

PRESS RELEASE

THE OFFICIAL LAUNCHING EVENT OF CONGNHANVIET.COM

A JOB MATCHING PLATFORM FOR WORKERS

Hanoi, February 2021 - CARE International in Vietnam, TUVA Communication and GIZ officially launched a job-matching platform for workers (congghanviet.com). The platform was built to promote job opportunities that help increase incomes and livelihoods for workers in the post-COVID-19 period, using AI, Big data and social media networks.

In recent years, the COVID-19 pandemic has negatively impacted many aspects of socio-economic life. During the pandemic outbreak, a long period of social distancing led to disruptions in circulation and production. According to a study by the Institute of Workers and Trade Unions, the fourth epidemic outbreak is estimated to have affected nearly one million garment workers with absenteeism, rotational leave, reduced working hours, unpaid leave, suspended labour contract and reduced income. More than 94% of workers surveyed were affected by the pandemic. Specifically, more than 60% stopped working, 27% worked and lived in the factories, and 6% worked alternately. Up to 81% of employees said that their bonuses, allowances, and overtime pay were reduced by more than half. Dealing with the impact of COVID-19 on income, nearly 50% of employees had to cut down on family expenses thoroughly; almost 26% of workers had to use savings; 20.1% of employees had to borrow from relatives/banks. Notably, 1.4% of workers had to borrow from black credit with high-interest rates to cover their living expenses.

Although the number of employees working at factories and companies has gradually increased, most workers still suffer the long-term effects of the problems mentioned above brought about by COVID-19. Many workers have returned to work, but productivity and income are far from equal to pre-epidemic levels. Thus, supporting the need to stabilise and increase workers' income is one of the ways to contribute to the Vietnamese economy's resilience.

The **congghanviet.com** platform was built to promote job opportunities for workers and labourers throughout Vietnam. This website provides information, especially job information, for all labourers in general and factory workers in particular. The platform applies artificial intelligence (AI), big data and social networking technologies to personalise and provide specialised support in job matching. Thereby, with the congghanviet.com platform, workers across the country can easily find full-time jobs, part-time jobs or seasonal jobs fitting their needs and abilities.

The official launching event of congghanviet.com was held on February 19, 2021, in both offline and online format. The offline event successfully took place in Hanoi with 20 donors, partners, and the project implementation team. At the same time, the event was broadcast live via the Facebook page “8 tiếng trọn vẹn” to more than 7000 workers and related units.

“GIZ's FABRIC project has been focusing on workers in different countries in the region to support the best living and working conditions for them. Vietnam plays an important role in the

global textile industry. We are honoured to accompany and support the congphanviet.com platform to accelerate the recovery process of workers. Thereby, the project will contribute to the sustainable development of the textile and garment industry in Vietnam” – Ms Tran Thi Thu Trang, representative of the Project Fostering and Advancing Sustainable Business and Responsible Industrial Practices in the Clothing Industry in Asia (FABRIC) of The German Corporation for International Cooperation (GIZ).

“The Covid-19 pandemic has created a gender-based burden on female workers. The lack of time to work, take care of themselves and the pressure of taking care of children have become major barriers to their career advancement or job switching. Especially for single mothers, taking care of children is even more of a burden and worries that they have to face. We believe that supporting workers in the industries, especially the garment industry where the majority of the workforce is female workers, is to support the group of people who are suffering the most from the effects of COVID-19” – Ms Le Kim Dung, Country Director of CARE International in Vietnam.

In this event, after the speeches from representatives of donors and relevant stakeholders, a talk show entitled **“Situation of worker’s online job search and solutions”** was also held. The talk show discussed workers’ difficulties and the primary motivation of building congphanviet.com.

The talk show began with the key findings from the research **“Garment workers during the pandemic: The need and experience of finding alternative livelihoods”**, conducted by TUVA Communication, with the support of CARE International in Vietnam. The study aims to clarify the specific needs for alternative livelihoods of the project's target group during the COVID-19 situation, with the final goal of supporting workers to meet these needs. Through data analysis in worker recruitment/job search groups on Facebook and in-depth interviews with garment workers, the report describes patterns in workers' online job search behaviours.

“The need for alternative jobs of workers, or garment workers, in particular, has significantly increased during the pandemic. While most of the workers interviewed wanted to stick to doing their recent jobs, they also had to look for other ways to increase their income. The majority of garment workers are looking for work-from-home jobs such as outsourcing, crafting, online sales or jobs that match their skills.” – Ms Nguyen Xuan Huong, researcher.

“Technological solutions will contribute to making the lives of workers better. Together with the combination of artificial intelligence and big data, we hope to give workers a useful job matching platform.” – Mr Dinh Tran Tuan Linh, Founder, Director of TUVA Communication JSC.

Ms Lang Thi Thao, a garment worker in Ho Chi Minh City, also shared: *“I find congphanviet.com very useful. It makes it easier for me to find a job. The information on the site is pre-checked so that the jobs information uploaded is more trustworthy. It is also very convenient for me to find new employment. Recruitment companies that are posted on congphanviet.com have clear records of working hours, compensation and benefits for workers, as well as clear contact information.”*

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About congnhanviet.com platform

Congnhanviet.com is part of the project Strengthening the Economic Resilience of Female Garment Workers during COVID-19. The project was implemented by CARE International in Vietnam and TUVA Communication with the sponsorship of The German Corporation for International Cooperation (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) through the Project Fostering and Advancing Sustainable Business and Responsible Industrial Practices in the Clothing Industry in Asia (FABRIC).

About CARE International in Vietnam

CARE is an international development and humanitarian aid organisation fighting global poverty and injustice, focusing on working with women and girls to bring about lasting change in communities.

CARE International in Vietnam (CVN) has actively collaborated with many Vietnamese organisations and partners in more than 300 projects over the past 30 years. CVN recognises that the key to achieving equitable development are interventions that address the underlying causes of poverty, social injustice and gender inequality that marginalise a portion of the population in the region within social development and make them more vulnerable.

CNV's long-term goal is that poor and disadvantaged urban people and ethnic minorities of all genders, especially women, will benefit equally from social development.

About TUVA Communication

TUVA Communication is an initiative to social communication campaigns, pioneering technology, big data and social listening tools. TUVA's mission is to spread the meaningful messages of campaigns and projects for a better community.

From 2017 to the present, TUVA Communication has accompanied many social campaigns with diverse fields such as gender equality, children's rights, women's rights, environment, etc. TUVA also cooperates with many social activist groups and domestic and international NGOs.

About the Project Fostering and Advancing Sustainable Business and Responsible Industrial Practices in the Clothing Industry in Asia (FABRIC) of The German Corporation for International Cooperation (GIZ)

FABRIC is a regional project implemented by The German Corporation for International Cooperation (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project's activities aim to address sustainable development in the textile industry regarding social, economic and environmental aspects with an all-inclusive approach and cooperation with the private sector. The FABRIC project is implemented in Bangladesh, Cambodia, Myanmar, Pakistan, and Vietnam. It works with stakeholders in China to support business representatives, government agencies, civil society organisations, trade unions to help transform the textile and garment industry into an industry that provides quality jobs, is environmentally friendly and contributes to economic growth.

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