

Annex 1: Work for Work campaign Canvas

1. Content Analysis

The core of our campaign revolves around the intersection of youth and employment. The campaign aims to address critical issues within this area, primarily focusing on the following challenges:

- **Youth Preparedness for the Labor Market:**

There is a significant gap in how universities prepare young people for the labor market. This gap stems from outdated or inadequate curricula that fail to meet the evolving needs of the job market, along with a lack of coordination between educational institutions and industry demands.

- **Disconnection Between Universities and the Private Sector:**

A lack of communication exists between universities and the private sector regarding the high-demand fields and specializations. Universities are not adequately informed about the skills needed in the labor market, nor the number of positions available in specific sectors, leading to a mismatch between education and job market needs.

- **Volunteerism in Government Sectors:**

While long-term volunteerism in government sectors is common, there is no structured framework or clear guidelines for volunteers. The absence of an organized working template, along with unclear rights and responsibilities, undermines the potential of volunteers and leaves them in a vulnerable position.

- **Negligence of Youth Development:**

Many young people neglect to invest in developing their personal and professional skills. Additionally, there is a lack of sufficient opportunities to foster their growth and build necessary competencies for future careers.

2. Targeted speech to the target audience

Opportunities are not provided to Kurdistan's youth and students within Universities or industrial sectors and projects to prove and develop their abilities and skills.

This has made youths and students hopeless and unable to work in the future because they feel unpowered and inexperienced.

Private sector does not provide sufficient internship opportunities for young people to gain work experience.

Government ministries have not provided any guidelines for universities to prepare young people for the world of work and universities do not have a specific program for employment of inexperienced graduates.

3. Persona

Private sectors:

- Provision of short-term volunteerism/ internships
- Increase employment opportunities for new graduates
- Ability to prepare youths for the labor market supported by training provided by the private sector.
- Participation of youth in job fairs
- Reduce employment requirements
- Commitment to increase employment

Governmental sector:

- Providing job data for the universities so as to lessen the college departments with least demand in the job market.
- Providing funds for universities so as to open talent development and job preparation centers.
- The government should attract businessmen and private investors to small towns.
- Limiting volunteerism in governmental sectors.

Universities:

- Increase and update programs that develop youth skills
- Building and renovation of laboratories.
- Creating new programs that are compatible with the labor market
- Improve the quality and development of centers in universities

Youth

- Participation in internship
- Stop long term volunteerism
- Participation in events
- Youths need to understand the labor market
- Participating in capacity building trainings

4. Channels:

- Digital channels (Gmail, Email, TikTok, Facebook, Instagram, LinkedIn, Twitter(X), Telegram, WhatsApp, Zoom).
- Traditional channels (TV programs, workshops and panels, Radio, press conferences, interviews, Debate, posters)

5. Purpose of persuasion:

The private sector, government and universities must work together to harness the potential of young people and set limits to long term volunteerism and develop the skills of Kurdish youth by providing different opportunities to become more confident

and promote their skills to use them in the world of work and be more productive inside the Kurdistan Region.

This will result in solving a main problem of society and the elimination of the main cause of extremism, resurgence and instability of society.

6. Determination of tactics:

(Conference, Debate, Face to Face, Training Center, Hashtag, Poster and banner, Social Media Trend (TikTok and Instagram), Meetings, Email, CDC, Phone calls, summer training participation, Sharing information on social media with different techniques,

Job Fair † University awareness† Data Collection † Social Media Challenge † Online survey form

Visit Universities, Meeting, Create google form, Short video, Seminar, Advertising, Panel, Conference, Event, Lecture, Political Cafe, Round Table, Zoom Workshop, Cyberstorm, Activism, Live from x).

7. SMART goals

Specific, Measurable, Actionable, Relevant , Time Bound

What is it we are doing?	Hanar festival
Specific	Increasing social media followers
Measurable	Increasing 1000 for each social media platform
Actionable	Reaching 24000 visitors
Relevant	To be informed about our campaign activities through social media platforms
Time Bound	3 days of festival

What is it we are doing?	Help us
Specific	Meeting with private sector
Measurable	We will interview 20 entrepreneurs and investors to support our campaign
Actionable	We can notify them by email or visit them to set an appointment to meet and talk to them and explain the plan our goals

Relevant	We are trying to bring the private sector and the government closer together, creating an understanding between the two pillars so as the youth will benefit from it
Time Bound	At least 10 days

What is it we are doing?	Participation in Universities introducing party
Specific	Work with at least 3 universities to evaluate and recommend programs for the future
Measurable	At least 50 of university staff attends the workshop
Actionable	Conducted n 2 workshops or interviews per semester with the related parties of universities
Relevant	Paying attention and recommend the departments that meet the market demand
Time Bound	Implementing plans of different departments and curriculums in a year (2 semesters) and follow up the results in the next year.

