

Seth Yerng – Our Rights

The labour law app
for social transformation



កិច្ចសហប្រតិបត្តិការ
អាជ្ញាធិការ
DEUTSCHE ZUSAMMENARBEIT

អរម្ភដោយ: **giz** Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Transforming the textile industry towards social sustainability

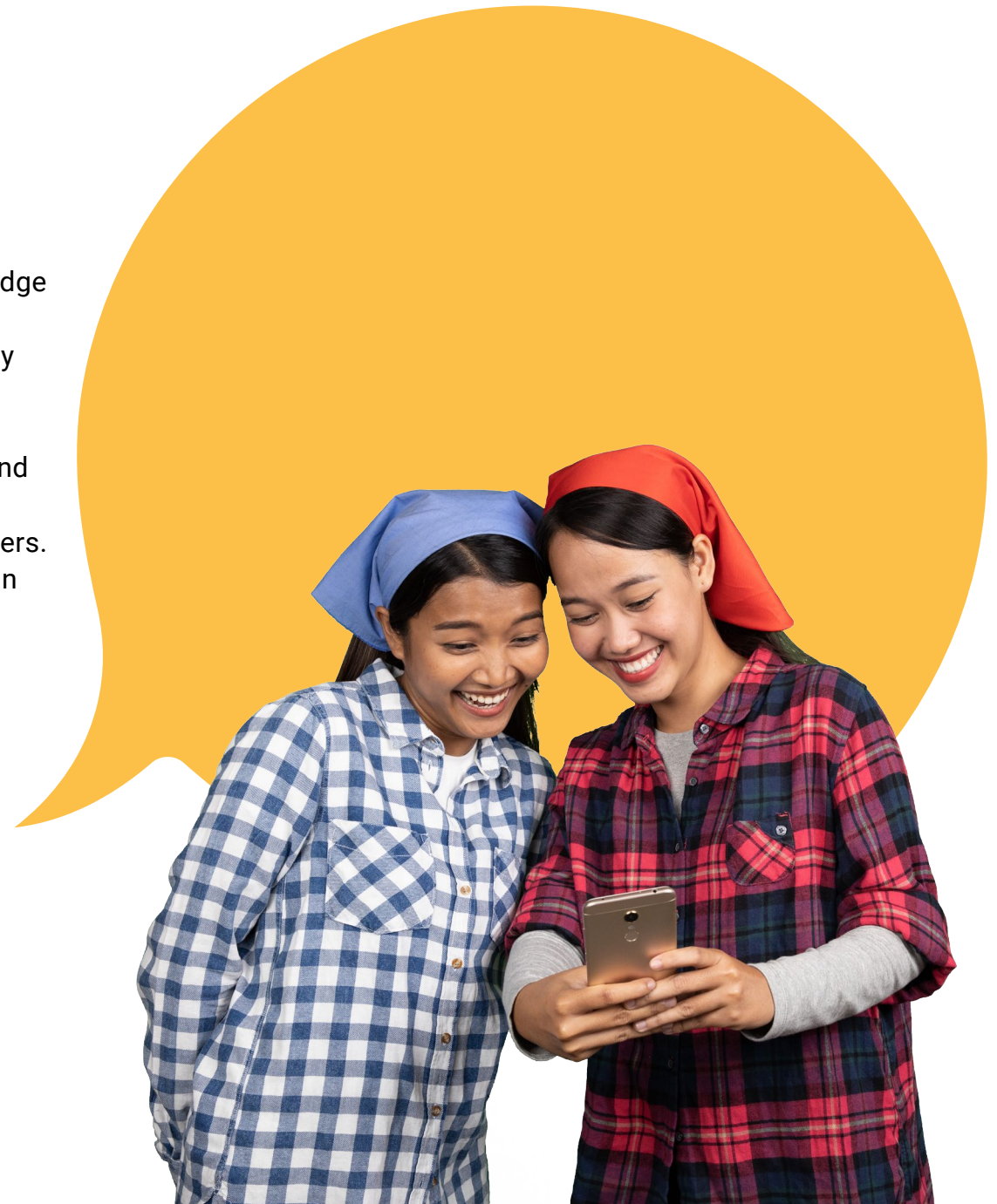
The garment and textile industry creates millions of jobs throughout Asia. It is a key factor for economic prosperity and can be a source of economic empowerment for women who represent the majority of the workforce. However, large parts of the sector are characterized by low wages, precarious forms of employment and poor working conditions. Often, legally required occupational health and safety regulations are disregarded.

