

DESIGN PRESENTATION

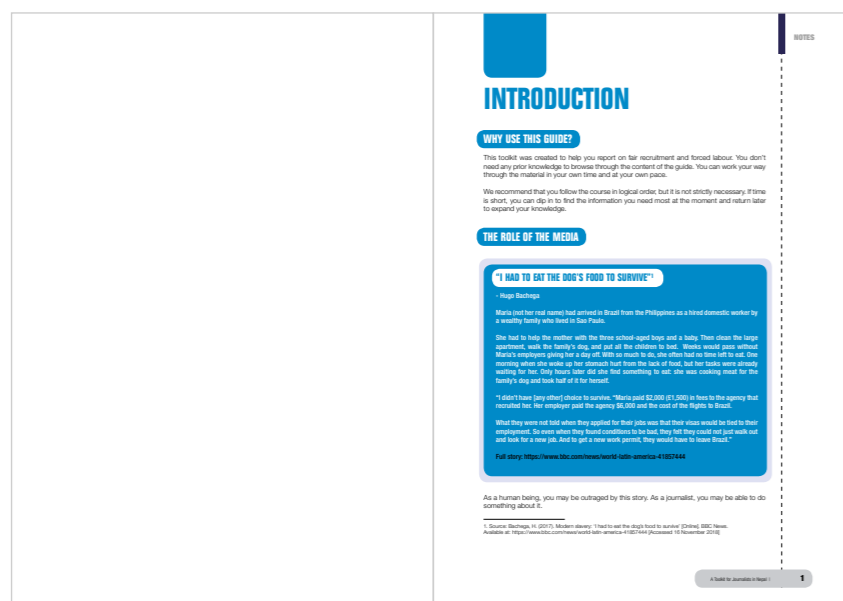
*MISSING ELEMENT*

# ILO toolkit for journalist

CASE STUDY



# OVERVIEW Original Toolkit design



We were asked to design the Toolkit for Journalists in a way that respects the visual style of the previous editions while remaining consistent with the International Labour Organization visual identity.

On this page you can see an example of the original Toolkit design and download the complete publication.

In reality, the original design did not follow the ILO visual identity at all.

Typography, colour palette, graphic shapes, illustration style, page grid, boxes, and tables — all elements differed from the established ILO visual system.



ORIGINAL DESIGN

# DESIGN ELEMENTS Approach

In this design concept, we intentionally modified selected ILO graphic elements to more closely reference the original Toolkit design.

The ILO red was completely omitted and replaced throughout with a light blue tone from the ILO secondary palette (ILO Blue +3). No additional accent colours were used; only the primary ILO Blue together with black and neutral greys.

Several heading levels were set in uppercase, which is not typical for ILO communication.

The background colours of boxes and tables were changed to light blue, and a side NOTES area was added to every page.

The original illustrations from the previous Toolkit were retained.

The angled corners, typical of ILO publications, were preserved, as well as the corporate typeface.

**► Box 1: Kenyan government moves to combat migrant worker abuse in the Gulf**

The Kenyan government has launched a crackdown on rogue employment agencies to curb the exploitation and abuse of its migrant workers in Gulf countries.

In response to the alarming number of cases involving the mistreatment of Kenyans abroad, the government revoked the licenses of 930 agencies recruiting Kenyans to work in the Middle East on 29 September 2014.

Labour Cabinet Secretary Kazungu Kambi also announced the temporary ban on the recruitment of workers to the region.

From now on, all private employment agencies will have to undergo strict auditing before acquiring new licences.

“[This] will enable the government to put in place adequate structures for the effective management of labour migration and the protection of our migrant workers,” Kambi told reporters.

Read the full article, which was a finalist of the 2015 edition of the ILO Global Media Competition on Labour Migration, here: <https://www.equaltimes.org/kenyan-government-moves-to-combat>

► Table 5: Dos and Don'ts

<b>DO</b> Read current media reports and identify stories with poor coverage, gaps in legislation, inadequate victim protection and discrimination in services provided to victims.	<b>DON'T</b> Look for stories that are sensational or try to fit into an existing narrative by distorting reality.
<b>DO</b> Reach out to relevant expertise, including: civil society organizations, academia, and professionals working on labour migration and forced labour.	<b>DON'T</b> Overlook the fact that you are dealing with vulnerable persons. Rushing, even with tight deadlines, can have dramatic consequences.
<b>DO</b> Assess the feasibility of possible stories, considering: time, format, legal and personal risk, resources and potential consequences for you and your sources.	<b>DON'T</b> Forget that your responsibility is to inform your audience and not to advocate.

