



## Partnership for front-runners in response to the pandemic in Thailand: Support to migrant workers through a smartphone app in 4 languages

What unites actors behind MOVE is an interest in cost efficient and flexible ways of empowering migrant workers through digital training. We invite companies in different sectors and organizations to support workers in the Thai supply chain as well as suppliers directly in a time of crisis and uncertainty.

### Covid -19 and its impact on migrant workers

The corona pandemic has spread in Thailand with severe impacts on workers and in particular on migrant workers. An aggravating circumstance for migrant workers is the lack of reliable, compiled information in native languages, related to what support and rights migrants are entitled to. There is a need for easy accessible and updated information that reach migrant workers from Cambodia, Myanmar and Laos working and/or living in Thailand whether temporarily laid off or in employment.

With this call for action we invite companies in the forefront who want to respond to an urgent need for information on infection protection, quarantine and visa regulations, work permits, exit and entry rules and rights-based information. Target groups are migrant workers, local Thai workers and managers at factories, plantations or in relation to workplaces, whether on-the-job or laid off.

Given the urgent situation in the wake of the pandemic, IOM Thailand, Axfoundation and Nordic companies have, under the umbrella name MOVE, come up with two parallel ideas for prevention and support to migrant workers and suppliers:

1. **A landing page** for COVID-19-related information
2. **A smartphone app** for COVID-19 related information and labour rights training

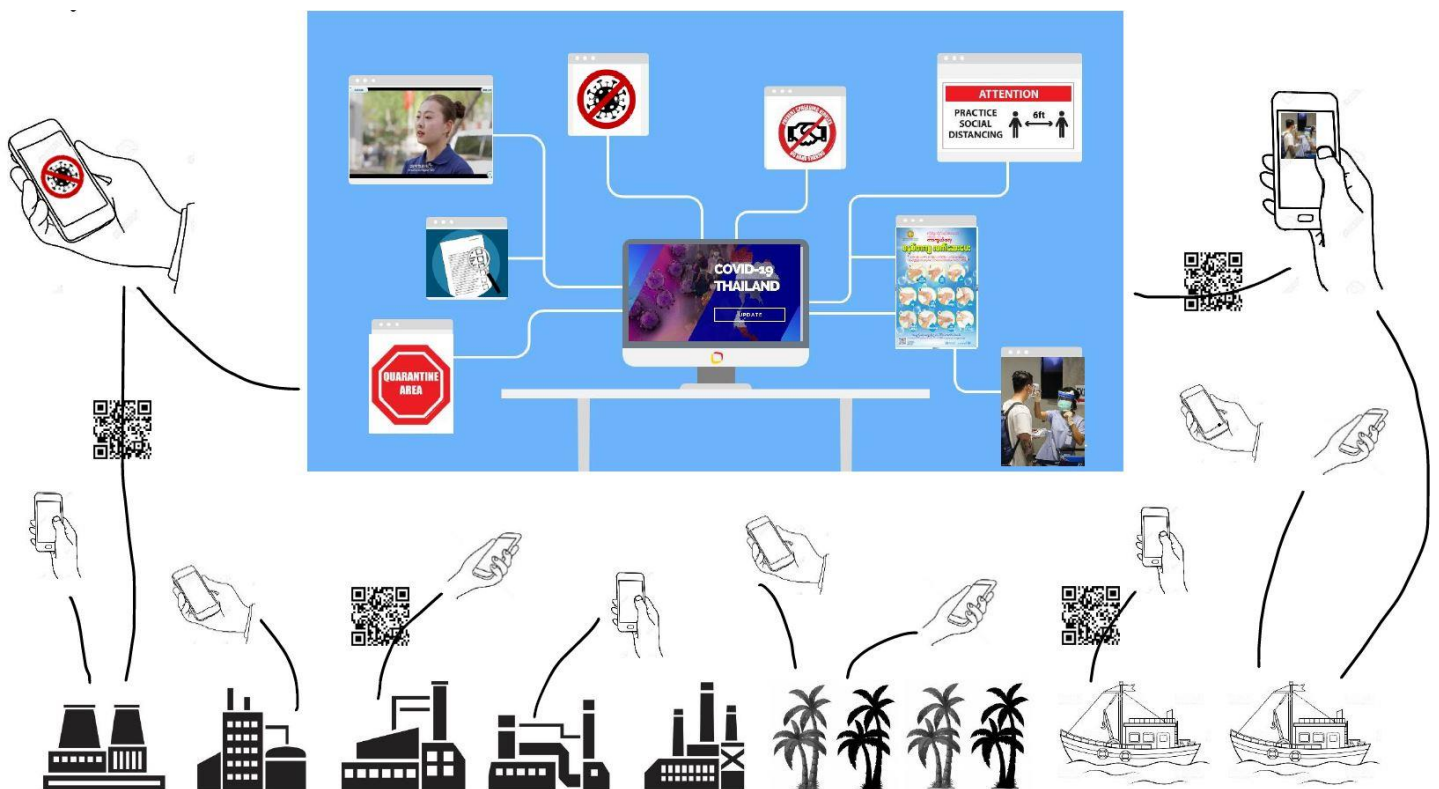
The two platforms interconnect, there will be a reference link (QR-code) from the landing page to the smartphone app and likewise the smartphone app will refer to the landing page.

