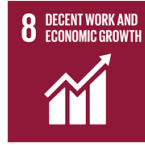




International  
Labour  
Organization



Zimbabwe  
Working



**Smart. Adaptive. Green. Fair. Resilient. Together**

## Zimbabwe Working Media Workshop

Tuesday 5<sup>th</sup>, Wednesday 6<sup>th</sup>, Thursday 7<sup>th</sup> October 2021

Online | 09:00 - 12:30

### Background

The Zimbabwe UN Sustainable Development Cooperation Framework (UNSDCF or just CF) -2021-2026 is the UN's important instrument for planning and implementation of its development activities at country level, in support of the implementation of the 2030 Agenda for Sustainable Development. In Zimbabwe, the framework is supporting the national development priorities articulated under the 2021 National Development Strategy (NDS) I and efforts to achieve the 2030 Agenda for Sustainable Development Goals (SDGs).

The UNSDCF is designed at a strategic level to provide the United Nations, the Government of Zimbabwe, and Development Partners with the flexibility to adjust to a dynamic national context. The UNSDCF offers opportunities to establish effective partnerships and to reinforce collaboration and joint programming through its four strategic priority areas and corresponding outcomes. As such, the UNSDCF is the United Nations Agencies strategic tool for coordination, resource mobilization and planning joint support to national development priorities and promote international norms and standards. It has four strategic pillars centered on People, Planet, Prosperity and Peace, with the Partnership pillar mainstreamed in all.

The ILO co-leads the Prosperity Pillar with UNESCO on the UN side and with the Ministry of Finance/Ministry of Industry and Commerce on the Government of Zimbabwe side. The CF informs the ILO framework of support to the country – the Decent Work Country Programme (DWCP) for Zimbabwe. The DWCP is a vehicle of delivering ILO support to its constituents – Government, through the Ministry of Public Service, Labour and Social Welfare; Employers' and Workers' organizations, in line with the priorities in the NDS1. The priority areas of action

for the DWCP include employment promotions, strengthening social dialogue and application of international labour standards; and strengthening social protection.

Ratification and implementation of the Convention on the Elimination of Violence and Harassment in the world of work, Convention No.190 (C190) and Recommendation No.206, is one of the interventions under focus in the DWCP. The Convention was adopted on June 21, 2019, at the International Labour Conference (ILC), and it defines violence and harassment as a range of unacceptable behaviours and practices, or threats. These could be a single occurrence or repeated, that aim at or may result in physical, psychological, sexual or economic harm.

It notes that violence and harassment can occur in any workplace, including public and private spaces; in places where the worker is paid, takes a rest break or a meal, or uses sanitary, washing and changing facilities; during work-related trips, travel, training, events or social activities; through work-related communications, including those enabled by information and communication technologies; in employer-provided accommodation; and also when commuting to and from work.

Convention No. 190 has therefore become the common framework to prevent and address violence and harassment based on an inclusive, integrated and gender responsive approach. The core principle is that violence and harassment in the world of work is to be addressed in labour and employment, occupational safety and health, equality and non-discrimination and in criminal law where appropriate. The Convention also guides and makes provision for robust complaints and investigative procedures and extends to appropriate compensation for damages.

In the context of the above, the ILO Country Office for Zimbabwe and Namibia (CO-Harare) intends to conduct a media training on C190 for media representing various platform.

In addition to the knowledge and information sharing sessions above, these will be followed by phased tours to some of the projects that reflect the UN and ILO support to the country.

## Objectives

A well-informed media can positively influence policymaking to improve decent work and social justice, as well as influence socio-economic prosperity for the country at large. The media as a stakeholder, partner, critic and conscience, is critical in informing the public about the components of decent work and social justice. In addition, media can also play a positive role in informing potential business, government and workers including youth about challenges and opportunities in the world of work the future of work.

1. Given the involved yet related nature of the UN Agency structure, and the interconnectedness of the ILO's own work, the practical training activity is intended to demystify and build the media's understanding of the role of ILO DWCP (as part of UN structure and initiatives in Zimbabwe, under the UNSDCF). It will also work to make clear how the collective effort supports the implementation of the NDS1 and the SDGs in general.
2. To raise awareness on C190, develop and strengthen the agency of media houses in advocating for its ratification and application in law and practice.
3. To establish a framework and process for a mutually sustainable relationship between the media and the UNs ILO.

