

# Communication Strategy

## ILO100

Department of Communication



## ILO 100 Communication Strategy

### Organization and Communication Objectives

#### ILO Objective

Marking 100 years of the ILO in 2019 will be an occasion for reflection on our key achievements and for setting the course for the Organization's future, as major transformations continue to impact on the world of work.

As such the objective will be to position the ILO as *the* Organization for the world of work by:

- i) Reaffirming the relevance of the ILO's mandate to contemporary and future world of work challenges;
- ii) Asserting the significance of its tripartite structure and system of normative instruments;
- iii) Demonstrating its knowledge and expertise through past and present impact and results, cutting edge research and innovation.

ILO100 provides a platform for tripartism to deliver a key moment in world of work history during 2019. It is also a once in a century communication opportunity and all that we do in 2018 and 2019 will involve outreach of some form.

This cannot fall to one department or office and will therefore be a cross cutting responsibility for all of the ILO, including our constituents. DCOMM, in collaboration with other departments in the Centenary taskforce will seek to provide the frame work for this communication, including the branding, messages, templates, tools and guidelines needed to communicate at the global level and for adaptation to the regional and country levels.

#### Communication Objectives

Communication will aim to support efforts to position the ILO as *the* Organization for the world of work through the following internal and external objectives:

- A unified visual identity and set of messages is supplied to and adopted by ILO colleagues in all departments and offices.
- Colleagues are involved and invested in the Centenary and engaged in organizing and supporting centenary activities
- All audiences are moved to greater awareness of the ILO's mandate, work and results.
- The general public are exposed to ILO messages, visuals and information at the country level, resulting in increased traffic to the ILO100 website.

Work, or the search for it touches a significant proportion of everyone's lives, yet the ILO is not part of most people's consciousness. As such, particular attention will be given to reaching the broad public audience, to bring the ILO into people's daily lives around the world and show how our tripartite structure, the standards it develops, the projects it supports and the policies it recommends are instrumental in shaping a world of work with social justice

At the same time ILO communication will seek to engage constituents, development partners, the UN system and all ILO colleagues with our collective reflection and look ahead to the ILO's role in the years to come. Events organized in the regions and at HQ will highlight the ILO's achievements in the local and global context and emphasize the relevance of the ILO, social dialogue, international labour standards and the Decent Work Agenda to meeting contemporary challenges.

Communication on ILO 100 and on the Centenary Initiatives, in particular on the future of work, will intersect over the next two years. The two strategies will be coordinated and will be designed to be mutually supportive, avoiding duplication of effort.

**All communication will use One ILO branding and the Centenary tagline and visual identifier.**

### **ILO 100 Tone and Messages**

Specific messages for each of our target audiences will be agreed in early 2018 with the ILO 100 taskforce. These will be developed on the basis of our Organizational tone and values and will be designed for adaptation at the regional and local levels.

The tone of our communication on the Centenary and the ILO more broadly should be authoritative and modern, confident of its achievements and innovative in its future orientation. It must strike a balance between our status as the centre of knowledge on the world of work and our humanitarian imperative to protect the most vulnerable.

The way we speak and write about the ILO will need to be clear and direct and avoid complexities and terms that will be unfamiliar to many. The ILO's strength is its inclusiveness, bringing together the actors of the world of work, this should be reflected by an inclusive voice that connects with people across societies. A "creative brief" prepared for those working on ILO 100 materials has been prepared and is available [here](#)

A tagline has been agreed for all ILO 100 communication materials, echoing the 2016 ILO conference resolution on Advancing Social Justice through Decent Work:

*Advancing social justice, promoting decent work*

Our messaging will aim to bring this tagline to life and connect with all audiences, explaining the relevance of our mandate and significance of our work. All messaging will be rooted in five core ILO values:

- **Commitment to social justice and the most vulnerable:** The ILO has a mandate **to advance the cause of social justice** as a means to achieve peace and prosperity. A mandate that places it at the centre of today's crucial policy issues.
- **Relevance and authority:** The ILO is **the UN specialized agency for the world of work**, unique in bringing together governments, employers and workers to set labour standards and provide policy advice. Its structure strengthens its credibility among international organizations promoting sustainable development and economic growth that drives social progress.
- **Knowledge and technical excellence:** The ILO is a **knowledge leader** for the world of work. Its data and analysis provide the basis for its policy recommendations and inform its constituents. Constant improvements to its research methods ensure that it is a reference for labour market knowledge.
- **Human and impactful:** The ILO plays a significant and tangible role in improving the lives of working people everywhere. Its standards and programmes are designed to benefit the individual and community as much as the economy.
- **Innovation and the Future of Work:** Throughout its history, the ILO has repeatedly demonstrated creativity and a remarkable capacity to adapt to changing circumstances. As it reaches its centenary it is at the forefront of discussions on the future of work and has convened an independent Global Commission on the issue.

## Messages

ILO 100 will have specific messages, collected into a message bank available to all, but it will not be a case of reinventing what already exists. There is a wealth of approved messages that can be used and adapted as part of our centenary communication. Messaging on the Decent Work Agenda for example has been approved by the DG and the Senior Management Team and is included in the Guide to Communicating Decent Work – these can be viewed in **Annex 1**.

## Quotes from World Leaders, ILC delegates and personalities on the ILO and its work

The ILC provisional records provide a wonderful archive of speeches and interventions at the Conference since it was first convened on October 29 1919 in Washington D.C. In **Annex 2** you will find a selection of examples from over the years, to which more will be added to create a quote bank to complement the ILO 100 message bank that can be used as a resource for communication activities.

## Short messages encouraging the public to get informed

Messages designed for the global campaign (detailed below) will be simple and intended to attract the reader to find out more about the ILO via the ILO100 website (also detailed below). They will focus on how the work and norms of the ILO impact on peoples live and seek to strengthen labour

rights. For example, a set of messages is suggested to show clearly what the ILO has delivered to all workers, such as the 8 hour working day, maternity protection.