**The landing page** will be developed and maintained by IOM Thailand, supported by Migrant Workers Group (expertise, network) and international buying brands sourcing in Thailand (co-funding and supply chain network). A manager's training function in the landing page will make it relevant to spread to suppliers so that they have current information on how to handle the pandemic situation.

**The smartphone app** is an adaptation of the digital training solution [Quizrr](#) which is currently available only on tablets. Both landing page and smartphone app would also contain COVID -19 animations and a Worker's survey function, a feedback mechanism for workers to communicate their needs and the challenges related to the pandemic. The Worker's survey is provided by [Ulula](#). Co-funding from companies is needed for development of the smartphone adaptation.

# move

The Call for action aims to get partners onboard to fund and support these digital platforms to be open source during a limited period, hence publicly available information, training and survey functions in 4 languages. Users access the app by using a smart phone to either scan a QR code or to insert a web link. The QR codes can be posted on a factory wall, displayed on the landing page, Facebook, Line or printed on posters. The web link can be spread on IOM Thailand's and other channels, be shared in mails, text messages and social media. Full integrity for the user will be ensured.



*The 2 platforms would reach people on-site and off-site. The landing page refers to the smartphone app with a QR code. The smartphone app refers to the landing page with a link.*

Training content and technical parts are already developed, fully financed, translated and piloted in Thailand. The Call for action is a cost-efficient way of merging these parts into a complete publicly available solution and adding generic extensions for scalability and smartphone-adapt technology and thereby making it accessible via social media and the web.

The QR code will make it possible to measure no of visits and activity, the Worker's survey function will give workers a voice and re-connect them with individual companies' supply chain operations as well as with the UN expertise organ IOM in Thailand and grassroots level organisations through Migrant Workers Group.



## 1. Landing page with COVID -19 related information

**Need** – A communication hub with reliable and regularly updated COVID -19 information in Thai, Cambodian, Lao and Myanmar languages. Migrant workers in Thailand are laid-off, have crossed borders, lost their housing facilities or are still on-the-job. The scattered picture and uncertainty surrounding the corona virus increases the need for updated, comprehensive information that mitigates human rights risks and support workers to take well-informed decisions.

**Content** – Easy understandable information, films, animations, quizzes and worker’s survey.

**Communication** – The landing page will be launched under a name to be decided and campaigned through Facebook and Line.

**Target reach (no of visitors)** – 10,000-20,000 (first 12 months period)

**Time plan** – Launch in July/August. For the long-term establishment of the landing page, Migrant Workers Group will eventually take over the maintenance and hosting of the landing page, with support from IOM Thailand and other stakeholders involved.

