



# GOLDEN DREAMS

Tech & innovation to empower workers and transform exploitative labor recruitment corridors

**Recruitment of migrant workers into factories, farms, and fishing vessels in Asia can be highly exploitative, putting workers at risk of debt bondage and forced labor—and putting global brands, retailers, and importers at risk of having undetected modern day slavery in their supply chains. Golden Dreams reduces exploitative recruitment, forced labor, and human trafficking with technology to transform recruitment channels and the power and information asymmetries that put job seekers and workers at risk. Golden Dreams is an award-winning, scalable, worker-driven tech solution that drives transparency, cuts out informal middlemen, and matches qualified workers to responsible employers — revolutionizing ethical recruitment down to the first mile.**

## WHAT IS GOLDEN DREAMS?

Golden Dreams is a smartphone app designed by and for workers and survivors to safely crowd-source, share, and find updated information that is critical for their labor migration and recovery journeys.

Golden Dreams has a smartphone UI for workers and jobseekers, with features including group discussion boards, a job marketplace, polls, news, and critical know-your-rights information.

Golden Dreams users can anonymously rate and review their recruiters and employers about their working and living conditions, wage and hour conditions, how they are treated, costs of recruitment, and whether the jobs offered by recruiters exactly match the job in reality.

In the Golden Dreams Job Marketplace, job seekers can browse and apply for jobs that are posted by verified licensed employers and recruiters that use the business desktop UI, and securely store scans of identity, travel, and work documents. In the business UI, responsible employers and recruiters can advertise jobs in their own language (which appears on worker UIs in their language), review and shortlist qualified candidates submitting CVs, and manage the queueing and vetting of interested applicants, whether or not there are open vacancies being advertised.

## KEY FEATURES

- ✓ The latest updates on rights, policies, and laws related to migrant workers in origin & destination countries
- ✓ Updated information on employers, recruitment agencies, and service providers such as hospitals and NGOs
- ✓ Rating and review functions to exchange views and opinions about employers, recruiters, and service providers
- ✓ Discussion groups and community polling on hot topics to workers
- ✓ Easy and secure registration through Facebook or email
- ✓ 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
- ✓ A secure platform for the jobseekers to directly apply for jobs advertised by registered recruiters and employers, or subscribe to favorite employer and recruiter rosters

## WHAT IS INNOVATIVE ABOUT GOLDEN DREAMS?

**Genuine local ownership.** The app has deep buy-in and ownership by job seekers and workers, trade unions, NGOs, government, and leading recruitment agencies, all who contributed to the app's design.

**Amplifying worker voice.** Features allow for peer-to-peer sharing through ratings of employers and recruiters, polls, and discussion forums—all amplifying the voices, knowledge, and power of workers.

**Dynamic & reliable.** The app is dynamic. It is not a static information-access-only platform, but is interactive and updated on a daily basis by a multi-lingual team tapped into the latest labour migration policies and processes.

**Accessible anywhere.** The app engages job seekers and workers across the full migration journey. It provides safeguarded access to the most updated information, and an anonymized user experience wherever workers are; there is no need to travel to a physical office or interact with unknown authorities to get information.

**Valuable business intelligence.** The app was designed for workers and the promotion of safer migration, but provides companies with a critical view of conditions in their supply chains that is vastly more credible than information gained from an audit.

**Scalable.** We are changing and strengthening the recruitment systems of Cambodia, Myanmar, Nepal, Thailand, and Malaysia. The system is poised for growth through the rest of Asia to include more worker nationalities, and origin and destination countries, since the infrastructure and best practices for stakeholder engagement are in place.

## TRANSFORMING RECRUITMENT CORRIDORS: THE JOB MARKETPLACE

In-depth consultation with workers, trafficking survivors, NGOs, and trade unions highlighted that if there is not a platform for finding and matching job seekers with *actual* jobs, there will still be a space for informal and exploitative brokers to thrive. Therefore, Issara developed the recruitment marketplace feature for Golden Dreams in 2021, following additional in-depth consultation with leading progressive suppliers and labour recruiters.

On the platform, jobseekers can apply for jobs posted by vetted, legally registered recruiters or employers. Job advertisements, in order to be posted, must provide detailed information on the responsible recruitment policies of the supplier company, as well as the terms and conditions of employment as provided by the employer—meaning greater transparency and accountability about what recruitment-related fees should be paid by the employer vs. the worker, and about promised working conditions.

With a few clicks, jobseekers can create their own CV and file job applications. Jobseekers can also submit their CVs to the rosters of responsible recruitment agencies of interest, to be first in the queue for consideration for upcoming jobs. Recruitment agencies and employers can thus professionally manage thousands of applications and their related documents in a fair, secure, and digitized way. Huge stacks of paper files, including the personally identifiable information (PII) of job seekers, are becoming a thing of the past!



