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Communication and Visibility Guidelines



TVET Sector Support Programme



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Islamabad, Pakistan
February 2019

* This version of document is revised in January 2019.

Communication and Visibility Guidelines

TVET Sector Support Programme





List of Acronyms

CBA	Communication Based Analysis
GB	Gilgit Baltistan
KP	Khyber Pakhtunkhwa
NAVTC	National Vocational and Technical Training Commission
NEP	National Education Policy
NVQF	National Vocational Qualifications Framework
NSS	National Skills Strategy
TEVTA	Technical Education and Vocational Training Authority
TVET	Technical and Vocational Education and Training
TVET SSP	TVET Sector Support Programme
TVE	Technical Vocational Education

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TVET Sector Support Programme

Energy, agriculture and human capital are some of Pakistan's potentials, which have not yet been sufficiently used due to lack of required skilled workforce.

Nearly 22 percent of the youth complete secondary education and a very small percentage acquire employable skills. A major portion of the youth drifts off into the informal sector and learns various vocational skills through the traditional Ustad-Shagird system. Annually 3.5 million young people enter the job market, but as of 2015 there are only 476,850 places available in the formal Technical and Vocational Education and Training (TVET) through 3,581 institutes across Pakistan. Apart from this mismatch between demand and supply, even quality and relevance of the training delivered is not according to the demands of the job market.

To improve access, quality, equity and relevance of TVET, the Government of Pakistan has embarked upon a comprehensive reform in 2011 with the support of European Union and the governments of Germany, the Netherlands and Norway. The first phase of the reform, which is based on the National Skills Strategy (NSS), has ended in December 2016. During this period a number of milestones have been achieved such as national TVET Policy, National Vocational Qualifications Framework (NVQF) and the introduction of Competency Based Training & Assessment (CBT&A) etc.

The second phase of the TVET Sector Support Programme has been launched in January 2017 for another five years. The Programme is supported by the European Union, the Federal Republic of Germany and the Royal Norwegian Embassy. The overall objective of the Programme is to improve governance and private sector participation in the TVET sector to increase quality skill development that meets the demand of the labour market. The TVET SSP is being implemented across Pakistan including Azad Jammu & Kashmir, Federally Administered Tribal Areas and Gilgit Baltistan.

Purpose

To assist the implementing partners to enhance visibility of TVET Sector Support Programme in a coherent manner

Objective

Help create awareness about replicable models for skills development in Pakistan

The TVET Sector Support Programme, funded by the European Union, the Federal Republic of Germany and the Royal Norwegian Embassy. The Programme is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in close collaboration with the National Vocational & Technical Training Commission (NAVTTTC) and a number of public and private sector organizations at national and provincial/regional levels.

Communication and Visibility Guidelines

This document is aimed to ensure a cohesive and unified branding approach for staff and implementing partners of TVET SSP as a bilateral effort. This document also outlines the number of activities which may be undertaken as a coordinated effort among the partners to create awareness about the TVET sector in general and its ongoing reform in particular.

General Principles

When, designing communication activities related to the TVET SSP, staff and the implementing partners shall take into account some of the following elements:

- In all communication activities, the local language (s) shall be used as and where possible.
- Factors such as insecurity, or local political sensitivities may curtail information activities in some crisis zones and, in extreme cases, it may be necessary to avoid visibility altogether. Some actions require a high level of political neutrality. In these cases, the target audience and visibility tools shall be selected in relation to what is appropriate, in consultation with the TVET SSP.
- Before initiating any communication activity, implementing partners shall contact the Technical Advisor Communication of the TVET SSP. The TVET SSP can also advise the implementing partners on content, medium and selection of channel for a communication activity in the project (s).
- Implementing partners must secure the written consent of the individuals being filmed, photographed or recorded for their promotional material before its production/dissemination. TVET SSP can reproduce material acquired from the implementing partners at local or international level.
- It is recommended that all the publications, reports, fact sheets or any publishable material shall be shared with Technical Advisor Communication TVET SSP for the clearance of language with respect to editorial aspects before artwork/designing, preferably in MS Word format.

Preparing and Activity

Different activities may be appropriate at different stages of the project cycle. In any event, where external communication is required, activities shall focus on highlighting the achievements and the impact of the action, not on administrative and procedural milestones. In the communication, technical terminologies and jargons shall be avoided as much as possible without compromising facts and figures.

The following elements need to be taken care of before initiating any communication activity.

Objectives

The staff/partner organizations must ensure that communications activity is not an end in itself but serves and hence is aligned with the project objectives, purpose, scope or mission to help propagate core objectives. Objectives of a communication activity shall be cleared from the very outset.

