

Concept Paper

GENERAL INFORMATION	
Organisational Name	Municipal Working Group on Vocational Education and Training (MWGVET) <hr/> Pejë
Project title	INFORMATION AND AWARENESS RAISING CAMPAIGN FOR PROFESSIONAL SCHOOLS
Project Aim	This project aims to inform young people about the profiles offered by vocational schools and the benefits that young people obtain after completing their vocational school.
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Introduction

The Municipal Working Group for Vocational Education and Training (MWGVET) in Peja was established in April 2017 with the initiative and support of the Institute for Training and Economic Development (ITED) within the Youth and Employment project, which is financially supported by Solidar Suisse (Swiss Labor Assistance). The Initiative for the Municipal Working Group on Vocational Education and Training (MWGVET) is a mechanism of public-private dialogue facilitating organized and regular communication between key actors in the development of the workforce in Peja: businesses, the education / training sector and governance local.

The purpose and work that will be done by MWGVET is to identify and prioritize the needs for locally skilled workforce qualifications and to design concrete plans for addressing them.

ITED is responsible for setting up a working group (WG) with representatives of the education system, the private sector and other stakeholders. Also, MWGVET's action is to act as a local advisory body composed of key stakeholders to coordinate and advise relevant institutions for vocation, education and training at local and central level in relation to curricula development, technology and change in the market as the general market needs - directly related to the overall objective as well as the results foreseen under the Solidar Suisse project.

Overall Goal	Improving access to employment for young graduates of vocational schools and enhancing cooperation between the private sector and the education system in the municipality of Peja.
Outcomes	
Outcome 1:	Students of vocational schools have additional skills for the labor market through the acquisition of skills through new vocational training.
Outcome 2:	Education and Vocational Training in the Field of Tourism, Information and Computer Technology (ICT), Metal Processing and Wood Processing with a special focus on CNC machine work, has a greater focus on developing relevant skills in the labor market.

MWGVET Peja is composed of 20 members and 13 of them come from the private sector and 7 members from the public sector. MWGVET is composed of representatives of local businesses, local education and local government holders, and while all members are equal, its main feature is that it will be led by the private sector.

MWGVET members are elected at an annual meeting in which all stakeholders of the respective municipality will participate. The Chairman is elected from the ranks of private business representatives.

MWGVET acts as an independent and advisory body for the respective municipal institutions and has the role to: a) conduct research and analysis on policy development for MWGVET; b) make recommendations and advise on the development of policies in line with EU policies; c) Ensure policy integration for all Vocational and Adult Education and Adult Education (VETAE) activities at the local level; d) Ensures co-ordination of activities with all VETAE providers at the local level; e) make recommendations to all the VETAE holders in the Peja region.

Problem analysis

The public education system as well as the private one, and especially vocational education in Kosovo, is in the transition phase and is being followed by many difficulties, weaknesses and obstacles. Small budget, non-motivated staff, vocational school infrastructure is inadequate and not trendy with technological changes compared to labor market demands are some obstacles that are hampering the development of vocational education to be attractive by young people to attend this schooling.

Currently, Kosovo has a very limited number of relevant vocational schools. In fact, there is a large number of such schools, however, they do not provide professional vocational education based on practical work and lack of laboratories or workshops within the school with modern equipment.

The difficult economic situation of many Kosovar families is becoming increasingly difficult every day and cannot cope with the costs of education and education of young people in universities. Hence, vocational education will be of great help to young people and their families if they are enabled easier access to the labor market through a quality vocational education.

Additionally, many young people are not aware of the conditions, offers and profiles offered by these schools. Moreover, many families in Kosovo still do not see the importance of vocational schools where their children can be trained in different profiles which also guarantee immediate employment. Lack of awareness and understanding of the real value of VET compared to higher education and the stigma for technical education and training are deeply rooted in Kosovo's culture. As a result, there are vocational schools that do not have a sufficient number of students.

Project idea / Initiative

Given all the above, MWGVET identified this project idea to promote vocational schools through the fields of implementing an awareness campaign by developing and disseminating promotional and audio-visual advertising materials.

Informing young people and their families about the benefits of vocational schools could lead to increased interest of young people in the municipality of Peja to enrol in vocational schools.

Project proposal: INFORMATION AND AWARENESS RAISING CAMPAIGN FOR PROFESSIONAL SCHOOLS

The campaign aims to attract the attention of the general public, particularly young people and their families, on the issue of youth participation in vocational education, thus creating a well-developed, active and well-functioning workforce integrated into the labor market.

Objectives

The objective of this project is to raise awareness and send a message to young people about the future opportunities and benefits of vocational education to orient and motivate young people towards vocational education.

For the realization of this project these are some of the activities to be undertaken in order to achieve the objectives.

Activities:

1. Developing a publicity video using public faces and different companies that are looking for new workers
2. Emission of the video add on TV's and local Radios of Peja region
3. Creating some pages on social networks that serve as platform for discussion between young people and enterprises
4. Organize regular meetings between businesses and enterprises
5. Organization of 'open doors' activities by vocational schools to welcome young people interested in vocational education
6. Visit to primary schools for promotion of vocational schools
7. Organize meetings with parents where the businesses should participate as well
8. Entrepreneurs' visits to elementary schools to introduce and promote the profile to stimulate curiosity and desire for vocational schools

Benefits

Benefits from this project are comprehensive, ranging from young people, vocational schools, teachers, and especially enterprises from across the region of Peja.

Of course, the biggest beneficiaries will be young people and their families, but also vocational schools where after this campaign the number of those interested to enrol in vocational schools in the Peja region will increase.

Local companies from the Peja municipality have a mission to fill the Kosovo market gap and have a direct impact on the economic development of the country, respectively the creation of new jobs.

In this way, we will ensure the sustainability of the enterprises from Peja Municipality regarding the development of prepared workforce, but we will also have schools that have curricula based on labor market demands.

Through this project, in the medium term, it is expected that companies from the Peja region will no longer have problems with the engagement of young workers, on the contrary, the Peja region will have young people with the skills and competences needed for certain professional profiles.

Implementing Partners

MWGVET Peja is an inclusive body and includes a large number of members from different institutions from the Peja region, however, we think that the following should be the main partners in the implementation of this project:

- Ministry of Education, Science and Technology,
- Municipal Directorate for Education (MED), Municipality of Peja,
- Businesses from Peja region,
- Other donors.