*ILO, the Organization that brought you the weekend ... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that brought you maternity protection... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that brought you laws to end child labour... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that brought you safety at work... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that brought you laws to end forced labour... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that brought you minimum working and living standards for all seafarers... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that brought you fundamental principles and rights at work... Find out more at [www.ilo100.org](http://www.ilo100.org)*

**At the local level, this might also include national specific messages about impact:**

*ILO, the Organization that has trained x number of entrepreneurs in Zambia... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that has provided access to jobs for x number of youth in Azerbaijan... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that has removed x number of children from child labour in Latin America... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that has protected x number of migrant workers in Asia... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that has helped x number of refugees receive training in Jordan... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization that has helped x number of domestic workers know their rights in Asia... Find out more at [www.ilo100.org](http://www.ilo100.org)*

**Messages could also include lines on what we campaign for:**

*ILO, the Organization working to end modern slavery everywhere... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization working for a future of work for all... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization working for equal pay for work of equal value... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization working to promote the skills employers need... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization working to ensure decent work for all... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization working to end violence against women... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*ILO, the Organization working to ensure people with disabilities are included... Find out more at [www.ilo100.org](http://www.ilo100.org)*

### **Messages on contemporary world of work issues:**

*Concerned about how climate change will impact on jobs?... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*Wondering where the jobs of the future will come from and what skills you'll need?... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*Considering how to make your business more sustainable?... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*Is your business disability friendly?... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*Wondering whether you could be an entrepreneur?... Find out more at [www.ilo100.org](http://www.ilo100.org)*

*Considering migrating but don't know your rights?... Find out more at [www.ilo100.org](http://www.ilo100.org)*

### **Audiences**

Our primary audiences, those to whom we will deliver our messages, are as set out in the [biennium communication plan](#) are constituents, policy makers, development partners, the multilateral system, journalists, ILO staff and the general public.

Work will need to be done with the relevant departments (including ACTRAV, ACTEMP, PARDEV, MULTILATERALS) and the regional offices to tailor messaging to specific audiences across ILO100 communication.

## DCOMM's Role and global coordination on ILO 100

The Centenary is an opportunity for all offices to showcase the best of ILO work, our achievements and vision for the future. The strategy outline above is therefore applicable to all communication efforts to connect with audiences in all countries.

While many different events and initiatives are planned it is important that these are coordinated and present a coherent and consistent image of the Organization. The visual identifier, tagline, guidance on tone and agreed messaging will help with establishing a common ILO approach and voice.

For its part DCOMM will deliver a number of major projects designed not only to showcase the ILO but also to provide a framework for communication on the Centenary at the global and local levels. This includes common channels and a global campaign that will include templates and tools for use locally across all planned activities.

The ILO's existing external and internal channels, including Twitter, YouTube, Facebook, targeted Adestra email news updates, the mass media, SharePoint and *Inside* will be used to carry ILO100 content to external and internal audiences. At the same time ILO100 specific channels and assets will be developed and rolled out during the course of 2018 to support centenary activities in all countries. These include:

### **ILO100 Website (this is a major project and a detailed concept note is included as an annex)**

A new ILO100 website to be developed in 2018 will provide users with an immersive, multimedia journey through the ILO's past, present and future. It will explore the many ways in which the ILO touches people's lives, both through International Labour Standards as well as through its programmes and advocacy for decent work. The website will also bring together news and information about events held around the world to celebrate the ILO centenary, particularly the 24-hour ILO Centenary Celebration.

The primary focus of the website will be to draw users into a guided, multimedia exploration of the ILO's history and impact. This is the primary section of the website and the first thing users will see upon landing on [ilo.org/100](http://ilo.org/100).

### **ILO100 Video**

A video for use in all regions, following the theme of the centenary of recognizing past achievements and looking to the future will be produced in several length formats for the web and social media and captioned in different languages.

### **ILO Trello**

The existing [Trello](#) will be used to host all ILO100 digital assets including video clips, gifs, message cards and photos, designed for use on social media accounts.



### The SharePoint and other internal communication channels

SharePoint and *Inside* will be used to aid internal communication and keep staff informed, involved and engaged in preparations during 2018 and celebrations/events in 2019. The DCOMM section of SharePoint will be used to keep communication colleagues up to date with the latest plans, guidelines and materials.

### Major Projects

DCOMM will give priority to the following communication projects approved by the ILO100 taskforce. These, including the initiatives outlined in the box on pages 8 and 9 are designed to provide coherence for the global celebration and are designed for use and implementation by all ILO offices. Materials produced will be designed to be adapted at the regional and local levels and DCOMM will provide guidance on local delivery:

#### Global campaign (a detailed concept note is included as an annex)

The objective will be to show how the ILO has benefited and continues to benefit people's world of work experience, through a unified global outreach effort. This will encompass the overall objective of the centenary, to reflect on our successes and lessons learned, demonstrate the relevance of our mandate in a contemporary setting and our central role in helping shape a fairer future for all.

The campaign would be directed at a public audience at each national level, this is meant in the broadest sense and would of course include our constituents, development partners, the media and others. It will use short simple messaging (as above) to encourage viewers/readers to get informed by visiting [www.ILO100.org](http://www.ILO100.org) (which in itself is a major project and a concept note is included as an annex)

DCOMM, in collaboration with departments and offices will set the parameters for the campaign, in terms of the global messaging and incorporate the agreed branding.

A campaign toolkit will be provided to all offices with template campaign materials designed to be fully adaptable and implemented at the local level (see below). This will include partnering with national governments to ensure placement of promotional materials such as posters/billboards in public spaces. It may also include engaging existing public-private partners to take the initiative to their consumers via a dedicated product/use of ILO materials.

#### Global campaign toolkit

In addition to those digital assets mentioned above, several promotional items will be developed specifically for the global campaign. This will include campaign messaging, activity ideas, templates and the design files of campaign collaterals (posters, banners pens, stickers etc.) for local adaptation, translation and printing/manufacture.

DCOMM will work with an external company to produce the toolkit, which will fully integrate the agreed global strapline and visual identity.



