



International
Labour
Organization

Fair
Recruitment
Initiative

AN ONLINE EVENT HOSTED BY THE
ILO FAIR RECRUITMENT INITIATIVE
GLOBAL KNOWLEDGE HUB

Behavioural insights and immersive experiences to promote fair recruitment

Date: Thursday June 23rd 2022

Time: 10:30 - 12:00 CET, Geneva / 16:30 – 18:00 HKT

Languages: English, French

Background

Recruitment is usually the first act in establishing an employment relationship, and the experiences of the worker during the recruitment stage can heavily influence their working conditions and migration outcomes. Many elements that make workers vulnerable to exploitation occur in the recruitment phase. For example, deception about the nature and conditions of the work, payment of recruitment fees and costs which can result in debt bondage, and confiscation of passports and identity documents. Many of these unfair practices correspond to the ILO indicators of forced labour. Establishing fair recruitment practices is therefore a critical component for elimination of modern slavery practices.

To address these issues the ILO launched the [Fair Recruitment Initiative \(FRI\)](#)¹. The initiative is active at global, regional, and country levels through the participation of key stakeholders in national and cross-border recruitment processes, including governments and public institutions, private sector actors (recruitment industry and employers), workers' organisations, and civil society organisations.

Through the Integrated Programme on Fair Recruitment (FAIR, phase II) supported by the Swiss Agency for Development and Cooperation, the ILO developed a strategy for engaging employers of domestic workers and increasing their awareness of recruitment-related abuses. Domestic work represents the largest share (24 per cent) of the 16 million people estimated to be in forced labour in the private economy. Many domestic workers who find work abroad fall prey to intermediaries who charge them high fees for recruitment. In 2020, the ILO initiated a new approach, based on behavioural science and immersive experiences, in a bid to influence the market in Hong Kong towards greater demand for fair recruitment practices.

First, a behavioural experiment was carried out in the form of an online randomised control trial (RCT) in collaboration with the University of Geneva to test what message frame can

¹ The ILO is presently implementing the second [5-year strategy of the Fair Recruitment Initiative](#) (2021-25)

best influence employers of domestic workers in their choice of an agency². This set of behavioural levers then informed the content of a campaign targeting employers of domestic workers.

Second, an immersive experience was created in the form of an online gamified website www.thehiringchallenge.org, produced in collaboration with Rights Exposure. The website is a key milestone of the campaign that places the viewer in the shoes of an employer of domestic workers in Hong Kong. Videos promoting the website were produced using the message frames identified in the behavioural experiment.

Objectives

The webinar will bring together the experts involved in research, production and dissemination of this innovative campaign which draws on Behavioural insights to effect a change in demand in the complex market of recruitment providers in Hong Kong.

The objective of the webinar is to encourage the use of more innovative methods to advance the fair recruitment agenda (which is intimately linked to the elimination of forced labour and trafficking).

The exchange of experiences and discussions will also increase the understanding of Behavioural science approaches as part of strategies to prevent recruitment abuses and abuses to decent work, in the aim of informing future interventions designed by stakeholders including ILO staff and constituents, UN, government, private sector, and civil society organisations.

The event will also be an opportunity to reflect on the application of behavioural science and innovation, two workstreams of the UN Secretary-General's Quintet of Change highlighted in Our Common Agenda as two capabilities that will help accelerate progress towards the SDGs.

The online event will be hosted by the ILO Fair Recruitment Initiative [Global Knowledge Hub](#), which facilitates access to peer-to-peer support and learning opportunities around global/regional knowledge sharing events focused on emerging practices and innovations.

The FRI contributes to SDG Target 10.7 to facilitate orderly, safe, and responsible migration and mobility of people, including through implementation of planned and well-managed migration policies, and to SDG 8 on decent work and economic growth.

² The study was designed through a collaboration between the ILO and the University of Geneva (UNIGE), and the research implemented by UNIGE and ILO in collaboration with the Federation of Asian Domestic Workers Union (FADWU), the marketing research firm (PORI), and the communications consultancy Rights Exposure.

*Note: **all times in CET.**

Agenda	
10:30*	Welcome word
10:40 10 mns	Opening remarks <i>Ms. Ayaka Suzuki, Director, Strategic Planning and Monitoring Unit in the Executive Office of the Secretary-General (EOSG)</i>
10:50 10 mns	Detecting behavioural triggers through Behavioural Science amongst employers of migrant domestic workers in Hong Kong <i>Mr. Mario Herberz, lead researcher, Consumer Decision and Sustainable Behaviour Lab, Department of Psychology, University of Geneva</i>
11:00	Screening: The Hiring Challenge promotional video
11:10 10 mns	The Hiring Challenge: an innovative immersive gaming campaign to trigger behaviour change <i>Mr. Robert Godden, Executive Director, Rights Exposure</i>
11:20 20 mns	Q&A and moderated discussion <i>Moderated by Ms. Claire Hobden, ILO</i>
11:45 5 mns	Closure

Further resources

Read about the ILO [Fair recruitment Initiative](#)

Read the report [Behavioural insights in employers' choice of recruitment services for domestic work \(ilo.org\)](#)

Sign up to the [FRI Global Knowledge Hub](#)

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