What is it we are doing?	Iftar Dinner
Specific	Sharing experience of entrepreneurs with the participants
Measurable	Inviting 30 attendees and 5 influencers in each city
Actionable	Number of attendees is suitable and reasonable
Relevant	Encouraging young people to develop their skills and benefiting from the experiences shared in the event
Time Bound	In the evening 5:00-9:00 pm

What is it we are doing?	Creating anticipation and excitement
Specific	Creating sense of excitement and interaction with the youths to anticipate the campaign launch

Measurable	Producing 3 videos in a month and reach 2000 viewers
Actionable	preparing interesting short videos
Relevant	Universities to assist youth in developing their skills
Time Bound	Within 2 months

What is it we are doing?	Participating in local festivals and events
Specific	Participating in Chamchaml local festival in November
Measurable	It will continue for two days
Actionable	We will set up a booth and talk to the youths about NOC campaigns and their impact on society and explain our campaign messages to the youths.
Relevant	Introducing the campaign to the youths of Chamchamal
Time Bound	From 9:00 am to 12:00am

What is it we are doing?	Youths evaluation
Specific	Collecting data about the University certificate which have the least job opportunities
Measurable	We want to reach to 2000 applicants
Actionable	Creating a form and sharing the link through social media platforms
Relevant	Two specific questions and a questionnaire about university and government to take action
Time Bound	2 weeks

What is it we are doing?	Publishing flyers
Specific	Publishing the campaign flyers in the local festivals

	and events to have an idea about the campaign
Measurable	700 young people
Actionable	Publishing flyers
Relevant	Through this attempt we will reach a large number of youths and introduce our campaign to them
Time Bound	1 day

What is it we are doing?	Influencers
Specific	Creating invitation card and sending it to 20 influencers online
Measurable	15 of the influencers to have 5k-10k followers on social media and 5 of them to have more than 20K followers
Actionable	Increasing number of followers from 17.9K to 22K
Relevant	Creating collaborative reels with 8 of the influencers.
Time Bound	Sending invitations in November Sharing reels in December

What is it we are doing?	Government
Specific	Visiting local authorities including: mayors, university presidents, security department, municipality, traffic police
Measurable	Visiting 4 parties and 5 different establishments
Actionable	Obtaining permission for the campaign activities, facilitating the activities through coordination with related governmental institutes.
Relevant	Governmental support will maximize the campaign impact
Time Bound	Within two weeks before announcing the campaign

What is it we are doing?	TV channels
Specific	Use of TV channels to broadcast 3 programs within 3 months that focus on providing job opportunities for youth and new graduates through private sector opportunities and government assistance.
Measurable	It gained an audience of 150,000 young people and new graduates, at least 20% of them to visit campaign platforms and participation of private companies and government representatives in media and interviews.
Actionable	Participation of youth through special programs interactively linked to job opportunities, advocating with private sectors to provide internships and increase job opportunities, pushing the government to expand capacity building programs and transparent employment process.
Relevant	Using TV channels to connect graduates with employers and policymakers, Help them understand the opportunities available and the content about the internship and voluntary issues from the employment process and employment contracts.
Time Bound	Within 3 months we try to organize advertising to increase the audience and also Follow up and for the effectiveness and success of the establishment of work and cooperation with the government and donors We also emphasize prime time because it ensures the most viewers and participation

What is it we are doing?	Universities
Specific	Our goal is to introduce our campaign to universities and (presidents, dean, teachers and students).
Measurable	Organizing 4 seminars in universities with the participation of 70 students in each seminar, organizing a meeting for teachers with the participation of more than 7 teachers in each meeting.
Actionable	Contact the president of the university and schedule seminars and meetings, collect student data to

	determine the number of students, and hang campaign posters in universities.
Relevant	Improving skills of students, increasing influencers participation in finding skills, discussing necessary changes in the curriculums
Time Bound	1.5 month

What is it we are doing?	Campaign Launch event 1.Dec
Specific	Introducing and announcing the campaign, Explaining the campaign goals
Measurable	200 attendees Interviewing 10 people Inviting 20 media channels
Actionable	Supporting the campaign and networking between government, private sector and youths
Relevant	The event supports the campaign content directly
Time Bound	3-hours event 3 weeks preparations

What is it we are doing?	Campaign stand and posters in the universities
Specific	Introducing the campaign to the university students
Measurable	1 rollup banner Distributing 500 flyers to students and lecturers Asking the youth to support our campaign through following us on social media and attend our event and activities
Actionable	Introducing the campaign, obtaining youth support, and enrolling universities
Relevant	University is one of the campaigns stakeholders, conducting this activity at the universities will maximize the campaign effectiveness
Time Bound	1 day- 6 hours

8. Campaign Brand

Orange: Social, friendly, optimistic, confident, success, bravery, assertive, salvation, admiration.