**MODULE**

**2**

Blue+3  
130/175/220

## FINDING THE STORY

Uppercase

6

► Reporting on forced labour, fair recruitment and labour migration in the

# INTRODUCT

**WHY USE THIS GUIDE?**

Worldwide, migrants are often victims of racist, discriminatory and xenophobic attacks. At the same time, their contribution to the socio-economic development of countries of origin, destination and transit often goes unrecognized. The media may unintentionally promote a negative public narrative on migration and reflect the stigmatization of migrants. Migrants are often portrayed as criminals or “stealing jobs from national workers”. They are also often scapegoated during economic recessions.

Changing negative perceptions and attitudes around migration through fact-based journalism can help address public misconceptions. A balanced reportage recognizing migrant contributions to economic growth and development is needed. The search for employment and better wages is a key driver of international migration, often alongside other factors such as climate change, political instability, and famine. Even if employment is not the primary driver, it usually occurs at some point in the migration process. Labour migration is a key aspect of Africa's socio-economic development and regional integration.

Labour migration is a global phenomenon involving several actors in the world of work: representatives of labour workers' and employers' organizations and other stakeholders, including ministries of foreign affairs and home affairs, ministries of health, education and gender or women's affairs, private recruitment agencies (PREAs) and civil society organizations. Understanding the specific responsibilities of these actors is crucial for producing accurate reports and supporting measures to counter labour exploitation, abuse and discrimination. Labour migration remains a high priority in several socio-economic strategies in Africa, at the levels of the African Union, Regional Economic Communities (RECs) and member states. The challenge is how to ensure that labour migration contributes to national, regional and continental economic and social development.

Expert studies and data show that migration, particularly labour migration, is an important driver and beneficiary of regional integration and economic development in Africa. For example, a 2018 ILO/CEDEF study on the impacts of immigration on developing countries' economies found the following:

► Migrants can have a positive impact on economic growth. Immigration is unlikely to depress gross domestic product (GDP) per capita in income-scarce countries; emigration contributes up to 19 per cent of GDP, such as in Cote d'Ivoire.<sup>1</sup> According to World Bank estimates, Kenya was the third largest recipient of remittances in Sub-Saharan Africa in 2022 (USD 4.2 billion) and the volume of remittances exceeded the country's key exports, including tourism, tea, coffee and horticulture.<sup>2</sup>

<sup>1</sup> The impact of the financial crisis on European countries' labour migration: <https://www.ilo.org/public/eng/mediacentre/pressreleases/2010092901.pdf>, International Labour Office, Geneva, 2010.

<sup>2</sup> ILO/CEDEF, *How Migration Contributes to Economic Growth in Developing Countries*, 2018.

<sup>3</sup> ILO/CEDEF, *Labour Migration and Economic Growth in Africa*, 2018.

<sup>4</sup> ILO/CEDEF, *Labour Migration and Economic Growth in Africa*, 2018.

<sup>5</sup> ILO/CEDEF, *Labour Migration and Economic Growth in Africa*, 2018.

<sup>6</sup> ILO/CEDEF, *Labour Migration and Economic Growth in Africa*, 2018.