## Expected Outcomes

- Increased and ongoing informed media coverage of the integrated ILO DWCP activities (within the context of the UN). C190 and raise prospects of its ratification
- Proactive and effective use of ILO's '**Zimbabwe Working**' as an overarching concept that represents Decent Work and The Future of Work by the media
- Consistent and improved collaboration with the media

## Course Content

The online course consists of eight (8) modules to be completed over 3 days **from 5th to 7th October 2021**, for an estimated 10hrs 30 mins of learning hours broken down into **three Phases**:

### Phase 1: Virtual

The virtual training will include a contextual overview from the UN followed by in-depth and interactive focus on each of the six areas of ILOs work that constitute 'Zimbabwe Working' through:

- **“Real time” learning:** Participants will take part in live interactive sessions and engaging presentations by highly experienced ILO experts, blended with collaborative group and individual exercises.
- **Practical guidance:** Besides offering practical guidance on reporting, the training will assist participants to sharpen the focus of their future stories and enhance the overall quality of their reports.
- **Content generation:** Participants will be requested to produce story ideas/news pieces based on their ideas for the Zimbabwe Working Campaign.

## Phase 2: Experiential

From the journalists trained, 3-5 will be selected to participate in visits to selected project sites to provide experiential grounding and demonstrate the interconnected nature of ILOs work in progress at:

- **Hopley & Epworth** – where the UN is jointly implementing economic empowerment programmes, SRH and GBV responses.
- **Bulawayo Informal Economy shelter.**

## Phase 3: Follow-up

- Participants who successfully complete all assessments and the final assignment will receive an **ILO Zimbabwe Working Certificate of participation** and an ILO Badge
- Explore **longer-term collaboration**, for example through participation in Zimbabwe Working media event, project event activity etc.
- We will maintain **active relationships** with journalists covering Zimbabwe Working as per the training

# Programme Outline

Day 1 Tuesday 5<sup>th</sup> OCT | 09:00 - 12:30

9:00 - 9:20 <b>Introduction</b>	<p><b>Welcome</b> <b>Hopolang Phororo</b> ILO Country Director</p>	<b>Moderator</b> Maria Mutandwa
	<p><b>Introduction</b> About the Workshop <b>Maria Mutandwa</b> Communications &amp; Information Management Officer</p>	
9:20 – 10:15 <b>The UN &amp; ILO</b>	<p><b>The UN in Zimbabwe</b> Sustainable Development Goals (SDGs), UN Sustainable Development Corporation Framework (CF) &amp; National Development Strategy (NDS1): How they interact <b>Mickelle Hughes</b> Partnerships and Development Finance Specialist, UN RCO</p>	
	<p><b>The ILO</b> <b>Maria Mutandwa</b> Communications and Information Management Officer</p> <p><b>ILO in Zimbabwe</b> Decent Work Country Programme (DWCP) &amp; the Global Frameworks <b>Adolphus Chinomwe</b> Senior Programme Officer</p>	
<b>Zimbabwe Working</b>	<p><b>The Zimbabwe Working Campaign pt. 1</b></p> <ul style="list-style-type: none"> <li>• What is Zimbabwe Working</li> <li>• The media as a stakeholder, partner, critic, and conscience</li> </ul>	<b>Facilitator</b> Brand Africa
10:15 – 12:30 <b>Fair</b>	<p><b>Gender Equality</b> <b>Mwila Chigaga</b> Gender Equality Specialist,</p> <p><b>Spotlight Initiative</b> <b>Ida Chimedza</b> National Programmes Coordinator Gender &amp; HIV,</p> <p><b>#RatifyC190 Campaign</b> <b>Maria Mutandwa</b></p>	<b>Moderator</b> Maria Mutandwa
	<p><b>Stories &amp; Story Framing</b></p> <ul style="list-style-type: none"> <li>• What the media needs to be aware of</li> <li>• Connection and contribution to Zimbabwe Working</li> </ul>	

	<ul style="list-style-type: none"> <li>Content generation: participants will be requested to produce stories/news pieces/exposés, etc., based on their ideas.</li> </ul>	
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## Day 2 | Wednesday 6<sup>th</sup> OCT 09:00 - 12:30

