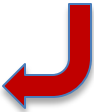




The bricklayer - O Pedreiro: know it - to value it

Kuduro as a means to improve the image of work
and vocational training

FormPRO – what is it?

- **Bilateral project between Angola and Germany**
 - MAPESS through INEFOP*
 - BMZ through GIZ**
- **Technical cooperation**
- **Capacity Development**
 - Individuals
 - Organizations 
 - Policy level
- **Vocational training in the construction sector**

* Ministry of Public Administration, Employment and Social Security
National Institute for Employment and Vocational training

** Federal Ministry for Economic Cooperation and Development
German Agency for International Cooperation


FormPRO: Objective – Impact (expected)

Objective:

Increase the **quality** and **relevance** of Vocational Training (VT)

Impact:

Increase

- The readiness to participate in VT 
- The employability
- The transition of VT into the labour market

How to achieve it?:

i.e. we need an instrument which is...

- Powerful
- Innovative
- Fun
- Angolan

Why Kuduro?

- It is a type of music played by young people for young people
- Currently, it is the most popular music style amongst the youth
- It uses the common language of youngsters
- Kuduro was first played in peripheric suburbs and has now developed into a popular and widely appreciated type of music



The idea:

To join the useful and the nice;
use Kuduro to increase
the value of professional workers and participants
of vocational training

The video clip *O Pedreiro*

Lyrics of the music:

Strong working man, rise early
Face the day without fear
Bricklayer – put your hands to work
With your callus and your sweat you build infra-structures.
Bricklayer, don't put yourself down – show everyone that you're
up to scratch.

Doctor or welder, carpenter or bricklayer –
Push aside the hierarchy; we are all human beings and fighters!
At dawn I see a light, the bricklayer follows his path.
Every single day giving it all to feed his children.

You rise at the crack of dawn and work until sunset.
A helmet on your head, gloves and hammer in your hand – such
are the builder's tools to get it done, dear brother, listen to this:

Value this work, honour this occupation.

Refrain:

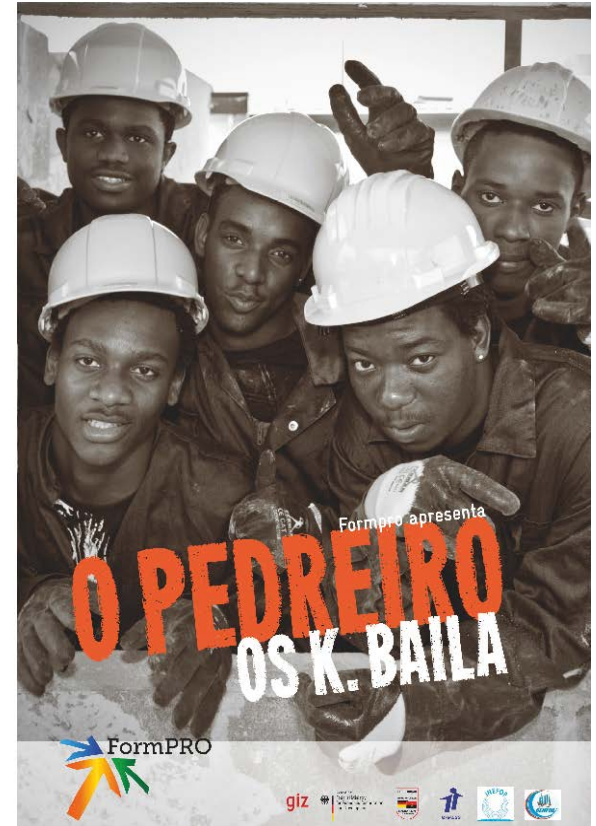
I, you, he, we, you all –
are **equal** to you, bricklayer!
He, she and we all –
are equal to you, bricklayer!

The group "Os K. Baila" consists of:

1. PAI SHOW (Rafael Dionisio Manuel Neto): Singer and writer
2. DENYFOX (Jaime Daniel Mateus)
3. PAULO BONG (Paulo Feliciano Filémon)
4. MORENO (Jefterson Lukeny)
5. EIDJY (Edimilson Dionisio)

DJ responsible for the music: DJ SKILL.

Recorded at "Fofo Cho Produções" studios in September 2011



The messages of *O Pedreiro*

Os K. Baila: *o pedreiro*

- Aims at social **equality**
- Aims at **increased appreciation** of bricklayers
- Aims at **professionalism** in:
 - Equipment
 - Safety at the workplace
 - Every day's work

O Pedreiro – the expected impact

- Increase the society's recognition of bricklayers as professionals
 - focus on young people (all social groups)
- Increase the interest of the target group to:
 - become working men (ex. bricklayer; selected social groups)
 - attract more young people to participate in vocational training (selected social groups)
- Increase the self-esteem
 - of bricklayers
 - of those workers who earn their living from this profession
 - of those who daily sacrifice themselves as builders

O Pedreiro – Impact already achieved (I)

Evaluation of the impact:

Target group:

- 2 groups of young people
 - Students of grade 9 (16 – 19 years old)
 - Students of grade 7 (12 – 17 years old)
- 1 group of “professional bricklayers”

Method:

- 3 discussions with focus groups
- based on structured interview guidelines

O Pedreiro – Impact already achieved (II)

Observations and conclusions (target group: students)

- Respect for bricklayers achieved
- Participants with prejudices against non-professional bricklayers changed these
- Only one participant showed interest in becoming a bricklayer despite all participants showing increased appreciation
- Participants do not opt for vocational training as they prefer higher education / more prestigious employment (for themselves)
- Participants do not opt for vocational training due to a lack of social appreciation (of the professions)
- They associate the profession with low prestige instead of low social appreciation
- The method worked well to address young people (to start a discussion about the topic)
- High satisfaction about Kuduro as a means to transmit the messages
 - Perceived as an authentic contribution
 - Contributes to a generally higher appreciation of Kuduro

O Pedreiro – Impact already achieved (III)

Observations and conclusions

(target group: professional bricklayers)

- They showed pride
- Higher self-esteem
- Recommendations to extend the content of messages

O Pedreiro – Recommendations

Wider distribution

- National TV
- Internet
- Radio

Wider evaluation

- Discussions with teachers and trainers
- Public schools

Musical production

- New recording of the music

Thank you!

For more information:

GIZ-FormPRO
Project Training for the
Labour Market in Angola

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH
Rua Martin Luther King 143/145
Luanda; ANGOLA

T ++244 222 391 707

F ++244 222 338 453

M ++244 939 393 659

edda.grunwald@giz.de

www.FormPRO-Angola.org