



Media Sensitization Report

01_ Introduction

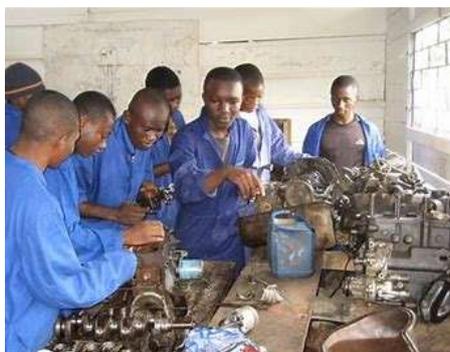
Skills and jobs for youth feature prominently in the 2030 Agenda for Sustainable Development, and SDG target 4.4 calls for a substantial increase in the number of young people and adults with relevant skills. This was also inserted in the PND 2018 - 2027 (Burundi National Development Plan) where the government prioritized investment in “future skills”, including science education, technology, engineering and mathematics (STEM). Unfortunately, technical and financial support remains a crucial challenge in Burundi.



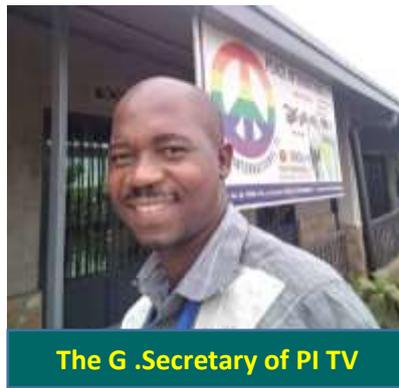
Training Girls in ICT

In Burundi, young people (60% of the population) are almost three times more likely to be unemployed than adults and are continually exposed to lower quality jobs, greater inequalities in the labor market and longer and more precarious school-to-work transitions. All because the Burundian education system fails to meet the learning needs of many young people. However, if they were professionally and technically trained, these young people would play an essential role in bringing Burundi out of challenges such as poverty and underdevelopment. Burundian girls are more likely to be underemployed and underpaid, and to hold part-time jobs or work under temporary contracts. They are less present in technical professions and ICT carriers, this undermines their careers even for those who finished universities and block them on the job market(s).

Youth unemployment is also another big challenge in Burundi. Example: Rural areas recorded 44.6% of young people in employment against 55.4% of unemployed. Using the national gender average, 66.4% of young men are employed compared to only 33.6% of young women in employment.



02_Media Sensitization Campaign, 20th to 29th July 2022



The G .Secretary of PI TV

Together with National TV (RTNB) Team

This campaign aimed to “encourage Burundian youth to acquire essential skills for employment, work and entrepreneurship through Technical and Vocational Education Training (TVET)”. This campaign was able to awaken the young people conscience to innovation and creativity in TVET activities. An absolute influence to invest body and soul in professional, entrepreneurial and income-generating activities in order to prevent them from drug abuse and other disorders that can negatively affect their complete well-being and future development. To do this well, COB shared the sensitization sessions with other young people who had already had this revelation and changed their mentality towards the creation of decent jobs for other young people.



In the Studio of Radio Maria Burundi

Miss Delicia IZERE, CEO of Dilizer Company, an audiovisual company, which she herself created after her trophy in the Miss STEM (Science, Technology, Engineering and Mathematics) _ East Africa Community (EASU) competition.

Prosper HAVYARIMANA, young entrepreneur and Director of production within the company "LE SAVIEZ-VOUS ?" (Wari Ubizi?), who also, having done the economy, later decided to embark on ICT and now, he is the programmer, designer of websites and Android applications;



In the Studio of JAYC TV

The other guest was **Cirius BARANGEZA**, the Burundian diaspora living in Belgium. This young innovator has implemented his own campaign of Welding. He has decided to leave his job for his campaign but now he rejoices because his moving forward even in other country on another continent.

Our Main topics were:

- (i) How do Technical and Vocational Education Training (TVET) contribute in the implementation of UN agenda 2023;
- (ii) What is the role of TVET in reducing crime and drug abuse among youth in Burundi?

These last subjects had allowed us to go through challenges that young people sometimes encounter and that handicap their emancipation. It has been noticed that more than 50% of young people live without hope and are plagued by the fear of entrepreneurship. Young urban Burundians are often ashamed to embark on small trades and income-generating activities. With the arguments and suggestions of the panelists, we remain aware that our awareness will affect a larger number of young graduates or not. There is a great need of TVET; after all, a support for youth mentorship and entrepreneurship to encourage youth to initiate income-generating activities.