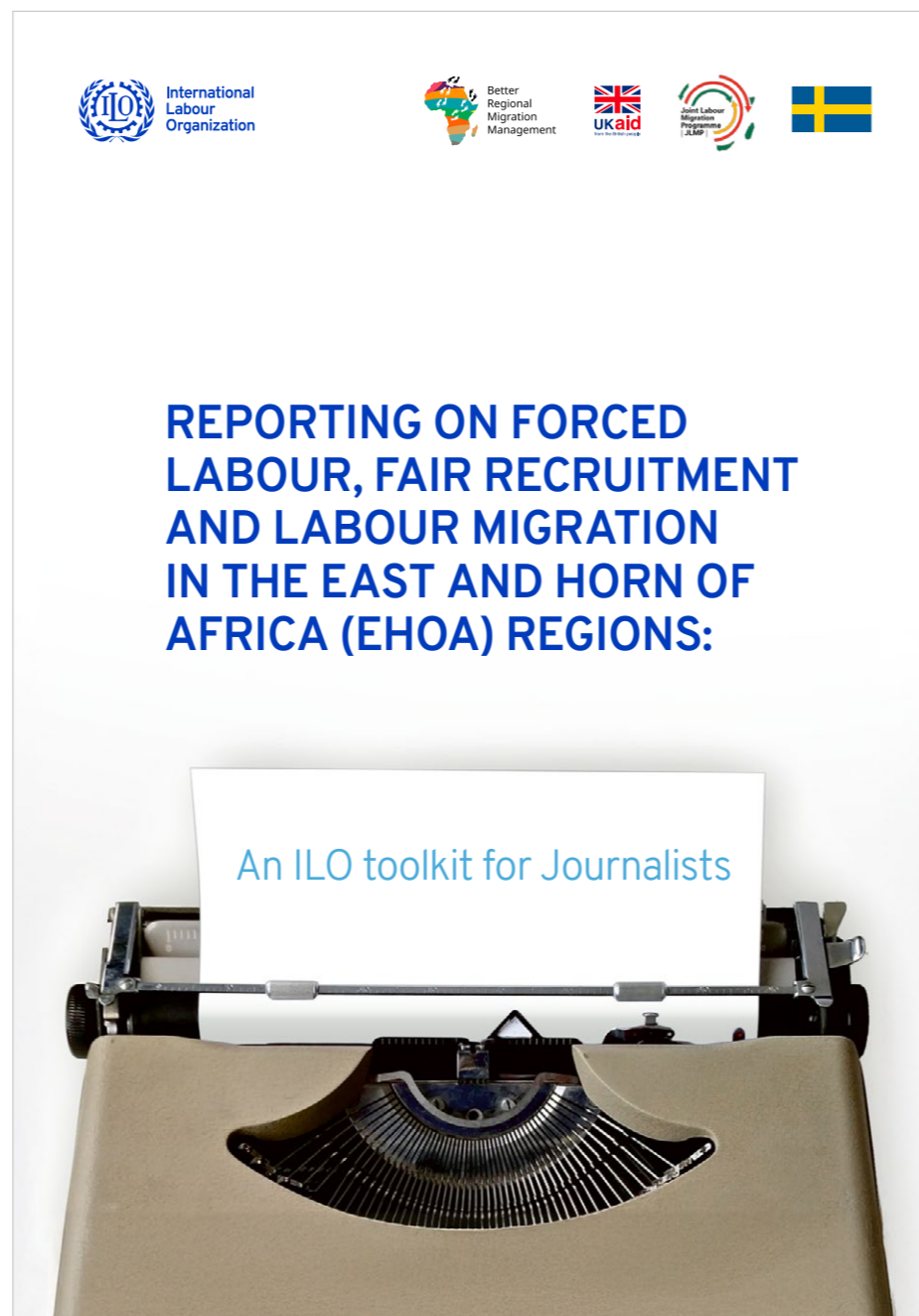
NOTES

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# COVER PAGE Comparison



Original design

We were asked to retain the image of the old typewriter, which we did, placing it very similarly to its position in the original Toolkit cover.

The cover typography was developed as a compromise between the standard ILO typographic approach and the original Toolkit design.

# COVER PAGE Comparison

► Foreword 5

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Original design

At first glance, the contents page closely resembles the original design, although—with minor adjustments—it still follows the ILO publication design guidelines.


# CHAPTER PAGES Comparison

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MODULE

▶ 1

## UNDERSTANDING THE STORY



**A WORD ABOUT US**

This toolkit was developed by the International Labour Organization (ILO), a specialized agency of the United Nations. Since 1919, the ILO has brought together governments, employers and workers from 187 member States to set labour standards, develop policies and promote decent work for all women and men.

The toolkit supports the United Nations TOGETHER campaign, which promotes respect, safety and dignity for refugees and migrants.

NOTES

▶ Understanding the story

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It also contributes to Alliance 8.7, a global partnership working to achieve Target 8.7 of the Sustainable Development Goals: eradicating forced labour, modern slavery, human trafficking and child labour worldwide.

The toolkit was developed with contributions from various organizations, including the International Federation of Journalists (IFJ), the United Nations Alliance of Civilizations (UNAOC), and journalists from around the world.

This edition of the toolkit was developed within the United Kingdom Foreign, Commonwealth and Development Office (FCDO)-funded Better Regional Migration Management (BRMM) Programme and the Swedish International Development Cooperation Agency (SIDA)-funded Labour, Employment and Mobility actions of the AU-ILO-IOM Programme on Labour Migration Governance for Development and Integration in Africa (JLMP-Lead).

