



International
Labour
Organization



► Pilot: Decent Work Chatbot

LABADMIN/OSH

► Pilot: Decent Work Chatbot

The [DecentWorkChatbot](#) – is a public platform to identify decent work deficits throughout the national coffee value chain in Mexico. The chatbot seeks to empower actors along the value chain not normally reached through standard survey methods. The “crowd” identifies actual OSH deficits and information about businesses processes or models in the targeted value chain that may serve as an early warning of greater OSH risks. The data can then be used to develop a strategic approach to promoting compliance and enhancing safety and health.



► Quick Facts

- Launch: January 2021
- Target Audience: Coffee producing regions in Oaxaca, Chiapas, and Veracruz
- Inceptor: Vision Zero Fund
- Platform: Facebook
- Development: Co-created the script with workers and employers from the coffee sector in the targeted region

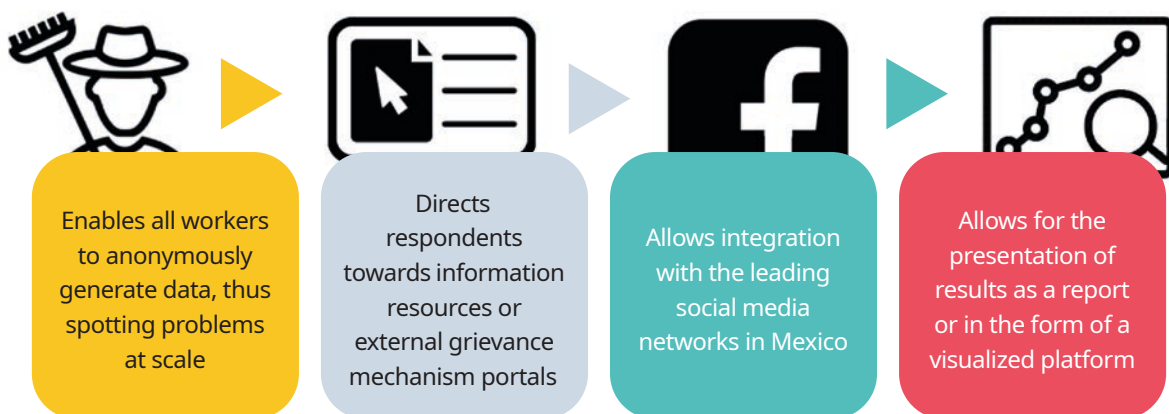
► Usage Statistics

- Over 300,000 users reached through targeted advertising
- 4000 interactions with material on the Facebook page
- 52% of respondents identified as producers and 48% as workers
- 54% of conversations were on contracts and 46% on OSH
- 7% of respondents identified as migrants

► What it Does

Problem it Solves

Crowdsourced data offers an opportunity for workers to voice grievances and for inspectorates to receive information and understand trends that routine inspections and “checkbox” audits cannot uncover. In the case of a dispersed workforce and in the absence of readily available information, technology like the DecentWorkChatbot could enable labour inspectorates to identify and effectively target areas of non-compliance. In Mexico, there is limited updated information on coffee production and sectoral characteristics such as economic informality create a low level of aversion to work-related safety and health.¹ Due to the reported challenges on occupational safety and health and around gaining access to timely information on decent work deficits in coffee production, Mexico was chosen as the pilot site.



DecentWorkChatbot in the News

A press release of the launch of the Chatbot can be accessed [here](#).

A feature on the Chatbot in the United Nations Innovation Network Quarterly Update can be accessed [here](#).



International
Labour
Organization



¹ Rodrigo Mogrovejo, *Improving occupational safety and health in the global value chain of coffee in Mexico: Drivers and constraints A case study* (ILO, 2020).

Labour Administration, Labour Inspection
and Occupational Safety and Health Branch
(LABADMIN/OSH)
Governance and Tripartism Department

International Labour Organization

Route des Morillons 4
CH-1211 Geneva 22
Switzerland
E: labadmin-osh@ilo.org