring-thanks-to-the-skills-development-fund.html
13/11/2017	Skills Development Fund empowers women through bead-making https://open.enabel.be/en/UGA/2142/465/u/skills-development-fund-empowers-women-through-bead-making.html
20/11/2017	Skills Development Fund uplifts welding training https://open.enabel.be/en/UGA/2142/470/u/skills-development-fund-uplifts-welding-training.html
21/11/2017	Brick by brick Skills Development Fund builds construction training https://open.enabel.be/en/UGA/2142/476/u/brick-by-brick-skills-development-fund-builds-construction-training.html
05/12/2017	Making money from honey thanks to the Skills Development Fund https://open.enabel.be/en/UGA/2142/480/u/making-money-from-honey-thanks-to-the-skills-development-fund.html
06/12/2017	Involving mastercrafts persons for quality training https://open.enabel.be/en/UGA/2142/481/u/involving-master-crafts-persons-for-quality-training.html
14/12/2017	Modern cooking and cleaning with the Skills Development Fund https://open.enabel.be/en/UGA/2142/491/u/modern-cooking-and-cleaning-with-the-skills-development-fund.html
05/01/2018	Why the Skills Development Fund supports Defensive driving https://open.enabel.be/en/UGA/2142/501/u/safety-first-why-the-skills-development-fund-supports-defensive-driving.html
Date	Links on AVKO website
14/06/2017	Returning to school brings back my hope of becoming a doctor https://rsr.akvo.org/en/project/5455/update/17835/

17/08/2017	30-year old bran benefits from EUTF livelihoods support programme https://rsr.akvo.org/en/project/5455/update/18886/
03/11/2017	Digitalization for development: computer skills for refugees https://rsr.akvo.org/en/project/5457/update/20033/