### UNIT 1.1. LOOKING FOR A COMMON TERMINOLOGY

While reporting on forced labour, fair recruitment and labour migration, it is essential to understand that some terms have legal definitions, while others don't. Knowing these definitions and interpretations is crucial for accurate reporting. Without a clear understanding of the terms used, reporting accuracy and the ability to challenge sources are compromised. Dictionaries, glossaries and media stylebooks are key resources for gaining expertise and improving media production quality. The ILO has developed media-friendly glossaries on labour migration in different languages as well as contextualized editions.<sup>7</sup>

### UNIT 1.2. FORCED LABOUR

Forced labour takes many forms. Victims are often tricked into jobs with little or no pay and are unable to leave due to debt manipulation or confiscation of identity documents. Factors like poverty, illiteracy, discrimination and migration increase workers' vulnerability to forced labour.

#### A. What is forced labour?

Forced labour refers to situations where work is compelled from individuals. According to the ILO Forced Labour Convention, 1930 (No. 29), forced labour is "all work or service which is exacted from any person under the menace of any penalty and for which the said person has not offered himself voluntarily."<sup>8</sup> People in forced labour have not given their free and informed consent to work and/or are not free to leave.<sup>9</sup> Terms like human trafficking, debt bondage, bonded labour, slave labour and modern-day slavery are terms that are used to describe labour exploitation. As of 2021, an estimated 27.6 million people were victims of forced labour worldwide.<sup>9</sup> Forced labour exists in various regions, including Asia and the Pacific, Europe, Central Asia, Africa, the Arab States and the Americas.

7 Different versions of the Media-Friendly Glossary can be accessed on the following link, including an "Ending Violence Against Women" (EVAW) edition: <https://www.ilo.org/topics-and-sectors/fair-recruitment/media-engagement/forced-labour-and-fair-recruitment>

8 [https://www.ilo.org/global/topics/forced-labour/publications/WCMS\\_203832/lang-en/index.htm](https://www.ilo.org/global/topics/forced-labour/publications/WCMS_203832/lang-en/index.htm)

9 Global Estimates of Modern Slavery: Forced Labour and Forced Marriage, <https://www.ilo.org/publications/major-publications/global-estimates-modern-slavery-forced-labour-and-forced-marriage> (ILO 2022).

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Journalists have a voice that many people do not. They have the ability to shine a light on abusive practices and denial of fundamental human rights as well as to alert readers or viewers to the abuses. Journalists have the opportunity to change public opinion, even policy, impacting on the lives of workers. In addition, journalists have a clear ethical duty not to make matters worse, which can happen when reporters and editors use derogatory language for workers and sensationalist headlines.

Writing stories on a human rights issue such as forced labour and fair recruitment is not like writing a routine news story. It takes more time because effort to investigate, speak to a variety of sources, weigh and verify them are should be needed in the process.

Many stories of forced labour and fair recruitment are "global": they have a local impact and produce repercussions globally. For instance, workers who are trapped in the garment industry may be producing clothing that some of your readers wear. Therefore, understanding contemporary economic interactions and global production mechanisms are also important for the reporting.

In the following pages, information and advice are provided to help report more accurately and effectively on forced labour and on fair recruitment. Many examples of good reporting are included as well as tips from journalists experienced in covering these often-challenging subjects.

**A WORD ABOUT US**

This toolkit was developed by the International Labour Organization (ILO). The ILO is a specialized agency of the United Nations which, since 1919, has brought together government, employers and workers of 187 member States to set labour standards, develop policies and devise programmes promoting decent work for all women and men.

The toolkit aims at fostering contributions to the United Nations TOGETHER campaign<sup>7</sup>, promoting respect, safety and dignity for refugees and migrants, and to the SD for Freedom campaign, which aims to mobilize support for the ratification of the ILO Forced Labour Protocol.

It also aims to further contributions to Alliance 8.7<sup>8</sup>, the global partnership committed to achieving Target 8.7 of the Sustainable Development Goals on eradicating forced labour, modern slavery, human trafficking and child labour around the world.

Many organizations and actors have contributed to this toolkit, including amongst others, the International Federation of Journalists, the United Nations Alliance of Civilizations (UNAOC), and journalists from many countries around the world.

7 <https://www.ilo.org/>


8 [https://www.ilo.org/global/topics/forced-labour/publications/WCMS\\_203832/lang-en/index.htm](https://www.ilo.org/global/topics/forced-labour/publications/WCMS_203832/lang-en/index.htm)

9 <https://www.ilo.org/publications/major-publications/global-estimates-modern-slavery-forced-labour-and-forced-marriage> (ILO 2022).