9:00 – 11:00 <b>Together</b>	<p>Introduction</p> <p><b>Social Dialogue</b> <b>Limpo Mandoro</b> Social Dialogue and Labour Administration Specialist</p> <p><b>Employers</b> <b>Maria Machailo-Ellis</b> Senior Specialist, Employers Activities</p> <p><b>Workers</b> <b>David Dorkenoo</b> Senior Specialist, Workers Activities</p>	<b>Moderator</b> Maria Mutandwa
	<p>Stories &amp; Story Framing</p> <ul style="list-style-type: none"> <li>What the media needs to be aware of</li> <li>Connection and contribution to Zimbabwe Working</li> <li>Finding a story Identify a journalistic topic</li> <li>Content generation: participants will be requested to produce stories/news pieces/exposés, etc., based on their ideas.</li> </ul>	<b>Facilitator</b> Brand Africa
11.00 – 12.30 <b>Resilient</b>	<p>Introduction</p> <p><b>Informal Economy</b> <b>Anna Marie Kiaga</b> Senior Informal Economy Specialist <b>Fortune Sithole</b>, National Programme coordinator</p>	<b>Moderator</b> Maria Mutandwa
	<p>Stories &amp; Story Framing</p> <ul style="list-style-type: none"> <li>What the media needs to be aware of</li> <li>Connection and contribution to Zimbabwe Working</li> <li>Finding a story Identify a journalistic topic</li> <li>Content generation: participants will be requested to produce stories/news pieces/exposés, etc., based on their ideas.</li> </ul>	<b>Facilitator</b> Brand Africa

## Day 3 | Thursday 7<sup>th</sup> OCT 09:00 - 12:30

9:00 – 10:45 <b>Green &amp; Adaptive</b>	Introduction	<b>Moderator</b> Maria Mutandwa
	<b>Enterprise Development &amp; Green Economy</b> <b>Jens Dyring Christensen</b> Senior Specialist, Enterprise Development & Job Creation <b>Jairos Chanetsa</b> , National Programme Coordinator	
	<b>Skills</b> <b>Alice Vozza</b> Specialist, Skills and Employment & Lifelong Learning <b>Tafadzwa Chirinda</b> , National Programme Coordinator	
	<b>Stories &amp; Story Framing</b> <ul style="list-style-type: none"> <li>• What the media needs to be aware of.</li> <li>• Connection and contribution to Zimbabwe Working</li> <li>• Finding a story: Identify a journalistic topic</li> <li>• Content generation: participants will be requested to produce stories/news pieces/exposés, etc., based on their ideas.</li> </ul>	<b>Facilitator</b> Brand Africa
11.45 – 12.15 <b>Zimbabwe Working</b>	Introduction	<b>Facilitator</b> Brand Africa
	<b>The Zimbabwe Working Campaign pt. 2</b>	
	<b>Stories &amp; Story Framing</b> <ul style="list-style-type: none"> <li>• What the media needs to be aware of.</li> <li>• Telling the Zimbabwe Working story (different formats, making a series, creating a campaign, the editorial process)</li> <li>• Content generation: participants will be requested to produce stories/news pieces/exposés, etc., based on their ideas.</li> </ul>	
12.30 – 12.30	<b>Conclusions &amp; Closing</b> Presentation of select news pieces and exploring the way forward in terms of networking and support.	<b>Moderator</b> Maria Mutandwa

## Participants

Given the challenges of the COVID-19 pandemic, the training course will be held virtually. It will be facilitated by the UN, ILO and Brand Africa.

Invited participants will be media personnel and communication professionals working in broadcast, print, electronic, digital, and social media. Other stakeholders include communications experts and representatives of the UN Resident Coordinators Office (UNRCO) and the ILO Decent Work Country Team based in Pretoria.

The following requirements are essential to participate in this course:

- The availability to dedicate to the course a total of approximately 17 hours divided as follows:

- 10-12 hours during the course itself
- 3-5 hours during the follow-up phase

## Resource Persons

### UN Zimbabwe

**Mickelle Hughes** Partnerships and Development Finance Specialist UN Resident Coordinators Office (UNRCO)

### ILO Specialists (Decent Work Team in Pretoria)

- **Mwila Chigaga** - Gender Equality Specialist
- **Limpo Mandoro** - Social Dialogue and Labour Administration Specialist
- **Maria Machailo-Ellis** - Senior Specialist, Employers
- **David Dorkenoo** - Senior Specialist, Workers
- **Anna Marie Kiaga** - Senior Informal Economy Specialist
- **Jens Dyring Christensen** - Senior Specialist, Enterprise Development & Job Creation
- **Alice Vozza** - Specialist, Skills and Employment & Lifelong Learning

### ILO Harare (Country Office Zimbabwe & Namibia)

- **Hopolang Phororo** - Country Director, ILO Harare & Namibia
- **Anna Marie Kiaga** - Senior Informal Economy Specialist
- **Adolphus Chinomwe** - Senior Programme Officer
- **Maria Mutandwa** - Communications & Information Management Officer
- **Ida Chimedza** - National Programmes Coordinator Gender & HIV
- **Tafadzwa Chirinda** - National Programme Coordinator
- **Jairos Chanetsa** - National Programme Coordinator
- **Fortune Sithole** - National Programme Coordinator
  
- **Brand Africa – supporting Communications and Media Consultants**