COMMUNICATIONS & DISSEMINATION STRATEGY

FOR

DIGITAL VET FOR YOUNG AFRICANS
(D-VETYA) PROJECT 2023-2024

Project Milestone: 20

MILESTONE DESCRIPTION SHEET

Milestone: 20 – Communications & Dissemination Strategy

Due Date: Month 2 (28th February 2023)

Actual Completion Date: 20-02-2023

Work Package Concerned: WP 5 – Communications & Dissemination

Description: Document with clear plan for shared communication & dissemination work, including targets

Means of Verification: Communication & Dissemination Strategy published on SERVE & YA websites

Authors: John McCarthy (SERVE, Coordinator); Mahara Goteka (Young Africa International Africa Hub Trust, Beneficiary);

1. Background

The Digital VET for Young Africans (D-VETYA) will be implemented by SERVE and Young Africa (YA). The project timeframe is January 2023 to December 2024. SERVE is an international development NGO based in Ireland. YA is a confederation of independent NGOs and includes YA International Netherlands, YA Hub (Zimbabwe), YA Zimbabwe, YA Mozambique, YA Zambia and YA Namibia. YA has a dissemination network with 23 organisations across 11 African countries whereby it shares successful models of its work. YA provides holistic and accredited VET to marginalised youth through 6-12 month training courses in 46 disciplines, life skills, entrepreneurship and ICT.

The objectives of the project are (1) Coordinating implementation of the Project Workplan and achievement of Project Deliverables; (2) YA's eLearning Platform available for 8,150 disadvantaged youth across southern and Eastern Africa; (3) YA's Postgraduate Service Toolbox (PGST) contributes to a substantial increase in the percentage of YA graduates in employment; (4) 4 YA Affiliates and 23 dissemination partners using the PGST across Africa; (5) 2 new YA models (eLearning & PGST) integrated into YA MEL system and 73 YA and dissemination partner staff trained in MEL system leading to improved data driven performance; (6) Evaluate the impact, successes, challenges and lessons learned of the Project; and (7) Increase awareness about Digital VET in Africa amongst 50 policymakers and 3,500 members of the public in Ireland and the Netherlands.

There are five Work Packages – (1) Coordination and Management; (2) Development of the YA eLearning Platform; (3) Development of the YA Postgraduate Service Toolbox (4) Improvement of the YA Monitoring Evaluation and Learning System; (5) Impact and Dissemination. SERVE is the Coordinator, YA International (YA NL and YA Hub) are Beneficiaries, and the four YA Affiliates are Affiliated Entities. YA's dissemination network will also benefit.

This Communications & Dissemination Strategy focuses on Work Package 5.

2. Rationale for Communications & Dissemination Strategy

The Communications & Dissemination Strategy will be used by SERVE and Young Africa to ensure high visibility, accessibility and promotion of the project and its results during the grant period. The Strategy will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses. The Strategy will help the D-VETYA Project achieve the highest possible impact and contribute to a stronger vocational training sector for marginalised youth in Africa.

3. Target Audiences & Objectives of the Strategy

There are three key target audiences for the D-VETYA Project – (1) the youth vocational training sector within Africa; (2) policymakers in the EU; and (3) the general public in our countries of operation, including our network of supporters.

Target Audience	Objective	Approaches to reach the target audience
Youth vocational training sector in Africa	Disseminate the Young Africa eLearning Platform & Postgraduate Service Toolbox models (along with supporting MEL functions) to 23 dissemination partners in 11 African countries by end of 2024	This is a core activity of the project and will happen as a natural part of Work Packages 2, 3 and 4. YA has an existing dissemination network of 23 organisations in 11 African countries and this network will be given the opportunity to benefit from the D-VETYA Project. See Section 6 below for more details. The process of developing Digital Learning Systems will be documented and made freely available so that other organisations can learn from YA's experiences. An External Evaluation will also be completed and will assess the effectiveness of this approach and identify future dissemination opportunities. Dedicated pages on the SERVE & YA websites will be developed and used to communicate the progress of the project. Young Africa will also disseminate the project through the UNESCO-UNEVOC platform which they use for networking and promotion work
Policymakers in the EU	Increase awareness about Digital TVET in Africa amongst 50 EU Policymakers in Ireland and the Netherlands	Develop & Disseminate a Technical Brochure on the Project (English & Dutch). This will support dissemination work to policymakers at EU level, Ireland and NL. The target is to reach 50 policymakers.

General Public in countries of operation	Increase awareness about Digital TVET in Africa amongst 3,500 members of the general public in Ireland and the Netherlands	Develop & Disseminate Project Brochure that is accessible to the general public (English & Dutch) to increase awareness of VET in Africa within Ireland and NL. The target is to reach 3,500 people.

4. Communication Channels & Tools

The following communication channels and tools will be used to support the Communication & Dissemination Strategy:

- **Dedicated project webpages** will be established on the SERVE and YA websites. These will be 'one stop shops' for all project related information. All milestones outputs and project deliverables will be shared on these pages. All project literature will link to these pages. SERVE and YA will ensure strong coordination between the pages;
- SERVE and YA will share updates about the project across our **Social Media platforms**;
- SERVE and YA produce our own **newsletters** for our network, and project updates will be shared in these newsletters;
- SERVE and YA will develop two project related brochures – a technical brochure to support dissemination work to policymakers at EU level and a brochure that is accessible to the general public

In our meetings and engagement with other donors, government organisations and VET accreditation bodies SERVE and YA will be proactively sharing updates about the D-VETYA Project.