### Global event (a detailed concept note is included as an annex)

The objective is to coordinate a 24 hour, or at least 12 hour event on one designated day in 2019 that spans global time zones and links national events together. The series of events could be broadcast via a series of webcasts brought together on one emission on the ILOTV channel on YouTube and moderated from Geneva. An event in Geneva at midday would anchor the flow of broadcasts and bring in a global representation at one event.

As with the global campaign, the idea is to bring coherence to planned events and showcase One ILO on a given day. It will seek to engage constituents, development partners and the UN system alike. It will also be promoted to the public audience and it is possible that the Geneva event could be made interactive using Facebook Live or Slido to bring the public in to the room.

### Voices on the world of work (a detailed concept note is included as an annex)

A series of short video interviews with personalities, people who champion the ILO's issues (policy makers, academicians, influencers, celebrities), with working people and beneficiaries (man/woman-on-the-street, vox pops), and with ILO staff. The idea is to collect voices that resonate not only on the global level but at the regional and country level as well. The interviews are intended for possible use on the ILO/100 webpage but can be used on regional and country webpages and in local exhibitions and productions as well. DCOMM/Multimedia will edit the interviews filmed locally and make them all available on the SharePoint for use by all ILO departments, offices and projects.

### Other Key Projects

In addition to the global campaign and 24 hour event, DCOMM envisages a number of projects approved by the ILO100 taskforce of varying scale and scope over the course of 2018 and 2019, the below captures those initially planned and which are not covered by the above. For each of these, DCOMM will work in collaboration with various departments and our regional colleagues.

| Activity                                | Detail  | Responsible                   |
|---|---|-------------------------------|
| ILO Centenary visual identifier         | A visual identifier is to be developed to be used across all ILO100 print and digital products  | DCOMM/ADVOCACY and PRODOC     |
| Documentary film on work and its future | The idea is to convince a renowned director to have an independent film or documentary in 2019 on the world of work and what the future holds   | DCOMM/ADVOCACY and MULTIMEDIA |
| Update to ILO Wikipedia page            | Edits to bring into line with the global campaign to connect with the general public, highlighting the ILO's historic contribution towards guaranteeing the rights and principles at work that we tend to take for granted. It should also be enriched with more information about our modern-day efforts to promote decent work around | DCOMM/NEWS                    |

|  |  |  |
|--|--|--|
|  | the globe, as well as our role in shaping the policies that will guide the future of work.   |  |
| Google Doodle  | An approach will be made to Google to have a specially-themed Google Doodle commemorating the ILO Centenary, to coincide with the principle date for celebrations.   | DCOMM/NEWS   |
| Centenary TEDX   | A TEDX franchised event with invited participants/speakers, external to the ILO but renowned for their expertise on the world of work/future of work.<br>It could be the Geneva segment of the 24 hour event.          | DCOMM/MULTIMEDIA/MSU                               |
| Song to commemorate the ILO Centenary                      | The idea is to convince a renowned music composer to come up with a song for the Centenary and the world of work   | DCOMM/ADVOCACY and MULTIMEDIA                      |
| Popular ILO history project                                | The idea is to curate individual's memories and souvenirs of the ILO over the past 100 years. This could be via a Facebook group, to be integrated with ILO.org/100  | DCOMM/NEWS/INTERNAL and the Century Project        |
| ILO 100 Hackathon  | A challenge for teams of technologists and entrepreneurs to take part in a 2-Day Hackathon with the goal of prototyping technologies that could one day help to tackle some of the greatest challenges to decent work. | DCOMM/NEWS   |
| ILO 100 World of Work magazine                             | A special edition of the magazine reflecting on ILO history and including articles looking to the future world of work   | DCOMM/NEWS   |
| Bache for the ILO building and/or lighting up the building | Large banners to be hung over and inside the ILO building.   | DCOMM/ADVOCACY and the Building Renovation Project |
| Mock ILC at the Palais                                     | Along the lines of the model UN but structured as an ILC. A French school has approached the ILO with the idea.  | Organized by a third party with DCOMM support.     |

## Evaluation

The key performance indicators set out in the biennium communication plan (LINK) will be monitored throughout 2018 and 19. This includes for channels on which ILO100 communication materials will be promoted (social media, SharePoint, Adestra targeted marketing email, media coverage etc.). The performance of channels and products developed specifically for the centenary will be measured alongside these KPIs.

For some items this will be a question of delivery, for example the unified brand guidelines, update to the Wikipedia page, the Google Doodle etc. However for other specific channels, products and events, more detailed metrics can be derived. Additional KPIs will be set for new materials as they are developed during 2018 but will include:

Number of visits to the ILO100 web site, page views, interaction with content.

Number of national campaigns implemented using the toolkit (the campaign itself will have a dedicated set of metrics, detailed in the campaign plan).

Number of views of webcasts of specific events that are broadcast live.

Number of views of the ILO100 video.

Number of shares of ILO100 assets posted on social media.

Media articles on ILO100 events.

Views for the 24 hour live event.

A measure of success will be developed for each activity, output and channel and will be reflected in an ILO100 dashboard during 2019.

## Annex 1- GLOBAL CAMPAIGN

### Background on ILO Centenary

Marking 100 years of the ILO in 2019 will be an occasion for celebration and reflection on our key achievements and for setting the course for the Organization's future, as major transformations continue to affect the world of work.

The Centenary will also be a significant opportunity for the ILO to strengthen its reputation among a broad global audience. Work or the search for it touches a significant proportion of everyone's lives. We aim to position the ILO as the Organization for the world of work, highlighting how we have a positive impact on people's daily lives and our role in advocating for a more just future.

We want to bring the ILO into people's daily lives around the world and showcase our tripartite structure, the standards the ILO develops, the projects it supports and how the policies it recommends are instrumental in shaping a world of work with social justice.

The communication activities for the Centenary celebrations will include:

- A global campaign that takes the ILO to the people at the national, regional and global level in 2019.

### The Global Campaign 'Taking the ILO to the people'

The objective of the global campaign is to show how the ILO has benefited and continues to benefit working people, their families and the world of work in general. This will encompass the overall objective of the Centenary, to reflect on ILO's successes and lessons learned, demonstrate the relevance of the ILO mandate in a contemporary setting and its central role in helping shape a fairer future for all.