**Stakeholders’ roles** – IOM Thailand will develop and maintain the landing page in collaboration with Migrant Workers Group. Quizrr and Ulula will provide their tech solutions pro bono during the Call of Action period (6 months from launch). Companies are co-funding or supporting with in-kind and logo through linkage (spread) to their suppliers and adding information targeting managements on factories.

## 2. Smartphone app with rights-based training

**Need** – Migrant workers in the food, electronics, fish and sea food and garment supply chains are at risk due to the pandemic. Some 100,000 migrants have crossed borders awaiting to return for work. Migrant Centers at the borders will most likely keep workers in quarantine in August – a window of opportunity to reach them with preventative information and training.

**Content** – The app includes Quizrr training modules (films and quizzes with voice over function) on employment rights, workplace dialogue, fair recruitment practises and health & safety as well as a specific COVID -19 module (with animation by IOM). Worker’s survey (by Ulula) to be added after first launch (see timeplan below).

**Communication** – The app will be communicated through suppliers and referred to on IOM’s landing page and campaigned on Facebook and Line.

**Target reach** – The app targets workers from Thailand, Laos, Cambodia and Myanmar as well as managers on all levels. It is free and open source. Under normal circumstances, 3 million migrants work in Thailand. How many visitors will depend on the reach of the campaign.

**Time plan** – The aim is to launch the app late Aug.

**Stakeholders’ roles** – Quizrr and Ulula will develop the tech pro bono, IOM Thailand will provide links and QR codes to the app in their channels. Companies co-fund and spread awareness of the app.

**Cost model:** Total cost for development of the app is USD 38,000. Brands co-fund with a sum of their choice. The co-funding covers six months of “free” and open source spread of the app. After 6 months, brands can choose to buy licence fees linked to their suppliers through a QR code.

## Governance and process

Jan -20 onwards: Axfoundation is the co-ordinator of the initiative, under the name MOVE.

June: All partners sign a Letter of Intent (LoI), drafted by Axfoundation.

June-Aug: Each partner sign a funding agreement with Quizrr (LoI as Appendix).

July/Aug: Financial contribution (in yellow box in the budget above) transferred to Quizrr.

July/Aug: Quizrr operates as soon as LoI is signed by all parties.



## Total budget - Smartphone app & landing page

COST	USD	Contributors
Develop landing page and social media accounts	7,000	IOM Thailand, UN Women/Promise
6 months coordination, information collection and translation, maintenance	23,000	IOM Thailand
Upload COVID-19 information/quiz/survey development on landing page	12,000	Quizrr/Ulula (in kind value 12,000)
Smartphone app development for open source use* including COVID19 film and Ulula survey	38,000	11,000 Axfoundation 3,700 Axfood 3,700 Unil Norway 5,000 Company X (TBD) <b>14,600 – still missing</b>
<b>TOTAL</b>	<b>68,400</b>	

\*Open source 6 months, then a licence fee per company or supplier will apply acc. to Quizrr’s usual licence fee rate.

## Timeline smartphone app & landing page

Smartphone app	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Covid-19 module added in Quizrr training solution	█							
Smart phone tech dev, iterative tests		█						
Launch smart phone – implementation activities			█					
Communication & campaigning			█	█				
Worker’s survey added in the tool				█				
Data analytics and reporting					█	█		
Adjustments, further development							█	█

## Expected outcome

- Extended reach of relevant preventative information to migrant workers in Thailand;
- Increased Covid -19 awareness and thereby mitigated infection risk among migrant workers from Myanmar, Cambodia and Laos in supply chains and beyond in Thailand as well as in the home countries;
- Improved knowledge in Occupational Health and Safety (OHS), Ethical recruitment, Workplace rights and Workplace dialogue among migrant workers, Thai workers and managers on different levels in the supply chain and beyond, in Thailand and sending countries;
- Constructive dialogue between workers and management;
- Increased awareness among MOVE’s stakeholders about migrant workers’ situation, their needs and challenges, and possibly measures to address them;
- An effective and relevant collaboration, “MOVE” involving relevant stakeholders with a potential to scale and duplicate to other markets.