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## MODULE 1 UNDERSTANDING THE STORY



### UNIT 1.1 - LOOKING FOR A COMMON TERMINOLOGY

While telling stories on forced labour and fair recruitment, it is important to know that some words are legally defined while others aren't. Understanding the definitions and interpretations is part of the preparatory work that should be done before reporting. If you do not have a clear understanding of the meanings of the words you use, your capacity to report accurately and to challenge the discourse of your sources of information is weakened.

Dictionaries, glossaries and media stylebooks are key resources to gain expertise and improve the quality of media productions. The ILO and the UNAOC developed a media-friendly glossary on migration serves as a guideline for journalists and other actors writing about migration.

### UNIT 1.2 - FORCED LABOUR

Forced labour can take many different forms. Victims are often tricked into jobs where they are paid little or nothing at all and then cannot leave because they have been manipulated into debt or had their identity documents confiscated. Poverty, illiteracy, discrimination and migration are some of the factors that make workers more vulnerable to forced labour.

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Original design

For the chapter opening pages, we used the same illustrations. We introduced a new element — a MODULE label box — positioned stylistically between the ILO visual identity and the original Toolkit design.

Several heading levels were set in uppercase, and the ILO triangular markers normally used with headings were removed.

# REGULAR PAGES Comparison

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▶ Reporting on forced labour, fair recruitment and labour migration in the east and horn of africa (ehoa) regions

## INTRODUCTION

### WHY USE THIS GUIDE?

Worldwide, migrants are often victims of racist, discriminatory and xenophobic attacks. At the same time, their contribution to the socio-economic development of countries of origin, destination and transit often goes unrecognized. The media may unintentionally promote a negative public narrative on migration and reinforce the stigmatization of migrants. Migrants are often portrayed as criminals or “stealing jobs from national workers”. They are also often scapegoated during economic recessions.<sup>1</sup>

Changing negative perceptions and attitudes around migration through fact-based journalism can help address public misconceptions. A balanced reportage recognizing migrants’ contributions to economic growth and development is needed. The search for employment and better wages is a key driver of international migration, often alongside other factors such as climate change, political instability, and famine. Even if employment is not the primary driver, it usually occurs at some point in the migration process. Labour migration is a key aspect of Africa’s socio-economic development and regional integration.

Labour migration is a global phenomenon involving several actors in the world of work (representatives of ministries of labour, workers’ and employers’ organisations) and other stakeholders, including ministries of foreign affairs and home affairs, ministries of health, education and gender or women’s affairs, private recruitment agencies (PREAs) and civil society organizations. Understanding the specific responsibilities of these actors is crucial for producing accurate reports and supporting measures to counter labour exploitation, abuse and discrimination. Labour migration remains a key priority in several socio-economic strategies in Africa, at the levels of the African Union, Regional Economic Communities (RECs) and member states. The challenge is how to ensure that labour migration contributes to **national, regional and continental economic and social development**.

Expert studies and data show that migration, particularly labour migration, is an **important enabler and beneficiary of regional integration and economic development in Africa**. For example, a 2018 **ILO/OECD study on the impacts of immigration on developing countries’ economies**<sup>2</sup> found the following:

- ▶ **Migrants can have a positive impact on economic growth.** Immigration is unlikely to depress gross domestic product (GDP) per capita; in some countries, immigrants contribute up to 19 per cent of GDP, such as in **Côte d’Ivoire**.<sup>3</sup> According to World Bank estimates, Kenya was the third largest recipient of remittances in Sub-Saharan Africa in 2023 (USD 4.2 billion) and the volume of remittances exceeded the country’s key exports, including tourism, tea, coffee and horticulture.<sup>4</sup>

1 The impact of the financial crisis on European attitudes toward immigration <https://comparativemigration-studies.springeropen.com/articles/10.1186/s40878-019-0127-5>; Fear of Foreigners: Recession and Racism in Europe <https://www.jstor.org/stable/10.2979/racethulqlocon.4.2.183>

2 ILO-OECD: How Immigrants Contribute to Developing Countries’ Economies <http://www.oecd.org/migration/how-immigrants-contribute-to-developing-countries-economies-9789264288737-en.htm>

3 ILO-OECD: How Immigrants Contribute to Ivory Coast’s Economy <https://www.oecd.org/fr/publications/comment-les-immigres-contribuent-a-l-economie-de-la-cote-d-ivoire-9789264293304-fr.html>

4 Dilip Ratha, Vandana Chandra, Eung Ju Kim, Sonia Plaza, and Akhtar Mahmood. 2024. “Remittances Slowed in 2023, Expected to Grow Faster in 2024.” World Bank, Washington, DC.