Audiences

The audiences, with whom communication is intended shall be identified on the basis of their access to communication tools. This requires good knowledge of the audiences and their communication requirements.

Messages

Strategic targeting and consistency are important elements of the messages. Focus shall be on different interests of the target groups that are intended to be served. To maximize impact, the messages should be packaged in an interesting narrative, human interest stories and arresting imagery.

Tools and activities

Identify the tools and activities that are most appropriate to communicating the key messages to the audiences. The information intake patterns and nature of messages can suggest the selection of a suitable communication tool, required for a particular activity.

Disclaimer

All the publication (s), report (s) and fact-sheets produced will have under mentioned Disclaimer on the inward of the title page:

This document has been produced with the technical assistance of the TVET Sector Support Programme, which is funded by the European Union, the Federal Republic of Germany and the Royal Norwegian Embassy. The Programme has been commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and is being implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in close collaboration with the National Vocational and Technical Training Commission (NAVTC) as well as provincial Technical Education and Vocational Training Authorities (TEVTAs) and private sector organizations.

Specific Communication & Advocacy Goals: The Target Groups

Target Group	Communication Based Analysis	Communication and Advocacy Goals
Policymakers	<ul style="list-style-type: none"> - Limited understanding of economic & social benefits of investing in human resource development - Limited understanding of TVET sector needs - Limited awareness of the requirements of demographic dividend 	<ul style="list-style-type: none"> - Create awareness about the significance of economic, social and developmental benefits of quality TVET, particularly market based CBT&A - Inform the audience of the capacity constraints and requirements of the TVET sector to achieve its growth objectives, as reflected in the National TVET policy and NSS - Highlight that the demographic dividend requires a TVET reform (more access, better quality) and the potential benefits for young people - Create deeper understanding of the benefits of CBT&A among the audience and support rollout of CBT&A
Private Sector	<ul style="list-style-type: none"> - Without institutionalized ownership role, the private sector is unwilling to participate in government TVET initiatives - Scepticism of public/private partnership in TVET provision - Limited understanding about comparative advantages of investing in skills development of workforce 	<ul style="list-style-type: none"> - Persuade employers that the economic benefits of a skilled workforce are worth the investment - Inform the private sector of the government's genuine efforts to improve quality, relevance and coverage of TVET opportunities within the existing system
Potential beneficiaries	<ul style="list-style-type: none"> - Understands the benefits of formal TVET certification, but lacks the information about requirement of employers for obtaining various qualifications - Information gap about TVET opportunities - Negative perception and low reputation of TVET sector as a whole 	<ul style="list-style-type: none"> - Persuade the audience of the enhanced earning and career advancement opportunities as a result of national level certification (CBT&A, NVQF, RPL) - Create awareness about the benefits of the quality TVET provisions (CBT&A)
Opinion Makers	<ul style="list-style-type: none"> - Limited understanding of TVET sector needs and requirements - Limited understanding of economic & non-economic - benefits of investing in human resource development and TVET Infrastructure 	<ul style="list-style-type: none"> - Engage the opinion makers for highlighting the socio-economic benefits of increased TVET quality and relevance



Colours

Colour Scheme

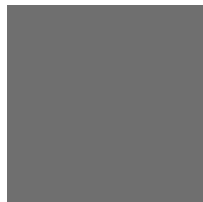
Recommended colours are used for consistency and true representation of funding organizations and implementing partners.

Primary Colour Palette

Used for text (s) in reports, publications, communication and marketing products.



GIZ Red
CMYK: 5, 100, 100, 5
RGB: 200, 15, 15



Grey
CMYK: 0, 0, 0, 70
RGB: 111, 111, 111



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



Deep Blue
CMYK: 100, 90, 30, 30
RGB: 50, 61, 101



Yellow
CMYK: 0, 0, 100, 0
RGB: 255, 242, 18



Green
CMYK: 60, 20, 100, 10
RGB: 115, 152, 71



Sea Green
CMYK: 60, 0, 20, 20
RGB: 81, 168, 177

Secondary Palette

Used for text (s) in reports, publications, communication and marketing products.



50% of the
Primary Palette



25% of the
Primary Palette



Typefaces

Typography is one of the most important reporting, publication and design elements. Gravur Condensed, Arial and Garamond are adopted to create brand consistency across all materials.

One of these three typefaces, or in some cases combinations of them, can be used as appropriate, depending on which medium is used, how important the text is or what impact you intend to achieve.

GravurCondensed
(Regular, Bold, Italic)

Aa

abcdefghijklmnopqrstuvwxy | abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ | ABCDEFGHIJKL 1234567890-
!@#%&*()_{}:"<>?