#### Who is the campaign aimed at?

The **global campaign will be directed at a public audience** at each national level, which will mean partnering with national and local governments, as well as public-private partners to organize promote the messages and images of the campaign.

The campaign will be implemented in close collaboration with ILO field offices which will customize it, using their own funding. We will communicate through popular channels and communal spaces, using simple, impactful language and imagery.

## The Global Campaign Toolkit

The Global Campaign will include a toolkit of marketable communications ideas and products that ILO offices in the field or headquarters can use to guide their own ILO Centenary communications activities.

This toolkit will comprise campaign messaging, activity ideas, templates and the design files of campaign collaterals (posters, banners, stickers, etc.) for local adaptation, translation and printing/manufacture.

The **users** of the toolkit are primarily ILO field offices; however at a later stage the materials from the toolkit can also be shared with ILO partners for further promotion of the Centenary through their own channels or when collaborating with the ILO during its activities.

The ideas from the toolkit can be chosen by any given ILO office and rolled out using the clear steps, guidance and suggestions from the toolkit.

We hope to have this toolkit ready by October 2018. The campaign will be rolled out throughout 2019.

## Funding

DCOMM will work with, and cover the costs of hiring, an external company to produce the toolkit, which will fully integrate the agreed global tagline and visual identity\*. It will also be responsible for rolling out the campaign across Switzerland and global media channels.

Each ILO office will be responsible for financing the rolling out of the campaign at the local level. ILO offices are encouraged to reach out to their local networks to find support for this. For example, by getting in touch with local public transportation companies, airports, public buildings, schools, etc.

\*All the communications products suggested in the Global Campaign Toolkit, will align with the Centenary tagline, '*Advancing social justice, promoting decent work*' and the **key values/messages** of the ILO centenary: **1)** Commitment to social justice and the most vulnerable; **2)** Relevance and authority: The ILO is the UN specialized agency for the world of work; **3)** Knowledge and technical excellence: The ILO is a knowledge leader for the world of work; **4)** Human and impactful: The ILO plays a significant and tangible role in improving the lives of working people everywhere; **5)** Innovation and the Future of Work: Throughout its history, the ILO has repeatedly demonstrated creativity and a remarkable capacity to adapt to changing circumstances.

## Annex 2 - ILO 100 WEBSITE

### Overview

A new website will mark the ILO's centenary by providing users with an immersive, multimedia journey through the ILO's past, present and future. It will explore the many ways in which the ILO touches people's lives, both through International Labour Standards as well as through its programmes and advocacy for decent work. The website will also bring together news and information about events held around the world to celebrate the ILO centenary, particularly the 24-hour ILO Centenary Celebration.

### Our story

The primary focus of the website will be to draw users into a guided, multimedia exploration of the ILO's history and impact. This is the primary section of the website and the first thing users will see upon landing on [ilo.org/100](http://ilo.org/100).

It will take users on an interactive tour of the various ways the ILO has affected people's lives and work over the past one hundred years and show how it will continue to shape the world of work of tomorrow.

It will be organised according to a selection of themes that ordinary people with limited background knowledge about the ILO will understand and care about. Each theme will provide an entry point to illustrate a different area of ILO's work and make the connection between concepts like social dialogue and International Labour Standards, and the everyday lives of our users.

Audiovisual material, from historical newsreels to custom graphics and illustrations, will bring the historical context of the ILO's work to life while bringing home the impact of its activities today.

The journey will be presented as a linear storyline that will encourage users to explore all of the topics as they move from the beginning to the end. However, each of the themes will have a self-contained narrative that users can skip to directly via lateral navigation.

### Themes

A number of suggested themes are proposed for the structure of the site and are detailed below. These themes will need to be kept to a limited number to ensure a simple site navigation and should all be topics that ordinary people will understand and value regardless of their level of familiarity with the ILO. Moreover, each theme will map to one or more of the [ILO's Ten Policy Outcomes](#) and cover the Centenary Initiatives, Flagship Programmes, Cross-cutting Policy Drivers and the SDGs.

Each of these themes will be examined through the lense of three cross-cutting ideas:

- The role of International Labour Standards

- The importance of social dialogue
- The implications of a changing world of work

| Theme                   | Topics covered  | <a href="#">Policy Outcome</a> |
|-------------------------|---|--------------------------------|
| Social Justice & Peace  | ILO's history and mission, social dialogue, decent work, labour standards, SDGs | 1, 2, 10                       |
| Rights                  | Freedom of association, child labour, forced labour                             | 2, 7, 8, 10                    |
| Equality                | Discrimination, gender, disabilities  | 1, 3, 10,                      |
| Jobs                    | Work quality, migration, safety and health, minimum wages, employment, skills   | 1, 2, 6, 7, 9                  |
| Life & Family           | Social protection, maternity  | 3                              |
| Business                | Productivity, sustainable enterprises, supply chains                            | 1, 2, 4, 10                    |
| Community & Environment | Green jobs, crises, rural economy, indigenous peoples                           | 4, 5,                          |
| Future of Work          | Future of work  | 1-10                           |

## Inspiration

Here is a small selection of sites that we've drawn on for inspiration

- <https://www.cfr.org/interactives/modern-slavery>
- <http://cityatwar.icrc.org/>
- <https://searchingforsyria.org/en/>
- <http://www.nytimes.com/newsgraphics/2013/10/27/south-china-sea/>
- <https://www.washingtonpost.com/graphics/world/lesbos/>
- [http://www.bbc.co.uk/news/resources/idt-sh/partition\\_how\\_it\\_affected\\_me](http://www.bbc.co.uk/news/resources/idt-sh/partition_how_it_affected_me)
- <http://reporterbrasil.org.br/servidao-por-divida/>
- <http://cdn.impresa.pt/195/524/11584423>

## News and events

An additional section will aggregate news and information about the various events that will be held around the world to mark the ILO centenary. It will draw content directly from ilo.org to provide a single location where users can find out about events taking place in their country or region.



ilo.org/100 will also provide an online destination for the 24-hour [ILO Centenary Celebration](#).