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▶ Introduction

▶ **Box 1: Kenyan government moves to combat migrant worker abuse in the Gulf**

The Kenyan government has launched a crackdown on rogue employment agencies to curb the exploitation and abuse of its migrant workers in Gulf countries.

In response to the alarming number of cases involving the mistreatment of Kenyans abroad, the government revoked the licenses of 930 agencies recruiting Kenyans to work in the Middle East on 29 September 2014.

Labour Cabinet Secretary Kazungu Kambi also announced the temporary ban on the recruitment of workers to the region.

From now on, all private employment agencies will have to undergo strict auditing before acquiring new licences.

“[This] will enable the government to put in place adequate structures for the effective management of labour migration and the protection of our migrant workers,” Kambi told reporters.

Read the full article, which was a finalist of the 2015 edition of the ILO Global Media Competition on Labour Migration, here: <https://www.equaltimes.org/kenyan-government-moves-to-combat>

5 ILO-OECD: How Immigrants Contribute to South Africa’s Economy [https://www.ilo.org/global/topics/labour-migration/events-training/WCMS\\_620797/lang-en/index.htm](https://www.ilo.org/global/topics/labour-migration/events-training/WCMS_620797/lang-en/index.htm)

6 ILO-OECD: How Immigrants Contribute to Ghana’s Economy [https://www.ilo.org/wcmsp5/groups/public/.../ed\\_protect/.../protrav/.../migrant/documents/publication/wcms\\_634506.pdf](https://www.ilo.org/wcmsp5/groups/public/.../ed_protect/.../protrav/.../migrant/documents/publication/wcms_634506.pdf)

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▶ Reporting on forced labour and exploitation

### D. MIGRATION

It is estimated that the number of persons being uprooted from their country of origin reached 281 million in 2020.<sup>1</sup> Stories about migration can highlight the difficult choices individuals and their families face in searching for better opportunities. Stories about migration can also help show the positive contribution migrant workers make to countries’ economies, helping to overcome common negative stereotypes and xenophobia.

Key questions you may wish to consider include:

- Why do people look for work opportunities away from home?
- What are the legal opportunities to migrate?
- How do people travel?
- Who facilitates migration?
- What happens when legal or established migration routes are suddenly shut?
- How are migrant workers welcomed in countries of destination? Are they treated fairly?

**EXAMPLES OF STORIES ABOUT MOBILITY**

[BBC, \(2016\), Italy's border started to tighten and ended more than five months later in May. \[Online\]. Available at: <http://www.bbc.com/news/health-35304044>. \[Accessed 10 December 2016\].](#)

[Newman, J. \(2017\), India's border starts to close after a three-month closure. \[Online\]. Available at: <https://www.bbc.com/news/health-40684000>. \[Accessed 10 December 2016\].](#)

### E. DISCRIMINATION

Discrimination can be based on gender, race, ethnicity, indigenous identity and disability. All these types of discrimination can influence recruitment and working conditions. In some cases, workers can be in forced labour because they belong to a certain ethnic group or caste, or even for holding some form of political opinion. In other cases, women migrant workers can experience discriminatory labour practices at home and abroad.

It is important to take discrimination into account when you look at issues of recruitment and forced labour. Stories about overcoming discrimination in the workplace and promoting equality of treatment on the job can raise awareness and change mindsets.

Key questions you may wish to consider include:

- Are some people facing discrimination in terms of job opportunities, recruitment, working conditions or in which sectors?
- Are efforts being made to ensure equality in the workplace?
- Does internal and international migration affect some groups of people differently?
- Are some people more vulnerable to forced labour than others? Children? Women? Men? Indigenous peoples?
- Do women and men have equal rights at work? Are they equally aware of their rights?

14 UN, (2020), International Migration 2020 Highlights. [Online]. Available at: <https://www.un.org/en/development/desa/destatistics/publications/migration-highlights.pdf>

NOTES

Original design

The regular interior pages are, at first glance, already very close to the original design.

**WE LOOK FORWARD TO YOUR FEEDBACK**

*MISSING ELEMENT*