Indigo- Dark Blue: Power, Authority, Importance, knowledge, integrity, seriousness, wisdom, expertise, stability.

Light blue: Healing, spirituality, protection, relaxation and peace.

Yellow: Bright, energetic, warm, cheerful, positive, Inviting.

Campaign Name: Work for Work, کار بۆ کار

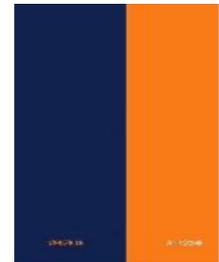
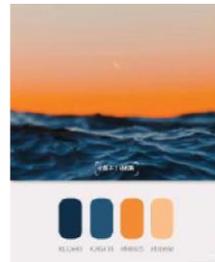
Slogan: Different or like last year, يا جياواز يا وەك پار

Hashtags:

#roll up your sleeves قوئى لى ھەنكە

#Opportunity for youth ھەل بۆ گەنج

#help us ھاوکارمانبە



9. Content Plan

- Youths do not develop their skills because local business owners do not provide internship opportunities with minimum wage to cover their initial costs and they feel ineffective.
- Public universities do not adequately prepare students to be skilled in the world of work because they are not effectively guided by government ministries about the job industry.
- The private sector does not provide paid employment because universities do not have special programs to recruit unexperienced employees, they feel confused.

10. Call to Action

- Reforming university certificates
- Meeting with government and private sector with youth representatives
- Youth development centers
- Government and public sector commitment to provide job opportunities.
- Providing information about the job market to the universities.

11. Risks Mitigation

1- Absence of one of the main related pillars of our campaign.

- We will contact them two days in advance to confirm their attendance.
- Invite more than one person from each party so that if one person does not attend, another person from the same party can participate.

2- Not obtaining the approval of the university and the private sector to assist us.

- Provide complete information about the campaign and its content, and the profits they will make from the campaign.
- 3- The person involved (influencer) does not convey the message clearly.
- Through discussions, we will provide them with full information about the content of the campaign.
4. Technical problems in the event venues such as sound system and lighting.
- Test technical processes the day before the event to ensure they are working properly.
5. Lack of adequate space and refreshments for the number of participants.
- Preparing 1 or two alternative halls and relocating the event to the bigger hall
 - Prepare more refreshments for attendees who exceed the expected number of participants.

12. Measuring Engagement

- Social media platforms followers (facebook, instagram, tiktok)
- People contributed in the campaign activities
- Social media posts engagements (Like,share,reply and hashtag of the campaign posts)
- Number of attendees in the campaign activities and events

13. Increasing engagement and participation

- Increasing Instagram followers from 18k to 22k
- Increasing Tiktok followers from 16k to 20k
- Increasing Facebook followers from 30k to 35k
- Conducting 50 interviews with the media channels
- 700 attendees in the final event of the campaign
- 1000 youths to be trained within NOC2 program
- Participation of 90 young people in the iftar events
- 400 people to participate in internship and job fairs

14. Success

- Raising awareness among students to select colleges with high demand in job market, and collecting data about the number of students per department with analysing the job market.
- Fund raising activities to raise 30 million IQD from private sectors donated to youth development centers and programs.
- Increasing number of followers of our social media platforms.
- Conducting 3 debates in the cities for creating synergy between the three sectors (private, government and university).
- Creating a plan for influencers and persons that we need to include in our campaign activities and to support our campaign.
- Creating podcast series ,one per month and reaching out to 1000 people.
- Meeting with 11 HR of private sectors to lessen requirements for hiring new graduates, which eventually leads to 50 job opportunities.

- Providing internships through universities, 6 internships.
- Organizing Job fair and estimating participation of 400 youths
- Having 6 career development centers in the universities that can provide skill development training for 1000 youths.
- Conducting focus group discussions with long term volunteers to address their challenges and recommendations in form of a project plan to related governmental institutes.
- Attending 700 people in the final event
- Inviting 4 media channels to each campaign event.
- Attracting businesses and companies to small cities and districts by the government to increase job opportunities for youths.