## **Content**

Original content created for ilo.org/100 will be provided in English, French and Spanish by DCOMM/News, DCOMM/Multimedia and DCOMM/Internal Comms. Regional offices in Beijing, Beirut and Moscow will be asked to translate original content into Chinese, Arabic and Russian.

Events for the /events page will be pulled dynamically from event pages on ilo.org. It will be the responsibility of the offices hosting those events to translate those pages into the required languages.

## **Languages**

ilo.org/100 will support the following languages:

- English
- French
- Spanish
- Russian
- Chinese
- Arabic

Country Offices representing users who do not speak any of those languages will be provided with templates for an ILO Centenary primary page to be hosted on ilo.org. They will be provided with core content in English, which they may translate. They'll also have the option of incorporating their own custom content specific to their country or region.

Templates and instructions for how to populate them will be provided by DIGICOM together with helpdesk support should it be required. DCOMM, in turn, will provide the core content necessary to populate the pages.

## **Design and UX**

DCOMM/PUBL will be responsible for the design of the website and overall user experience. This will involve, among other things, creating mockups for development based on the agreed-upon features and website behaviour as well as conducting user testing to guarantee an optimal user experience. The design should use the ILO Centenary visual identifier and, to the greatest extent possible, adopt principles emerging from the ILO branding review being undertaken by DCOMM and PRODOC.

## **Architecture**

ilo.org/100 will be a single page web application built on decoupled, cloud-based infrastructure. A front-end server will serve a JavaScript application which will consume a GraphQL API exposed by a back-end server storing the site's data. In addition to serving the API, the back-end server will also

retrieve and store structured data from ilo.org (such as events) and host a light-weight CMS for content management. Both servers will be hosted via DCOMM's Digital Ocean account with static content served from a CDN using DCOMM's Cloudflare account.

## **Development**

Development of the application will be done in-house by DCOMM utilizing the following open-source technologies:

- Nodejs
- KeystoneJS (CMS)
- GraphQL
- React/Redux
- MongoDB

## **Timeline**

The first version of ilo.org/100 will be released in January 2019. It will include all of the features detailed below except the page hosting the ILO Centenary 24/7 event, which will be released closer to the date of the event.

Some key milestones are as follows:

**9 February 2018** Draft concept approved

**20 February** Present the concept to 2019 Comms Working Group

**20 February - 9 March** Content definition and inventory

**9 March** Content production begins

**23 March** Information architecture and narrative presented to 2019 Comms Working Group.

**13 April** First mockups prepared, back-end development begins

**13 April - 11 May** User testing, refinement of mockups

**11 May** Front-end development begins

**25 May** First weekly sprint meeting

**28 May - 8 June** Development paused for ILC

- 5 October** Development complete. Content finalized
- 29 October** Website populated with content in all 6 languages.
- 30 November** Soft launch
- 14 January 2019** Public launch
- 8 February** Launch of ILO Centenary Celebration Page
- 28 June 2019** ILO Centenary Celebration takes place

## Annex 3 - 24 HOUR EVENT

### Overview

A global event, consisting of many different events held in locations around the world and brought together through an interactive platform on the web, will mark the date of ILO's 100th anniversary in 2019.

From the time the first event begins until the last event ends, the celebration will last a full 24 hours and span across four continents. It will include concerts, talks, sporting events, workshops and historical re-enactments of the seminal moments leading up to the ILO's founding. Supporters unable to attend the events planned will be able to watch them online via online platform that track the celebration as it moves around the globe from one event to another.

### Date

While a single date commemorating the ILO's 100th anniversary is still being considered, DCOMM recommends 28 June 2019, which would commemorate the 100th anniversary of the Treaty of Versailles.

Relay around the world

The celebration will consist of a "relay" of at least 12 events taking place in as many different cities around the world. In order for this to work, each event (except for the first one) must begin at least as soon as the one before it ends. As such, each event will "hand off" to the event which comes next. The celebration will begin at 00:00 GMT and end at 24:00 GMT. The first event should start as close to the International Dateline as possible with successive events moving west from there. Each event should last at least two hours.

Here is the recommended schedule for the events (the final list will be agreed with the regions and the 2019 Taskforce). This would allow for events to take place in all of the regional bureaus and several country offices with four events in the Asia-Pacific Region, two events in Africa, two events in Europe, one event in the Arab States and three events in the Americas.

This schedule ensures that all events take place during office hours in order to guarantee the maximum involvement from staff.

| GMT   | EVENT CITY | LOCAL TIME ZONE | LOCAL START TIME |
|-------|------------|-----------------|------------------|
| 00:00 | Suva       | +12             | 12:00            |
| 01:00 |            |                 |                  |
| 02:00 | Manila     | +8              | 10:00            |

|       |             |    |       |
|-------|-------------|----|-------|
| 03:00 |             |    |       |
| 04:00 | Bangkok     | +7 | 11:00 |
| 05:00 |             |    |       |
| 06:00 | New Delhi   | +5 | 11:00 |
| 07:00 |             |    |       |
| 08:00 | Addis Ababa | +3 | 11:00 |
| 09:00 |             |    |       |
| 10:00 | Beirut      | +2 | 12:00 |
| 11:00 |             |    |       |
| 12:00 | Budapest    | +1 | 13:00 |
| 13:00 |             |    |       |
| 14:00 | Geneva      | +1 | 15:00 |
| 15:00 |             |    |       |
| 16:00 | Abidjan     | 0  | 16:00 |
| 17:00 |             |    |       |
| 18:00 | Brasilia    | -3 | 15:00 |

|       |                 |    |       |
|-------|-----------------|----|-------|
| 19:00 |                 |    |       |
| 20:00 | Washington D.C. | -5 | 15:00 |
| 21:00 |                 |    |       |
| 22:00 | Lima            | -5 | 17:00 |
| 23:00 |                 |    |       |

### **Live events**

Country and regional offices will organize the events that could come in any number of shapes and sizes, from lectures and workshops to concerts, athletic events or marches. Virtually any event that would be interesting to watch for both a live audience and an online public could qualify. DCOMM will nonetheless encourage offices to diversify in order to avoid too many of the same kinds of event as well as to be creative in devising events that are truly engaging to watch.

