



Jordan Workforce Development Project

Youth Film Competition Outlines

Overview

The goal of the Jordan Workforce Development Project (WFD) is to create a competitive, demand-driven workforce development system that leads to increased private sector employment, especially for women, youth and those living at or below the poverty line. The project is looking to increase awareness of and interest in vocational occupations across Jordan to attract more Jordanian women and youth to vocational education and training and subsequent employment. One of the barriers to entry in the labor market in vocational occupations is widely believed to be a “culture of shame” associated with those occupations or lack of knowledge of the benefits those occupations.

WFD is therefore looking to improve the quality and image of the sector through a variety of direct and indirect project activities. Since the project is looking to reach youth WFD is looking to engage youth through activities that will allow them to view occupations in a different light which may, over time, contribute to them viewing it as a viable career option. WFD has therefore designed a mobile phone video competition for Jordanian youth to share their views of targeted vocational occupations. It provides an alternative channel and message to youth about vocational occupations, reaches the community as a whole therefore can raise awareness and interest with a wide range of audiences. The youth generated content can also later be used in project communication as messages from peers are widely perceived to be more effective. WFD’s partnership with the Royal Film Commission (RFC) will enhance the visibility of the competition and allow the project to tap into best practices. WFD and the RFC have a shared goal of attracting youth to vocational occupations as many are needed for the burgeoning film industry in the country.

Summary of the Activity

WFD will invite youth aged 18-29 to submit short videos (2-4 minutes) shot on a mobile phone showcasing certain vocational occupations. 3 winners will be selected from a group of shortlisted videos: one award reserved for a group-submission (up to 5 youth) selected by a jury; one reserved for individual submission selected by a jury; and one overall award chosen by an audience of on-line voters. The winners will be invited to an award ceremony at RFC headquarters in Amman.

In parallel to the video competition WFD, in collaboration with RFC, will offer a “crash course” on creating video on mobile phones to a select group of youth from the North, middle and South of Jordan. The training course will help participants learn about vocational education and training and some technical skills to produce the videos to submit to the competition therefore guaranteeing a certain number of submissions to the contest.

Details

- Video content: Video should showcase a WFD vocational priority occupation (e.g. Occupational Safety & Health Supervisor; Hybrid Car Mechanic, , Baker, Carpenter, Solar Thermal Installer etc)
- Maximum video length: 4 minutes; Minimum Video length: 2 minutes
- Eligible participants: Amateur female and male Jordanians aged 18-29 living in Jordan
- All videos must be original work. They must be created, directed, filmed and edited by youth between the ages of 18-19
- Technical specifications of video: shot in its entirety on a mobile phone in a standard video format (.avi, .mov, .mp4, .wmv)
- Video submissions will be accepted via: :
 - What's App
 - Email
 - YouTube personal channel
- Number of submissions: One per individual submitted as an “individual submission” or “group submission” as part of a group of up to 5 youth
- Announcement of competition: Through social media channels, WFD, RFC and other partner web sites and e-mail blasts to WFD partners working with the target audience
- Prize:
 - The 3 winning videos will be posted on the WFD and RFC website and shared via social media
 - The winners and “runners up” will be invited to the award ceremony at RFC HQ in Amman, expenses covered
 - The 3 winners will receive TBD prizes
- Use of videos post competition:
 - WFD, RFC and other partner (JEI etc.) website & social media
 - Possible screening on Roya TV “Caravan”
 - Use as alternative job exploration tools

Timeline

May2016-Sepetmber 2016