I have been using Golden Dreams since 2023, and I applied for a job posted by a Recruitment Agency for an electronics factory in Thailand. I was successfully hired without any difficulties and I did not have to pay any fees for the job.

Unlike many job seekers who have to pay large sums to brokers, I didn't have to spend anything!

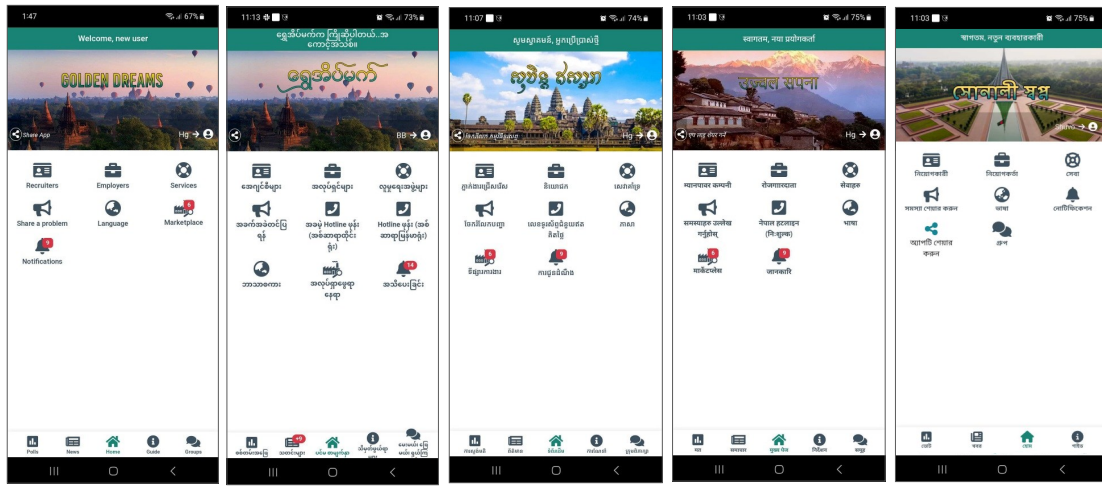
**Download the Golden Dreams App to avoid being cheated by fake brokers and having to pay large fees!**

**Golden Dreams helped me get a job in Malaysia! In the app, I created my bio data and got a job under the free visa and free ticket model.**

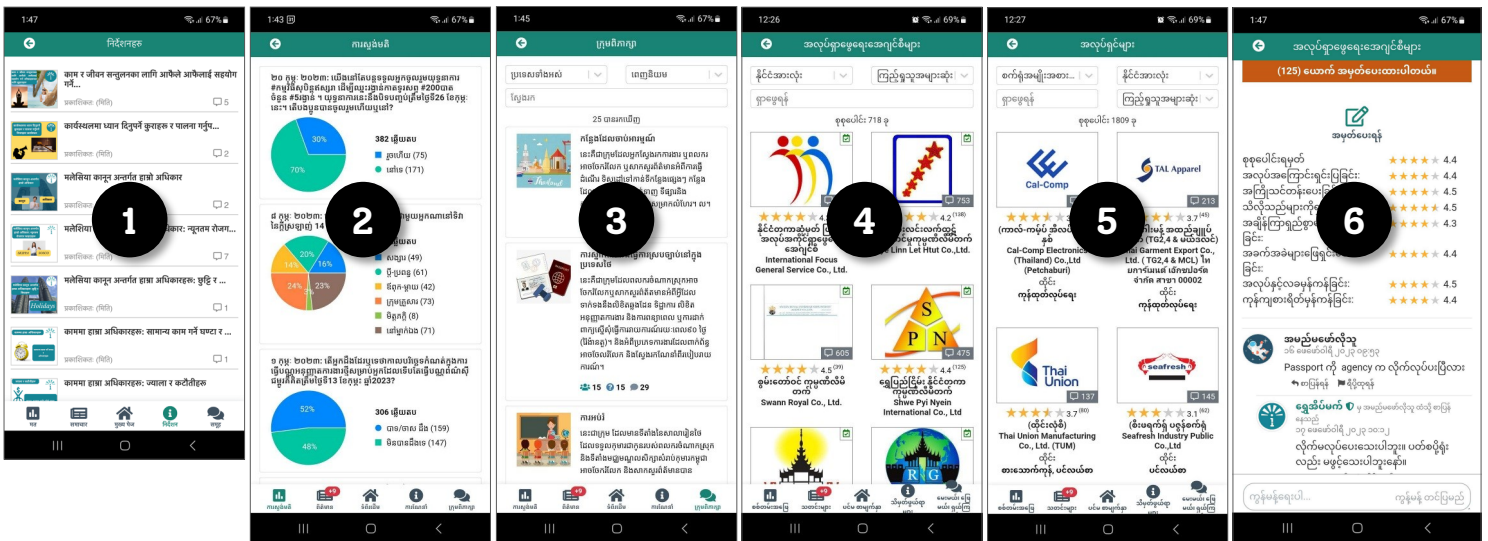
**Please don't fall into the trap of some agents! Some will charge 4-5 lakhs to secure a visa for Malaysia, so don't run behind those agents. Download Golden Dreams and come via the app.**