While DCOMM will provide creative and technical guidance to ensure a successful live stream, country and regional offices will be responsible for organising and financing their own events.

### **An online public**

In addition to people who are able to attend the events themselves, the events will also have an online audience of people who will be able to stream them via an online platform that will be built for the occasion. As such, offices organising events will be required to contract local suppliers able to film the events and stream them in high-definition. Terms of reference for these suppliers, with technical details for the streaming requirements, will be prepared by DCOMM for this purpose.

The platform itself will be built by DCOMM and allow users to stream the current event as well as any prior events which already took place. It will include information about the events and the offices holding them and serve as a memento of the occasion after the day has passed.

### **Global and local promotion**

While promotion for the global event will be managed by DCOMM, offices organising events should take ownership of their promotion in local media markets. To help them do this, DCOMM will provide promotional materials branded in line with the ILO Centenary as well as guidance and best practices for online and offline promotion.

## Annex 4 - VOICES ON THE WORLD OF WORK

In the run-up to the ILO Centenary, DCOMM would like to produce short video interviews with **personalities**, people who champion the ILO's issues (policy makers, academicians, influencers, celebrities), with **working people and beneficiaries** (man/woman-on-the-street, vox pops), and with **ILO staff**. We would like your help in producing these interviews so we have voices that resonate not only on the global level but at the regional and country level as well. The interviews are intended for possible use on the ILO/100 webpage but can be used on your regional and country webpages and in local exhibitions and productions as well. DCOMM/Multimedia will edit the interviews that you film and make them all available on the SharePoint for use by all ILO departments, offices and projects.

### INTERVIEWS & QUESTIONS:

The interviews should take no more than 20 mins from set-up to conclusion and you should aim to film for no more than 10 mins maximum (less is better). Ask your interviewees to be brief but give them the space to show their passion or enthusiasm. If the interview is in a non-official language of the ILO please include a time-coded transcript and English translation. Each sentence of English translation should be accompanied by a corresponding video time-code.

Here are some questions you can ask for the three categories of people:

#### **PERSONALITIES:**

1. What is your name and title (or occupation)?
2. Do you give the ILO permission to use your interview in its communication activities?
3. How do you know the ILO (what is your connection to the ILO)? Has the ILO made a difference in your own life?
4. What does the ILO do that makes it important in today's world?
5. Why does the world need an ILO?
6. What would you like the future of work to look like?

#### **BENEFICIARIES AND WORKING PEOPLE:**

1. What is your name/age/title (or what do you do for a living), where are you from?
2. Do you give the ILO permission to use your interview in its communication activities?
3. Do you know what the ILO does? Can you tell us how the ILO affects your life?
4. What is the most important thing the ILO has done for you or for the world?
5. Does the world need the ILO?
6. What would you like the future of work to look like?



**ILO STAFF:**

1. What is your name/ILO title and where are you from?
2. Do you give the ILO permission to use your interview in its communication activities?
3. What is your job at the ILO? What does your work involve?
4. Why did you want to work for the ILO?
5. What is the most gratifying or fulfilling aspect of working for the ILO?
6. What is the ILO's role in shaping the future of work

**TECHNICAL REQUIREMENTS:**

The interviews can be filmed using a smartphone, a consumer video camera or a professional crew if you have the resources. Please follow these basic guidelines:

**SMARTPHONE or CONSUMER VIDEO CAMERA:**

- Use a iPhone 5s or above or equivalent Android phone
- Use an external microphone (lapel mic or directional mic – ask DCOMM for advice) but if you don't have a microphone, get as close to the subject as possible in a quiet place.
- Use a tripod to stabilize the picture or if you don't have a tripod lean against a wall
- If you're using a smartphone, film in (horizontal) landscape mode
- Make sure there is enough light on your subject's face. Have your interviewee look straight at you (not off to the side)
- Frame your intv so that the subject's head and shoulders fill the frame – about one meter away from your subject

**PROFESSIONAL CREW** – If you plan to hire a professional crew, please contact DCOMM for a sample Terms of Reference and technical specifications

**SENDING MATERIAL TO DCOMM:**

To transfer the files directly from your phone via 3 or 4G, first download the app "WeTransfer". Send files to [multimedia@ilo.org](mailto:multimedia@ilo.org) including the full written name of the interviewee. To transfer the files from your computer or if you are using a professional crew you can go to [www.wetransfer.com](http://www.wetransfer.com). Alternatively, use [www.dropbox.com](http://www.dropbox.com) and send us an email to let us know.

**DEADLINE:**

You can send us your interviews as you produce them throughout this year, but no later than by the beginning of October so we can prepare them in time for the ILO's centenary.

## Annex 5 – Decent Work Messaging

### Decent work is the foundation of fair, productive and inclusive societies

*Decent work is much more than a job. It is the root of social cohesion and the catalyst for poverty reduction in all societies.*

*Wherever we live in the world, our work – what we do - defines us. It is a part of our identity that gives us meaning and dignity, allowing us to stand on our own two feet and achieve our aspirations.*

*The ILO is the knowledge leader on the world of work and the home of tripartite dialogue among governments, employers and workers. Our collective aim is to create a productive environment where everyone is protected and empowered.*

### Decent work is a driver of sustainable development

*Decent work is not only a goal but also a driver of sustainable development. More women and men in productive and decent jobs means stronger and more inclusive economic growth.*

### Decent work tackles inequality of opportunity and income

*Ensuring decent work opportunities and a social protection floor for all women and men means that – at a minimum – no one is left behind. And – at an optimum – everyone has the autonomy and opportunity to sustain themselves, their families, and aspire to a better future.*

*Narrowing the gap between the few that share most of the world's wealth and the billions of people who are barely getting by is not just a moral imperative, it is an economic necessity.*

### Decent work builds peace and stability

*The ILO was founded on the desire for lasting peace. Decent work is a peace-building antidote for today's turbulent times. More women and men in decent work means more social cohesion and less disenfranchisement, particularly among youth.*

*Our personal wish for a decent job and the opportunities it brings helps us relate to the needs of others who want the same for themselves and their families. This universal aim unites us in a common desire to achieve a well-functioning global community.*