The regional project 'Fostering and Advancing Sustainable Business and Responsible Industrial Practices in the Clothing Industry in Asia' (FABRIC) addresses these issues in the region. FABRIC Asia is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ. By cooperating with the private sector, the project encourages international brands to use their market power in favour of sustainability initiatives. Moreover, it raises awareness on social and labour rights with business representatives, government institutions, civil society and trade unions. Its goal is to build an industry that offers quality jobs, protects the environment and contributes to economic growth.



Why an app for Cambodia?

To empower female garment workers and to improve the knowledge of their rights FABRIC Asia created the mobile application called 'Seth Yerng – Our Rights' for Cambodia. A similar app has already been successfully implemented in Myanmar and therefore, it is based on best practices in the region. The app informs workers about the most important labour laws and occupational health and safety regulations in the workplace in an interactive manner. The app includes a voice over in Khmer language due to literacy barriers. Also, brands can use the app to improve the working conditions in their factories.



The app 'Seth Yerng – Our Rights' Follow a Cambodian garment worker through her first weeks



The app 'Seth Yerng – Our Rights' has been launched in March 2021. The main goal of the app is to raise awareness on Cambodian labour rights as well as occupational health and safety regulations for garment workers, especially for women.

'Our Rights' is based on a story-telling approach. The main character of the story is Nary who is 18 years old and just started working at a local garment factory. The user follows and accompanies Nary during her first weeks at the factory where she meets her co-workers. She is very curious and wants to learn as much as she can about working at the factory. In 26 chapters Nary learns about the Cambodian labour law and occupational health and safety regulations at the work place. Her co-workers guide her through the most important topics such as wages, working hours, pregnancy, fire prevention, chemical safety, COVID-19 and many more. The content is easy to understand and all chapters can be read in English and Khmer and also listened to in Khmer. Additionally, the app contains a quiz so the users can learn the content through gamification.

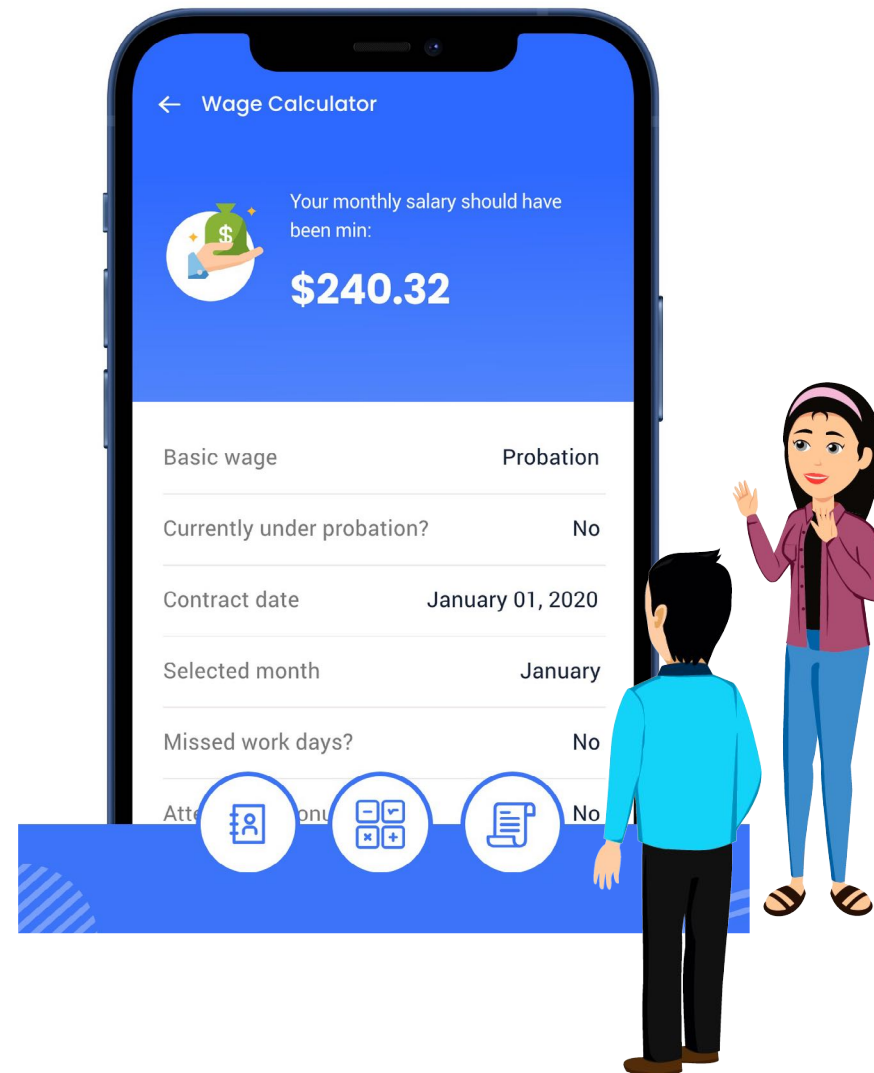


Our Rights

Increase transparency through the wage calculator

One special feature of the app is the wage calculator which allows employees to understand how their minimum monthly salary is calculated. Additionally, the app provides information and external resources on the National Social Security Fund (NSSF) as well as the Better Factories Cambodia (BFC) Labour Law Guidelines.