### Different stakeholders' roles and function in the project

**IOM Thailand:** Responsible for landing page. Expertise, data collection and quality assurance of data, translation and regular editing of landing page content.

**Migrant Working Group:** In close collaboration with IOM. Campaigning and spreading the link and QR code on social media and other channels. Will eventually take over the landing page (mid 2021) with support from IOM Thailand.

**Quizrr:** Provider of digital training and smart phone adaptation

**Brands:** Co-funders and pushers towards suppliers to use and spread the app

**Suppliers:** Use and spread the QR-code on site and off site

**Ulula:** Worker's survey provider

**Axfoundation:** Coordinator and co-funder

### An open invitation to companies in all sectors

Thanks to that Quizrr is already developed (for tablets) and launched (in 2019), there is a base/foundation of resources to build on. We can act swiftly to provide cost efficient support to migrant workers in Thailand who face emergency situations as well as long term hard ship. This project proposal suggests an acceleration of smartphone adaptation of Quizrr and invites cross-sectoral companies to join and support the action. With small adjustments, the app can be useful in any production unit, harbour or plantation in Thailand. The model can also be duplicated to other markets/countries.

### Finally, some background

Over the last two decades, Thailand has become a key destination for migrant workers from neighbouring countries. As of August 2019, there were 2,877,144 registered migrant workers in Thailand (Ministry of Labour, Thailand 2019). Women and men migrant workers make a substantial contribution to Thailand's economic performance as well as to their home communities in the sending countries.

International media have covered human rights risks among migrant workers in different sectors in Thailand. Many work under difficult conditions with long working hours and face discriminatory practices on the job, such as low pay, poor safety, unethical recruitment practices and forced labour. This applies to many industries such as fish and seafood, poultry, food processing, garments and electronics. The EU is Thailand's third largest trade partner (after China and Japan), accounting for 9.1% of the country's total trade (<https://ec.europa.eu/trade/policy/countries-and-regions/countries/thailand/2018>).

European countries are more or less dependent on the Thai food industry to meet consumers' needs. As a consequence, these countries are dependent on migrant workers' efforts. It is therefore in the interest of importing European companies to ensure that



working conditions for migrant workers in Thailand are acceptable and that they are not exposed to human rights violations.

In 2017, ten Nordic food retailers joined forces to address forced labour among migrant workers in their supply chains in Thailand. “The Nordic Initiative” co-funded the development of Quizrr digital training in rights and responsibilities on Thai, Khmer and Burmese for workers and managers on the Nordic companies’ supplying factories. The training was piloted on 11 factories in 2019. In early 2020, IOM Thailand contributed with translation into Lao language. At the same time, the Nordic Initiative decided to invite also non-Nordic companies in all sectors. The name change to MOVE happened just as the corona pandemic hit the world.

### Objectives referring to the SDG’s



#### SDG 1 – No poverty

1.5 Building resilience of migrant workers and reduce their exposure the crisis or disaster.



#### SDG 3 – Good health and well-being

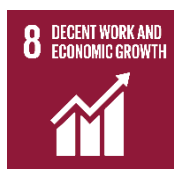
3D Strengthen the capacity for risk reduction and management of national health risks.



#### SDG 4 – Quality education

4.4 Increasing the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship;

4.7 Ensuring that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development.



#### SDG 8 – Decent work and economic growth

8.7 Taking effective measures to eradicate forced labour, end modern slavery and human trafficking;

8.8 Protecting labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.



### Contact information

Viveka Risberg, Program Director Sustainable Production and Consumption at Axfoundation/  
Co-ordinator of MOVE: [viveka.risberg@axfoundation.se](mailto:viveka.risberg@axfoundation.se), mobile 00 46 72 518 00 95.

Pattanatabud Pukchanok, IOM Thailand: [ppattanatabu@iom.int](mailto:ppattanatabu@iom.int)

Sofie Nordström, Founding Partner & Deputy CEO at Quizrr: [sofie.nordstrom@quizrr.se](mailto:sofie.nordstrom@quizrr.se),  
mobile 00 46 70 539 02 72.