## **Decent work flourishes in productive and sustainable enterprises**

*Conditions of inclusive growth and decent work boost the creation of new private enterprises, who create the majority of jobs. It is in enterprises that the economic, social and environmental dimensions of sustainable development come together.*

## **Decent work is rooted in international labour law**

*ILO Conventions and Recommendations are one of the reasons that regular working hours and paid holidays exist, why so many of us enjoy labour protections throughout our lives and why national laws are in place to tackle forced and child labour.*

*The ILO works constantly to increase the coverage of labour protections and ensure the legal framework is relevant to the current realities of the world of work.*

## **Decent work is built on tripartism and social dialogue**

*Cooperation among governments, employers and workers is central to creating the conditions for inclusive growth and decent work.*

*Tripartism among these three main actors of the world of work and social dialogue between employers and workers have proven time and again to foster economic and social progress and maintain social peace.*

*At the ILO, our very structure, where workers and employers – our social partners - together have an equal voice with governments in its deliberations, ensures that their views are closely reflected in ILO international labour standards, economic and social policy recommendations and programmes.*

## Annex 6 – Significant quotes about the ILO from leaders and eminent persons.

Hon. William Bauchop Wilson, US Secretary of Labor, President of the 1<sup>st</sup> ILC, October 1919 (Washington).

"I am greatly impressed with the idea that you have been hewing out the blocks for the foundation of a structure to shelter the toiling masses of the future."

"I am sure that I express your hopes, I am sure that I express the hopes of the peoples of the world that time may develop the fact that you have built well. That you have laid the foundation for a structure that will stand down through all the ages as the protector of the toilers of the world."

[http://www.ilo.org/public/libdoc/ilo/P/09616/09616\(1919-1\).pdf](http://www.ilo.org/public/libdoc/ilo/P/09616/09616(1919-1).pdf)

Albert Thomas, preface to the International Labour Organization, the First Decade, 1931

"The social factor must take precedence over the economic factor; it must regulate and guide it, in the highest cause of justice."

[https://archive.org/stream/in.ernet.dli.2015.224673/2015.224673.The-International\\_djvu.txt](https://archive.org/stream/in.ernet.dli.2015.224673/2015.224673.The-International_djvu.txt)

US President Franklin Delano Roosevelt, ILC, 1941 (New York and Washington).

"In the words of the Atlantic Charter: 'All States, great or small, victor or vanquished,' must have 'access, on equal terms, to the trade and to the raw materials of the world which are needed for their economic prosperity'. In the planning of such international action, the International Labour Organization, with its representation of labour and management, its technical knowledge and experience, will be an invaluable instrument for peace. Your organization will have an essential part to play in building up a stable international system of social justice for all peoples everywhere."

"There are so many millions of people in this world who have never been adequately fed and clothed and housed. By undertaking to provide a decent standard of living for these millions, the free peoples of the world can furnish employment to every man and woman who seeks a job"

"The essence of our struggle to-day is that men shall be free. There can be no real freedom for the common man without enlightened social policies. In the last analysis, they are the stakes for which democracies are to-day fighting."

“To many it was a wild dream. Who had ever heard of Governments getting together to raise the standards of labour on an international plane? Wilder still was the idea that the people themselves who were directly affected — the workers and the employers of the various countries — should have a hand with Government in determining these labour standards.”

[http://www.ilo.org/public/libdoc/ilo/P/09616/09616\(1941\).pdf](http://www.ilo.org/public/libdoc/ilo/P/09616/09616(1941).pdf)

**Hon. Walter Nash, Envoy Extraordinary and Minister Plenipotentiary of New Zealand and President of the 26<sup>th</sup> ILC, Philadelphia, 1944**

“It seems not too rash to predict, however, that the Declaration of Philadelphia which we adopted on Tuesday will go down in history as one of the most significant documents of our time. It is in my opinion the greatest social charter that has yet been published. It does much more than merely restate the aims and purposes of the International Labour Organization. It emphasizes some of the things that have still to be done, some of the conditions that have still to be fulfilled, some of the aspirations that have still to be realized, before the ideals and objectives for which this war is being fought will have been safely and enduringly achieved.”

“The Declaration we have adopted here will, if we allow its principles to guide our future conduct, sound the death knell of poverty and want, and fear of poverty and want throughout the world.”

“Give any human being created by the same God the same conditions and opportunity which you and I may have enjoyed, then whatever their status may have been through the ages, it is probable that in due course he or she will achieve the same level of material and cultural advancement.”

“The job, as I see it, is to find a way of working with the people of all countries that want to travel along the road that we desire to travel—the road of peace and prosperity and progress— neither one possible without the other two. We desire to travel along that road, and we desire that everyone shall have a right to reach that objective”

[http://www.ilo.org/public/libdoc/ilo/P/09616/09616\(1944-26\).pdf](http://www.ilo.org/public/libdoc/ilo/P/09616/09616(1944-26).pdf)

**Pope Paul VI, 53<sup>rd</sup> ILC and 50<sup>th</sup> anniversary of the ILO, 1969, Geneva**

“It is more than an economic concept, it is better than a political concept: it is a moral and human concept which inspires you, namely social justice, to be built up, day by day, freely and of common accord.”

“Labour conflicts cannot be remedied by artificially imposed conditions which fraudulently deprive the worker and the whole social community of their first and inalienable human prerogative, which is freedom. Nor can they be remedied by solutions which result solely from the free play—as it is called—of the determinism of economic factors. Such remedies may indeed have an appearance of justice, but they do not possess its human reality.

It is only when the deepest reasons of these conflicts are understood, and the just claims they express are satisfied, that you can avert their dramatic explosion and avoid its ruinous consequences.”