Arial
(Regular, Bold, Italic)

Aa

abcdefghijklmnopqrstuvwxy | abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:"<>?

Garamond
(Regular, Bold, Italic)

Aa

abcdefghijklmnopqrstuvwxy | abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ | ABCDEFGHIJKL
1234567890-!@#%&*()_{}:"<>?

Under mention style will be followed while writing any report (s), document (s) and/or publication (s):

Heading 1: Font size 16 pt. Bold
Heading 3: Font size 12 pt. Bold
Footnotes: Font size 10 pt. Regular

Heading 2: Font size 14 pt. Bold
Body Text: Font size 12 pt. Regular
Captions: Font size 9 pt. Bold



Logos

The form, colour and typeface of the logo are strictly specified. Following are the logo to be applied on communication material, marketing products and/ or any publication report (s).

The dimensions of each logo should have equal representation with the protection zone of 50% of the original file size as per the dimensions. Any implementing partner (s) cannot publish any material with logos of the donors/NAVTTTC/GIZ without written approval through Technical Advisor Communication TVET SSP. The under mentioned standard logos shall be used in all the communication material, marketing products and/or any publication report (s). The implementing partners can use their logos as well.



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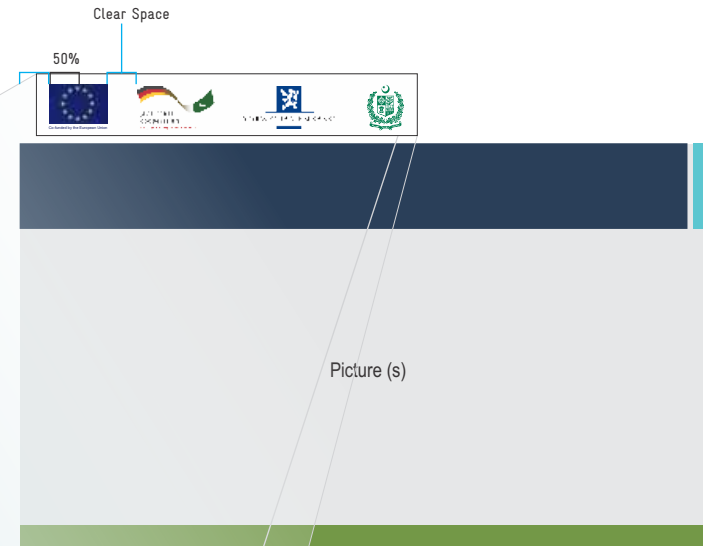


The source files of the logos can be obtained from Technical Advisor Communication TVET SSP. Using incorrect font, colour transpositions, proportion disorientation, addition of shadow, addition and/or deletion of tag line, rearrangement of seals, resizing and reproducing the logos is strictly discouraged.

Standard use of Logo (s) Strip

Logos of EU, Pak German Cooperation, Norway and Government of Pakistan will be used at top left in the header while logos of NAVTTC and GIZ will be used at bottom right in the footer preferably on white background in both cases.

50% of the horizontal space will be used as standard to be applied between logos placed adjacent to each other.
 Example: EU logo is placed on left, the clear space on the left of the logo is equal to 50% of the size of EU logo. The space between EU logo and logo of Pak German Cooperation is also equal to 50% of the size of EU logo. Similar protection zone and space will apply on the logos used in the footer strip.



Headline of the document
 Tag line



Videos

Development of video products are always useful for appropriate dissemination of message in an effective manner. As a part of a Project or Programme activity, development of videos can be used for the effective messaging. In this case, please observe the relevant guidelines and/or consult with TVET SSP Communication Team. For the video and film productions, we recommend you take the following approach:

- Use of titles and inserts
- Use advised typeface such as Arial, Gravur and Garamond
- Position text inserts inside the title safe area
- Do not display logos during the film
- Include end credits with the Programme title, disclaimer and logo (s).



Standard Messages

The TVET SSP messaging should be catered to country-specific audiences. The selected methods of communication and messages given shall be compatible with prevailing social, cultural or religious norms in the place where the communication activity is carried out. The Technical Advisor Communication TVET SSP can be consulted for the clearance of language of any material. The communication, marketing, and event messaging can be based on the following in addition to any additional message proposed.

