

Pilot project in Valle Del Cauca to promote employment opportunities for women and young people in the construction sector



Background

Due to the detrimental effects of the Covid-19 crisis which deepened inequalities and disproportionately affected young people and women in Colombia, a national strategy for economic recovery was implemented by the Colombian government, which prioritised the infrastructure and construction sectors.

Against that backdrop, People 1st International was commissioned by the Foreign and Commonwealth Development Office (FCDO), through the British Embassy In Colombia, to develop a training and labour inclusion model for the construction sector in the country, to be piloted in the Valle del Cauca region. The process was documented and standardised, and the necessary structure and tools were designed in order to be able to replicate the model elsewhere in Colombia and with other stakeholders in the construction value chain.

Solutions

To develop a training and labour inclusion model for women and young people in the construction sector, through a pilot project in Valle del Cauca, with a focus on four key dimensions:

- i) engagement with the private sector and other key stakeholders;
- ii) promoting a more inclusive organisational culture;
- iii) training final beneficiaries; and
- iv) documenting the experience.

Work on the project began in December 2021 and continued over a period of four months. During this time, an action plan was designed and led by People 1st International as the lead consultant, in partnership with FCDO and the Colombian Construction Chamber (Camacol), with the support of the National Training Service (SENA) and the Office of the Presidential Adviser on Equality for Women, to develop and deliver against the project outputs and outcomes.

Testimonials

“The truth is that the course seemed very well structured from the pedagogical and from the technical. I appreciate the trust provided and I know that it will be very useful in other regions of Colombia.”

Miguel Orejuela,
Environmental Sustainability
Instructor

“I must confess that at first, I found it very theoretical, however due to the great variety of topics and cases it was achieved that it was enjoyable, dynamic and pleasant. So I only have words of thanks: I loved the program in ALL its aspects”.

Prof. Gustavo Osmares, BIM
Instructor

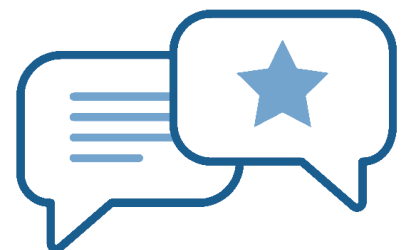
Outcomes

1. Surveys, interviews and focus groups conducted to identify the barriers and opportunities to access and permanence of women and young people in the construction sector, as well as good practices.
 - Survey responses from 47 construction companies
 - 11 semi-structured interviews with CEO's, general managers and HR directors of construction-related companies
 - 21 construction companies, and 60 women and 22 youth participated in focus groups
2. Created a model of training and labour inclusion of women and youth in the construction sector, together with a Gender Equality and Social Inclusion (GESI) toolkit which was approved and adopted by Camacol
3. Designed and delivered a series of webinars and workshops for construction companies:
 - 3 workshops and 1 webinar held with a total of 102 participants from 28 companies
 - o Webinar: Building job opportunities for women and youth in the construction sector
 - o Workshop: Strategies for Social and Gender Inclusion
 - o Workshop: Promotion of Violence Free Environments
 - o Workshop: Inclusive Recruitment Process
4. Designed a communication campaign to disseminate the objectives and outcomes of the pilot
 - 15 communication tools developed, including content and templates for social media, media and internal communications
5. Designed and delivered training courses on building information modelling (BIM) and sustainable construction for students enrolled in the last semesters of undergraduate programmes related to architecture and engineering:
 - Working group established and meeting held with 12 experts
 - 20 lesson plans and presentations developed and approved with additional resources
 - Curriculum for the environmental sustainability course developed and approved by the working group
 - Curriculum for the BIM course developed and approved by the working group
 - 109 women and young people trained in BIM and 51 in Sustainability

Participant feedback

62 responses to a student feedback survey received. Highlights include:

- 85% of students gave the overall courses a 5 (with 1 being the lowest and 5 being the highest mark)
- 80% of the students who responded approved of the material available
- 77% approved of the content of the courses
- 69% approved of the methodology used for the courses



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