“We have come here to give you Our encouragement and Our agreement, to invite you also to persevere tenaciously in your mission of justice and peace, to assure you of Our humble but sincere fellowship. For it is the peace of the world which is at stake, and the future of mankind. This future can only be built up by peace among all the human families at work, between classes and peoples, a peace which rests upon an ever more perfect justice among all men”

“This world of tomorrow will have to be built up by the youth of today, but it is for you to prepare them for this. Many of them receive insufficient training, and have no real possibility of learning a trade and finding work. Many, too, have jobs which have no meaning for them, the monotonous repetition of which may indeed secure profit for them, but cannot suffice to give them a reason for living, to satisfy their lawful aspiration to take their place as men in society.”

“Who has not sensed, in the rich countries, their anxiety at the invasion of technocracy, their rejection of a society which has not succeeded in integrating them into itself ; and, in poor countries their lament that, for lack of sufficient training and fitting means, they cannot make their generous contribution to the tasks which call for it ?”

“In the present changing world, their protest resounds like a cry of suffering and an appeal for justice. Amid the crisis which shakes modern civilization, the expectation of youth is anxious and impatient: let us strive to open up for them the paths of the future, offer them useful tasks and prepare them for their performance.”

[http://www.ilo.org/public/libdoc/ilo/P/09616/09616\(1969-53\).pdf](http://www.ilo.org/public/libdoc/ilo/P/09616/09616(1969-53).pdf)

**Nelson Mandela – 77<sup>th</sup> ILC, 1990, Geneva**

“Let me assure you that despite the thickness of the prison walls, all of us in Robben Island and other jails could hear your voices demanding our release very clearly. We drew inspiration from this. I knew from the very first day of our incarceration that in the end it would prove impossible for the apartheid system to keep us in its dungeons. We thank you that you refused to forget us.”

[http://www.ilo.org/global/about-the-ilo/newsroom/statements-and-speeches/WCMS\\_215611/lang--en/index.htm](http://www.ilo.org/global/about-the-ilo/newsroom/statements-and-speeches/WCMS_215611/lang--en/index.htm)

**Former US President Bill Clinton, ILC, 1999, Geneva.**

The “ILO has waged a struggle of rising prosperity and widening freedom, from the shipyards of Poland to the diamond mines of South Africa. You remain the only organization to bring together governments, labour unions and business, to try to unite people in common cause -- the dignity of work,

the belief that honest labour, fairly compensated, gives meaning and structure to our lives; the ability of every family and all children to rise as far as their talents will take them.”

“Globalization is not a proposal or a policy choice, it is a fact. But how we respond to it will make all the difference. We cannot dam up the tides of economic change any more than King Canute could still the waters. Nor can we tell our people to sink or swim on their own. We must find a third way -- a new and democratic way -- to maximize market potential and social justice, competition and community.”

“We must put a human face on the global economy, giving working people everywhere a stake in its success, equipping them all to reap its rewards, providing for their families the basic conditions of a just society. All nations must embrace this vision, and all the great economic institutions of the world must devote their creativity and energy to this end.”

“Previous generations sought to redeem the rights of labour in a time of world war and organized tyranny. We have a chance to build a world more prosperous, more united, more humane than ever before. In so doing, we can fulfil the dreams of the ILO's founders and redeem the struggles of those who fought and organized, who sacrificed, and, yes, died -- for freedom, equality and justice in the workplace.”

<http://www.ilo.org/public/english/standards/relm/ilc/ilc87/a-clinto.htm>

#### **Angela Merkel – Germany, 100<sup>th</sup> ILC, 2011**

From the outset the International Labour Organization has seen its mission as to serve humanity by advancing social justice. In concrete terms that means – even now at this 100th session, which I’m delighted to be attending today – helping to generate productive employment, developing further the rights of workers, guaranteeing decent work, extending social protection and strengthening social partnership.

<https://www.bundestkanzlerin.de/ContentArchiv/EN/Archiv17/Reden/2011/2011-06-14-chancellor-geneva-international-labour-conference.html>

#### **President Tarja Halonen – Finland, 100<sup>th</sup> ILC, 2011**

“The ILO has a global role in promoting human rights and establishing safer social and working life norms. The core conventions adopted by the Organization remain highly topical”.

“Governments alone cannot implement the ILO objectives. The tripartite system is the special nature and strength of the Organization. As all three parties have committed themselves to ILO decisions, it is easier for all parties to support and promote the national implementation processes in their own countries”.

[http://www.ilo.org/ilc/ILCSessions/100thSession/media-centre/news/WCMS\\_158198/lang--en/index.htm](http://www.ilo.org/ilc/ILCSessions/100thSession/media-centre/news/WCMS_158198/lang--en/index.htm)



**President Jakaya Mrisho Kikwete – Tanzania, 100<sup>th</sup> ILC, 2011**

The ILO has remained relevant at all times and the unwavering bulwark supporter of workers' rights. It was no surprise to me, therefore, that the ILO was among the first international organizations to raise the alarm on the negative trends of globalization

**President Susilo Bambang Yudhoyono - Indonesia, 100<sup>th</sup> ILC, 2011**

"The ILO has been a champion in promoting job security. For almost a century now, the ILO has stood up for the rights of workers, and set the norms and standards for fair and equitable employment".

"The positive role of the ILO was demonstrated during the recent global financial crisis".

[http://www.ilo.org/ilc/ILCSessions/100thSession/media-centre/news/WCMS\\_158198/lang--en/index.htm](http://www.ilo.org/ilc/ILCSessions/100thSession/media-centre/news/WCMS_158198/lang--en/index.htm)

**Pope Francis, message to the 103<sup>rd</sup> ILC, 2014, Geneva**

"Labour is not a mere commodity but has its own inherent dignity and worth. The Holy See expresses its appreciation of the ILO's contribution to upholding the dignity of human work in the context of social and economic development through discussion and cooperation between governments, laborers and employers. Such efforts serve the common good of the human family and promote the dignity of workers everywhere."

"The social teaching of the Catholic Church supports the initiatives of the ILO which aim to promote the dignity of the human person and the nobility of human labour. I encourage you in your efforts to face the challenges of today's world in fidelity to these lofty goals."

[http://www.ilo.org/ilc/ILCSessions/103/media-centre/speeches/WCMS\\_246282/lang--en/index.htm](http://www.ilo.org/ilc/ILCSessions/103/media-centre/speeches/WCMS_246282/lang--en/index.htm)