Calculate your estimated wage



Seth Yerng - more than just an app

In cooperation with international retail partners like H&M Cambodia, C&A, Marks & Spencer, Carter's and Primark, FABRIC Asia implements a training of trainers at the factory management level and with other relevant parties such as workers' representatives, factory trainers, HR managers and compliance staff. Until now, 49 factories have participated in the trainings reaching an estimated 66,000 workers. The trainings were accompanied through social media and influencer campaigns targeting workers and preparing the content userfriendly. Together with a master trainer, FABRIC Asia develops a training plan and provides training and advertising material which include different key subjects in accordance with the factories' needs.



Facebook - 'Our Rights' app



TikTok - Our rights

How you benefit from 'Seth Yerng – Our Rights'



Be part of the industry transformation towards **social sustainability**.



Provide your suppliers with an **easy-to-use tool** to raise awareness on labour rights.



Establish long-term knowledge and relationships between workers and management.



Promote a safer workplace through more information on occupational health and safety.



Strengthen mutual trust and improve social dialogue between employers and employees through more **transparent communication**.



Workers' well-being improves when they become aware of their rights.



Get in touch with us and be part of the change

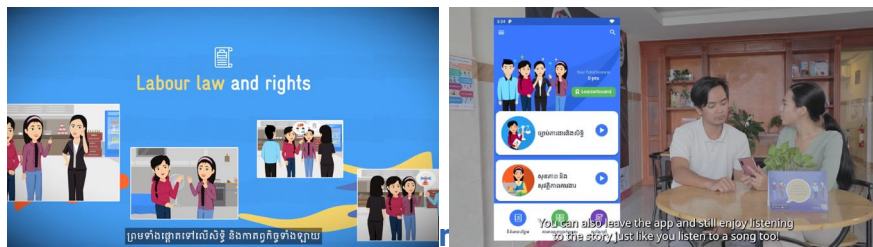
Since the app has been launched in March 2021 more than half a million people were reached through social networks. In this way, we were able to achieve our primary goal of raising awareness on social and labour laws within our target group. Since the launch of the app, we have counted more than 30,000 downloads.

Now it is your turn to contribute to the transformation of the textile sector by engaging your suppliers in the training of trainers and implement the 'Seth Yerng – Our Rights' app in your factory.

Links to videos:

[GIZ FABRIC - Our Rights App](#)

[GIZ FABRIC - "Seth Yerng - Our Rights" App](#)



Download the app for free

Click [here](#)

or scan the QR-Code



Testimonials

“

“We benefit greatly from the Seth Yerng app! We are delighted that it makes information available to everyone at every level. It is very important to us that the textile workers know their rights and that compliance of the rights is further strengthened through trainings. The app helps workers find their voice!”

Thoem Tha, Worker representative, Sun Hsu.

“

“For textile workers, we are evolving further into an attractive employer with the help of the labour law app. Using the app gives us a great competitive advantage over other factories. Our workers know their rights and have a source of information they can access at any time. This gives the workers a great confidence in us as an employer.” **Joe Wang, Administrative Manager, Sun Hsu.**

“

“The app supports the workers in the factories to improve their knowledge about labour law and occupational health and safety. The accompanying education of trainers is a great tool to share knowledge across different levels inside the factory. Overall, it helps to contribute to Primark’s ambition to improve the lives of workers within its supply chain.”

Wim De Groof, Project Manager South East Asia, Primark

“

“Raising awareness on labour rights, health and safety requirements among the workers are essential to ensure safe workplace and improve working conditions in the textile sector. By including ILO/BFC’s Guide to Cambodian Labour Law for the sector into the app, we had the opportunity to help create a better understanding and therefore, strengthen workers’ confidence. This contributes to improving workplace compliance and transparency.”

Chea Sophal, Team Leader - Assessment and Stakeholder Engagement, Better Factories Cambodia

For more information, get in touch with us!

constantia.chirnside@giz.de



អង្គការ giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

This brochure is a production of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Responsible: Constantia Chirnside, Kanitha Khan

Editors: Constantia Chirnside, Jana Hupperich, Selina Haitz

Design: FLMH