

# Communicating TVET – A view from the field

## Lessons from Cambodia and the Lao PDR

*The views expressed in this presentation are the views of the author/s and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this presentation and accepts no responsibility for any consequence of their use. The countries listed in this presentation do not imply any view on ADB's part as to sovereignty or independent status or necessarily conform to ADB's terminology.*

Karin Schelzig  
Senior Social Sector Specialist, SEHS  
June 7, 2016



# ADB Projects

## Cambodia

### **Strengthening Technical and Vocational Education and Training Project, 2009-2015**

- Relevance (formal programs)
- Quality (non-formal training)
- Institutional capacity

### **Technical and Vocational Education and Training Sector Development Program, 2014-2019**

- Access
- Quality & relevance
- Industry involvement
- Governance

### **Technical and Vocational Education and Training Sector Development Program – Additional Financing, 2016-2019**

## Lao PDR

### **Strengthening Technical and Vocational Education and Training Project, 2010-2016**

- Quality
- Access
- Private sector involvement
- Governance
- Project management

### **(Proposed) Second Strengthening Technical and Vocational Education and Training Project, 2016-2020**

- Upgraded teaching & learning environments
- Quality & relevance
- Access

# 4 key lessons for TVET promotion

1. Work with experts!
2. Make sure everyone understands the importance of formative research and testing
3. Be open to different communication tools and channels
4. Let the experts be creative and innovative: use performance (output) terms of reference

# 1. Work with experts

- CAM STVET: gender team did their best with limited resources, but...

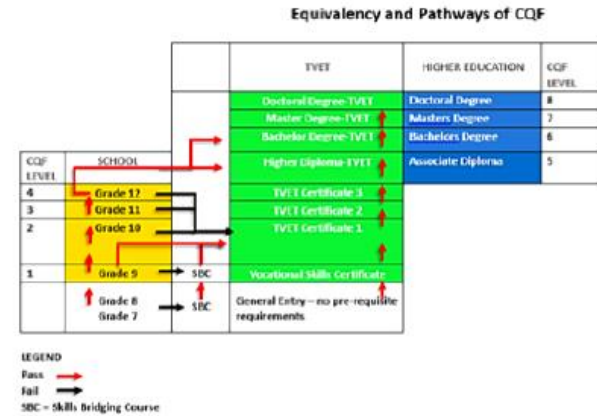
**Main slogan: Better Skills, Better Income**

**3 secondary slogans:**

- With TVET everybody can be successful in life!
- Invest some time in training and earn a better income for the rest of your life!
- Women and men can do any job they want. Choose a career based on your interests and skills!

**6 main key messages:**

- The Cambodian Qualification Framework (CQF) is recognized across the country.
- 38 training institutes across the country, with a variety of courses and modern facilities and equipment.
- We offer high quality and practical training to learn a profession and find a good job.
- TVET environment is safe; many institutes have safe and separate dormitories for girls.
- TVET training is endorsed by industry. We can help you find internship opportunities with private companies.
- You can get career guidance at National Employment Agency job centers.



- CAM TVET SDP: learned from this, and includes social marketing expert and firm



# 2. Understand the importance of formative research & testing

- LAO STVET: even when experts are hired to produce social marketing strategies and materials, ADB staff, counterparts, and consultants may have other ideas...



### 3. Be open to using different communication tools and channels

- CAM TVET SDP – AF: “innovative social marketing campaigns using modern technology”
- What about more traditional approaches?
- LAO STVET: are newspaper ads really effective?
- LAO STVET 2: will explore village loudspeaker system, community radio, roadshows, peer ambassadors

## 4. Consider using performance (output) TOR\*

- Focus of TOR is on the desired product
- Consultants determine how to deliver (they are the experts)
- More points given for approach & methodology
- Encourages creative alternative approaches
- Particularly well suited to communications or social marketing? (LAO STVET 2 will test this.)

\* As opposed to conformance (input) TOR – ADB's standard way of doing things



## 5. Make extra sure you get the message right...



(Khmer translation: If the wood is curved, make a wheel. If it is straight, make a board.)