Golden Dreams

Technological innovation to empower workers and eliminate human trafficking in global supply chains

Global supply chains are often multi-tiered and complex, leading to the workers in all workplaces and tiers being scattered across wide geographic expanses, in factories, farms, plantations, and fishing boats, and numbering in the thousands or more. Fortunately, in Southeast Asia, the majority of migrants working within global supply chains own and use smartphones on a daily basis. For example, over 90% of the estimated 3+ million Myanmar migrant workers in Thailand own smartphones with data packages—and, the mobile phones of over 90% of Burmese people in Myanmar who own phones (including prospective migrants) are smartphones as well.

In January 2017, the Issara Institute launched *Golden Dreams,* a Burmese-language smartphone app, to revolutionize safe migration, ethical sourcing, and anti-human trafficking.

What is Golden Dreams?

Golden Dreams is a Burmese-language smartphone app targeting current and prospective migrant workers. It is a platform for learning and exchanging information, reviews, ratings, comments, and advice about employers, recruiters, and service providers, in both home and destination countries. The concept is similar to Yelp or Tripadvisor, except the platform is in Burmese language, and the key topics are those that are most relevant to migrant workers.

Who is Golden Dreams for?

Users may be in Myanmar, or in migration destination countries such as Thailand or Malaysia—there are no geographic boundaries or limitations with apps. The app's form and function was developed based on months of user studies and beta testing with hundreds of Burmese men, women, and youth in both Myanmar and Thailand. As such, the app's content is relevant to the daily lives of a wide range of Burmese-speaking people, and both current and prospective migrants should have a very smooth and enjoyable user experience.

What are Golden Dreams' key features?

✓ The latest news and updates on rights, policies, and laws related to migrant workers in destination countries

✓ Updated information on a comprehensive, and ever growing, list of employers, recruitment agencies, and service providers such as hospitals and NGOs

✓ Review and rating functions to allow users to exchange views and opinions about employers, recruiters, and service providers

✓ Polling, to allow migrant workers to voice their opinions, and learn the opinions of other Burmese people across the world

✓ Easy and secure registration through Facebook or the creation of a secure userID and password

✓ News updates from Myanmar, including about culture, sports, and Burmese celebrities

✓ Ability to share a problem or seek immediate assistance from the Issara team, 24 hours a day, through a free phone helpline or private messaging

"Over the past 8 years, there has been no information available. I would not have come across the hardships I did if there had been an app like Golden Dreams." - Survivor of trafficking on a fishing boat

Why is the app named Golden Dreams?

Golden Dreams (Burmese: *shwe*=golden; *eain mat*=dreams) is a play on words. Burmese migrant workers refer to themselves as *shwe*, or 'golden people.' Thus, *shwe eain mat* translates literally to golden dreams, but also refers to the dreams of migrant workers. The name of the app was determined through opinion polls of migrant workers through the outreach and beta testing phases of app development. Golden Dreams is, in many ways, designed by and for Burmese people.

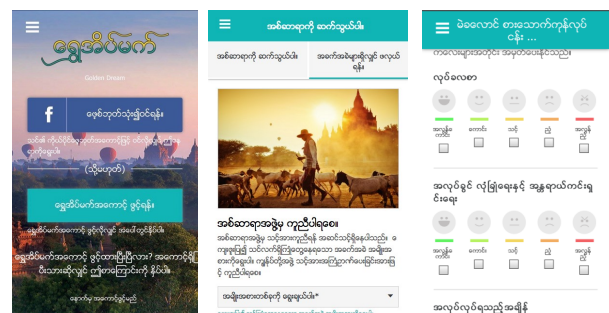## How will Golden Dreams help end human trafficking?

Information is power, and Golden Dreams has the power to drive real behaviour change at a scale required to make a measurable reduction in human trafficking:

✓ **Migrant workers** will be able to educate themselves fully about their rights in destination countries and find safe, well-paying jobs without the need to rely on brokers—even before Day 1 of the migration journey begins

✓ **Supplier businesses** will be able to root out hidden exploitation that may exist in their recruitment or management systems (or in those of their upstream suppliers)

✓ **Global brands, retailers, and importers** will be able to reward the most ethical suppliers with their continued business, and ensure that their supply chains are "powered" by empowered worker voice

✓ **Recruitment agencies and recruitment agency federations** will be able to identify and address exploitative elements within their business and industry

✓ **Relevant government ministries of both source and destination countries** will be able strengthen bilateral recruitment channels based on real data regarding the structural weaknesses and failures of current systems

How can Golden Dreams support responsible businesses and ethical sourcing?

Golden Dreams is, first and foremost, a tool for the people, and will be expanded to empower more worker populations in other languages in the coming years. However, for businesses, the data coming in from the app also provide an unsurpassed view of the labour and recruitment conditions faced by migrant workers across their complex supply chains. Issara Institute's strategic business partners will receive translated and analysed reports on suppliers across all supply chain tiers based on the worker feedback, so that they can strengthen their ethical sourcing channels based on data that vastly surpasses, in quality and quantity, that which could ever be gained from audits.

For supplier companies in Issara partner supply chains, the nuanced information about the experiences of their workers relating to recruitment and labour conditions will help pinpoint areas for improvement that Issara Institute's technical team can assist with as well, given Issara's position on the ground and resources from global brands and retailers to help strengthen supply chains through empowered worker voice plus data analytics.

Screenshots of Golden Dreams, from left to right: easy and secure login page; share a problem with Issara page; and, rating an employer or recruitment

Search for and download 'Issara Golden Dreams' in Google Play!