- The workshop/event/activity/forum/meeting was organized by the TVET Sector Support Programme, which is funded by the European Union, the Federal Republic of Germany and the Royal Norwegian Embassy
- The Technical and Vocational Education and Training (TVET) is crucial for the socio-economic development of Pakistan
- The Technical and Vocational Education and Training (TVET) Sector Support Programme is designed to implement the National Skills Strategy (NSS) developed by the Government of Pakistan
- The Technical and Vocational Education and Training (TVET) Sector Support Programme promotes the collaboration between public and private sector for developing qualified and skilled workforce in Pakistan
- The objective of Technical and Vocational Education and Training (TVET) Sector Support Programme (SSP) is to improve governance and private sector participation in the TVET sector to enhance access to quality skills development that meets the demands of the labour market in Pakistan
- The Technical and Vocational Education and Training (TVET) Sector Support Programme (SSP) is assisting the Government of Pakistan to increase the provision of employable skills to men and women for active participation in the economy

Communication Tools

Following are some of the communication tools through which wider audiences can be reached effectively.

Press Releases

Press releases are very useful tool of communication activities around an action. As a general rule, a press release can be issued at the start of all actions. Where the implementing partner launches the press release in the context of the action, it shall liaise with the TVET SSP before its dissemination. Where the TVET SSP launches the press release, the implementing partner must provide all necessary technical information.

Press Visits

Visits by journalists to project sites offer additional visibility opportunities. Such visits shall be well- timed and focus on tangible achievements. Groups of visiting journalists need to be organized in consultation with the TVET SSP Technical Advisor Communication.

Website and Social Media

Website is increasingly a basic requirement for communication. For all actions information could be made available via the website of the project implementing partners and TVET SSP's website. In case information is uploaded on implementing partner's website, the links should be shared for the TVET Sector website (www.tvetreform.org.pk). Other forms of social media such as facebook and twitter will also be utilized for attracting the potential beneficiaries.

Audiovisual Productions

Audio-visual material shall only be prepared when there is a realistic chance of it being distributed by the media. However, small video clips can be produced for displaying on website and social media. As with all material the productions shall acknowledge the TVET SSP and its donors' support, by featuring their logos and copyright watermark at the beginning and/or end. Copies and editable versions of all the audio-visual material shall be sent to the TVET SSP, which reserves the right of its re-distribution whenever and wherever applies.

Public Events and Visits

Organizing a public event may offer excellent opportunities for generating interest in an action's particular achievements. Such events can include conferences, workshops, seminars, fairs, and exhibitions and inviting public to the project sites.

Leaflets, Brochures, Posters and Learning Material

Publications such as leaflets, brochures, posters and sometime the learning material can be useful in communicating the results of an action to specific audiences. Publications shall always be tailored to the audience in question, and focus on the intended results of the action, not the financial and administrative details. Texts shall be short and simple, and photographs used where possible to illustrate the action and its context. If possible, photographs should be of the people involved in the action, rather than the officials responsible for its management.

Electronic copy of all the material produced should be made available, so that the same can be used via e-mail and posted on a website. All printed material shall incorporate the basic elements of the donors' identity of the TVET SSP and project details, contact name, address, telephone, fax and e-mail. Copies, including electronic versions of the publications should be made available to the TVET SSP.



TVET Technical and Vocational Education and Training Sector Support Programme

Energy, agriculture and human capital are some of Pakistan's potentials, which have not yet been sufficiently used due to lack of required skilled workforce.

Nearly 22 percent of the youth complete secondary education and a very small percentage acquire employable skills. A major portion of the youth drifts off into the informal sector and learns various vocational skills through the traditional Ustad-Shagird system. Annually 3.5 million young people enter the job market, but as of 2015 there are only 476,850 places available in the formal Technical and Vocational Education and Training (TVET) through 3,581 institutes across Pakistan. Apart from this mismatch between demand and supply, even quality and relevance of the training delivered is not according to the demands of the job market.



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To improve access, quality, equity and relevance of TVET, the Government of Pakistan has embarked upon a comprehensive reform in 2011 with the support of European Union and the governments of Germany, the Netherlands and Norway. The first phase of the reform, which is based on the National Skills Strategy (NSS), has ended in December 2016. During this period a number of reforms have been achieved such as national TVET Policy, National Vocational Qualifications Framework (NVQF) and the introduction of Competency Based Training & Assessment (CBT&A) etc.



The second phase of the TVET Sector Support Programme has been launched in January 2017 for an five years. The Programme is supported by the European Union, the Federal Republic of Germany and Royal Norwegian Embassy. The overall objective of the Programme is to improve governance and private sector participation in the TVET sector to increase quality skill development that meets the demand of labour market.