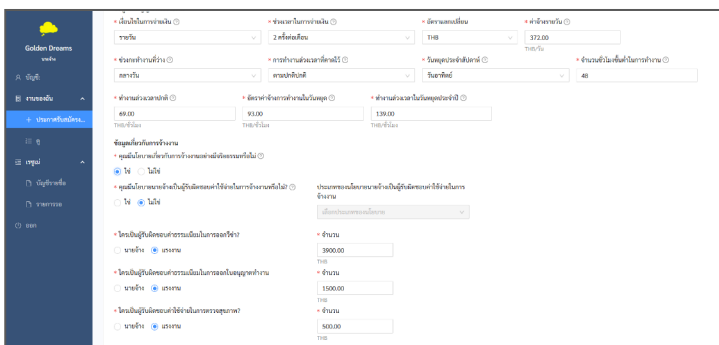




**TOP ROW.** Screenshots of Golden Dreams landing screen for jobseeker/worker mobile UI, in English, Burmese, Khmer, Nepali and Bengali.



**MIDDLE ROW.** 6 screens from jobseeker/worker mobile UI: (1) informational guides, (2) polls, (3) group discussion forum, (4) recruitment agency profiles and worker ratings, (5) employer/supplier profiles and worker ratings, and (6) detailed worker ratings and anonymous reviews.



**BOTTOM ROW.** Golden Dreams Marketplace features. The recruiter/employer desktop UI allows businesses to post jobs using an interface in their language (left, in Thai), while the job posting appears on worker mobile UIs with all information in the language of the worker (right, in Burmese). Note the red asterisks, which indicate mandatory fields: to drive transparency and accountability, comprehensive information about the terms, conditions, and costs of recruitment are required to be publicly disclosed in order to be posted on the Job Marketplace.

**If you are looking for a job, you might have to pay tens of thousands to apply for a job through brokers - but what they promise and what you get at the factory often don't match. However, with Golden Dreams, the working conditions and benefits stated in the job post are what you actually receive.**

**Golden Dreams is very useful for securing a job without needing to pay anything. It's especially helpful for job seekers from remote areas or those far from the city who want to apply to a recruitment agency.**

**With so many fake brokers cheating job seekers in these challenging times, I highly recommend using Golden Dreams to avoid such unsafe situations.**

**All you need is a smart phone!**

## HOW IS GOLDEN DREAMS HELPING TO END FORCED LABOR & HUMAN TRAFFICKING?

Information is power, and Golden Dreams has the power to drive **real behavior and systems change** at a scale required to make a measurable reduction in labor exploitation and human trafficking.

We track our impact in terms of these behavior and systems changes (and more):

- **JOBSEEKERS AND MIGRANT WORKERS** are educating themselves about their work options and rights in destination countries, avoiding and reporting illegal brokers and unallowed recruitment fees, and successfully finding decent jobs through legal channels.
- **EXPLOITED WORKERS, INCLUDING VICTIMS OF FORCED LABOR,** have a safe, private way to seek assistance and intervention. They are equipping themselves with knowledge about their rights and options, and exchanging and organizing with other workers to report issues more effectively.
- **SUPPLIERS/EMPLOYERS** are becoming more accurate and transparent in the terms and conditions of employment they disclose to recruiters for public posting, and more accountable for delivering jobs to workers exactly as advertised. Golden Dreams is eliminating deception in the labor recruitment process, a key component of human trafficking.

- **RECRUITMENT AGENCIES AND RECRUITMENT AGENCY FEDERATIONS** are better identifying and addressing exploitative elements within their operations and industry, and more generally are modernizing and professionalizing their systems.
- **GLOBAL BRANDS AND RETAILERS, AS WELL AS SUPPLIERS/EMPLOYERS,** have an unprecedented new option for incentivizing more responsible recruitment in their supply chains. Leading progressive businesses have begun requiring suppliers to recruit their foreign workers through Golden Dreams.
- **GOVERNMENT MINISTRIES OF BOTH ORIGIN AND DESTINATION COUNTRIES** can strengthen their official bilateral recruitment channels and labor law regulation in-country based on real data safely shared by workers and survivors.