All project updates, webpages, social media posts and literature will clearly mention the support provided by the EU Erasmus+ Fund and will follow the EU rules around visibility, logos etc.

5. Resourcing of Communications & Dissemination

SERVE and YA will commit human resources to implementing this Strategy. Performance of the Strategy will be addressed in the monthly Project Committee meetings.

The main HR roles contributing to this Strategy are:
1. Development Programme Manager (DPM), SERVE
2. Head of Programmes (HoP), Young Africa International Africa Hub Trust
3. Project Coordinator, Young Africa International Africa Hub Trust
4. Monitoring, Evaluation & Learning Manager (MEL), Young Africa International Africa Hub Trust
5. Communications Officer (CO), SERVE
6. Dissemination Officer (DO), Young Africa International Africa Hub Trust

7. SERVE Regional M & E Officer

6. Key Performance Indicators to achieve the Communication & Dissemination Strategy

The KPIs to achieve the Communication & Dissemination Strategy are captured in the project's GANNT Chart and will be reviewed by the Project Committee each month. The relevant KPIs are as follows:

Deliverables related to Communication & Dissemination

Deliverable	Details	Due Date	Lead Responsibility
2.1 Training Material for eLearning Platform	**Material**: Training Material/-Manual and Video recording (on how to use the Platform) **Target group**: Senior managers of Affiliates and eLearning partners from 11 countries **Report**: 15 pages **Dissemination Level**: Public	M18 (Jun 2024)	YA HoP YA PIM
2.2 Paper from Centre based to eLearning	**Material**: Paper on the transformation from Centre based VET to eLearning including lessons learned **Target group**: TVET Centres across Sub Saharan Africa **Report**: 75 pages **Dissemination Level**: Public	M23 (Nov 2024)	YA HoP YA PIM
3.1 Final Version of Post-Graduation Service Toolbox	**Material**: User Manual, Monitoring package **Target group:** student graduates **Report**: Literature research paper – 30 pgs; The Toolbox – Manual for Postgraduation service including user manual (approx. 60 pages); Monitoring tool for performance improvement (20 pages) **Dissemination Level**: Public	M15 (Mar 2024)	YA HoP YA PIM
4.1 User Manual, Video Training for MEL System	**Material package**: User Manual & Video training **Target group**: students eLearning, postgraduate students, disseminating partner organisation **Report**: User Manual 50 pgs **Dissemination Level**: Public	M8 (Aug 2023)	YA HoP YA PIM YA MEL Manager
5.1 External Evaluation	**Report**: 60 pgs **Dissemination Level**: Public	M24 (Dec 2024)	SERVE DPM YA HoP YA PIM
5.2 Technical Project Brochure	**Format**: Paper (Leaflet), electronic **Language**: English; Dutch **No of Pages**: 4 **Dissemination Level**: Public	M23 (Nov 2024)	SERVE DPM SERVE CO YA DO

5.3 Public Project Brochure	**Format**: Paper (Leaflet), electronic **Language**: English; Dutch **No of Pages**: 4 **Dissemination Level**: Public	M23 (Nov 2024)	SERVE DPM SERVE CO YA DO

Specific Milestones related to Communication & Dissemination

Milestone	Due Date	Lead Responsibility	Means of Verification
9. Full YAeLP ready to be used	M20 (Aug 2024)	YA	Official launch of YA eLearning Platform with all YA eLearning Partners
10. Report from Centre based to eLearning process published	M23 (Nov 2024)	YA	Final paper documenting all steps to assist other VET Centres
11. Report on Post-graduation services in Vocational Training available	M3 (Mar 2023)	YA	From the desk research an overview paper including all tested postgraduation tools and their effectiveness will be developed and shared
15. Rollout of PGST finalised	M15 (Mar 2024)	YA	Full version of post-graduation toolbox rolled out to all 8 countries where YA works (4 YA Affiliates and 4 YA mobile training countries)
18. User manual available (shared with dissemination network)	M8 (Aug 2023)	YA	Comprehensive User Manual and Instructional Video developed to support YA staff using the new MEL system
20. Communication & Dissemination Strategy	M2 (Feb 2023)	SERVE	Document with clear plan for shared communication & dissemination work including targets
21. Dedicated Website pages on SERVE & YA websites	M1 (Jan 2023)	SERVE YA	Dedicated project webpage developed on SERVE and YA's website which will act as 'one stop shops' for all project information
22. External Evaluation	M24 (Dec 2024)	SERVE YA	External evaluator recruited following best practice; External evaluation completed and shared with stakeholders and uploaded to websites
23. Technical Project Brochure	M23 (Nov 2024)	SERVE	Brochure developed in house with target audience of policymakers – aim is to increase awareness of VET in Africa and provide opportunities for future input
24. Public Project Brochure	M23 (Nov 2024)	SERVE	Brochure developed in house with target audience of general public – aim is to increase awareness of VET in Africa

Signed by SERVE (Coordinator)

Date: 20/02/2023

Signed by YA International Africa Hub Trust (Beneficiary)

Date: 20/02/2023