The TVET Sector Support Programme is being implemented across Pakistan including Azad Jammu & Kashmir, Federally Administered Tribal Areas and Gilgit Baltistan through following 04 intervention area:

Private Sector Engagement

- Establishment of Sector Skills Councils
- Strengthening of employer-led Institute Management Committees
- Providing systematic dialogue between the public and private sector
- Increasing the private sector's participation in TVET related decision-making bodies at federal and provincial/regional levels

Policy & Governance

- Implementation of the National TVET Policy at federal and provincial/regional level
- Quality assurance & recognition
- Accreditation of TVET institutes

Human Resource Development/Teacher Training

- Implementation of NQCF
- Development and incorporation of new demand driven national qualifications through CBTA
- Setting up Centers of Excellence
- Training of the teachers, assessors and principals of public and private TVET institutes

Implementation of Reformed TVET

- Provision of demand-oriented vocational training to youth in Skills and Business through a special training fund
- Provision of on-the-job or work based vocational training to youth
- Facilitation of agreements between training providers and enterprises for training delivery
- Issuance of national certificates to select persons from the informal sector through SST

Facts and Figures



Results Achieved (2011-2016)

- 126,800 candidates for NQCF occupational training projects
- 60 trade orders on 142 TVET institutes
- 143 national level occupational competence registers
- 20,000 CBTA graduates
- 885 national level 10 CBTA centers
- 10 CBTA Institutes opened
- 31 NQCF Offices issued national occupational certificates
- 102 NQCF centers established
- 70,000 skills programs opened
- 700,000 skilled workers opened
- 247 NQCF centers opened
- 18 CBTA centers established
- 1,127 TVET institutes accredited
- 334 national level TVET centers
- 186 national level TVET centers
- 6,375 TVET lecturers opened
- 2,128 TVET lecturers opened
- 888 TVET lecturers opened

TVET SECTOR SUPPORT PROGRAMME
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Communication Tools

Banners, Standees and Signboards

Banners & signboards shall be produced only on need basis. Visibility of the TVET SSP and its donors shall be respected in the banners and signboards as well. Application of the standard text and colour scheme shall be ensured while producing any such products for any activity. The artwork of such products may be shared with Technical Advisor Communication TVET SSP for clearance at least 4-6 days prior to the activity. It is recommended to visit the venue to keep the colour scheme and measurements in consideration before designing and publication of any product.



Logo of additional implementing partner appears here



Photographs

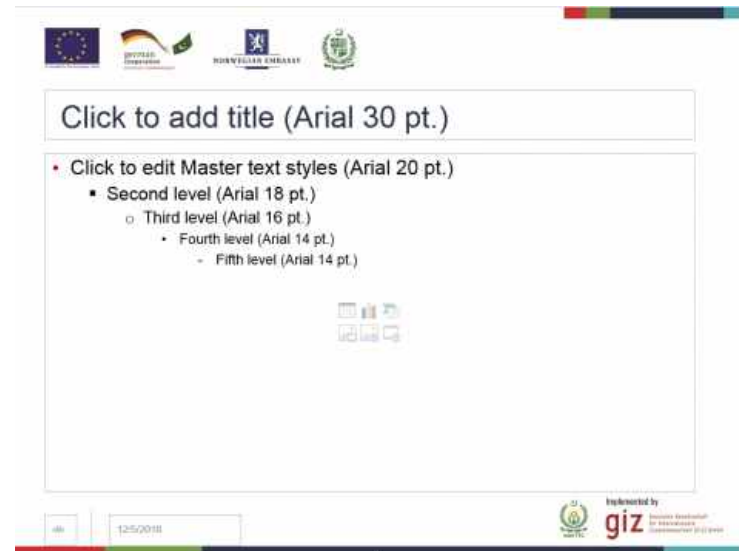
As a general rule, digital photography shall be used in order to facilitate reproduction on web sites and other information material (for producing printed materials, 300 dpi is the minimum quality standard). Watermark of copyrights for TVET SSP shall be placed on all the photographs. Duplicates of the photos shall be sent to the TVET SSP along with the written consent of the individuals, reflected in the photograph. The duplicate photos shall carry a caption. The caption must include date, place of activity as well as the name and contact details of the person and organization sending the pictures. TVET SSP will be entitled to use or reproduce photos submitted to the above archives without payment of royalties.



Communication Tools

Presentations

A PowerPoint® presentation can be used for multiple purposes, from training programs to headlining conferences. A PowerPoint® template can be obtained from Technical Advisor Communication TVET SSP for multiple purposes.



THANK YOU.

TOGETHER WE CAN ENSURE THAT
COMMUNICATION REMAINS A POWERFUL TOOL
FOR COHERENT MESSAGE AND IDENTITY

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