Register by 30th August: here

▶ Practical information for Participants

1. Background

1.1 The EU-CHINA Project on "Improving China's Institutional Capacity towards Universal Social Protection" is a partnership between the Ministry of Human Resources and Social Security (MOHRSS) in China and the International Labour Office in Beijing, funded by the European Union. The project aims to contribute to the improvement of the adequacy and sustainability of old-age benefits and the extension of the coverage of social security in China. One of its outputs is to develop education and awareness raising for workers in non-standard forms of employment, in particular platform workers, migrants and women, to promote their affiliation to social security.

1.2 The ILO, MOHRSS collaborate with the International Training Centre of the ILO (ITCILO) to explore the potential of novel education technologies such as gamification to education and awareness raising through the "**Hackathon on educating and enabling access to social security for platform workers in China**". This takes the form of a series of online and offline learning and joint creation events involving multidisciplinary teams. They ideate and conceive prototypes of concepts to solve practical problems related to access to social security through digital technologies. These events not only collect innovative project proposals, but also raise wider awareness to the topics.

1.3 The ITCILO is a world leader in innovative digital learning technologies and has significant experience in organizing Hackathons related to the Future of Work.1 The social security administration in China is promoting the digitalisation of its services and operations.

2. Significance and motivation

2.1 Digital technologies have the potential to transform the experience of social security administration and services by staff and users. They allow social security to be more inclusive and responsive to people in need of protection. The COVID-19 pandemic has accelerated the use of digital technologies through automation, artificial intelligence and other tools for education, information sharing and helping to improve the access of previously uncovered groups of the population and their enrolment in emergency social security programs2 3

2.2 Multidisciplinary teams involving digital product designers, programmers-coders and experts in user experience are helping social security administrators get more familiar with the language and ways of thinking of data and technology and are helping them to understand the contribution of digital technologies to social security. At the same time, such projects can contribute to educate young tech experts and attract new talents to be interested in contributing to new challenges of digital social security.

1 https://issuu.com/delta51/docs/what_the_hack__v2__1_
2 https://ww1.issa.int/news/issa-symposium-covid-19-boosts-ict-solutions
3 https://ww1.issa.int/analysis/artificial-intelligence-social-security-background-and-experiences

2.3 China's new development policies emphasize "new industries, new economy and new business forms". Some challenges in respect to the coverage of social security of flexible workers pertain to limitations in the labour and social security regulations. In that regard, a study by ILO and the Chinese Academy of Labour and Social Security has found that most provinces and cities in China have now issued regulations that allow flexible workers and workers in the platform economy and migrant workers to affiliate voluntarily in social security (pensions, medical insurance).

2.4 Some flexible workers are not covered at the moment by any social security scheme. For those already covered by residence pensions or medical schemes, they can contribute at higher levels and obtain better benefit packages by contributing to employee social insurance schemes. For example, since 1 May 2021, a new measure has been implemented in Guangdong to promote the participation of flexible workers in basic pension insurance for employees. Flexible workers can participate on a voluntary basis and pay for the insurance contributions.4 A few localities are experimenting with employment injury cover for flexible workers. As an example, on 31 December 2020, Guangdong had issued a new policy to extend coverage of work-related injury insurance to 8 groups of workers without established labour relations with their work units5.

2.5 However, many platform and gig workers, the flexibly employed, and migrant workers do not participate because they do not know how or why to do so. According to several studies, many workers do not prioritise social insurance protection due to the lack of awareness of the importance of contributing to social security, insufficient knowledge about availability of social security benefits and the way to access them. Reflecting on this phenomenon worldwide, the technical commission of the International Social Security Association indicated that t*o overcome this knowledge gap, the digital economy creates new opportunities for well-targeted awareness campaigns.6*.

2.6 Some provincial and local social insurance administration offices have partnered with platform companies to disseminate dedicated information through Apps to platform workers, but the experience remains limited and of a narrow scope and method. In contrast, many social security institutions in the world have applied behavioural insights to encourage the extension of coverage of social security, especially to young people7.

2.7 The full collaboration of participating teams with social security agencies in their localities will be critical for the success and practicality of the solutions.

2.8 Some problems that need to be solved are closely related to the capacity and readiness of administration and services to deal with workers in new forms of employment. Applicant teams will have time to research with local social security administrations to understand the specific bottlenecks that flexible workers may encounter in their localities. To address such problems, solutions may be considered using behavioural science. International experiences showed that they helped social security in contribution collection, fraud prevention, risk control and benefit payments8. The Hackathon should contribute to solutions for administration and services.

4 http://hrss.gd.gov.cn/zcfg/zcfgk/content/post_3278737.html
5 http://hrss.gd.gov.cn/zcfg/zcfgk/content/post_3177990.html
6 ISSA (2019) "Rising platform work: Main conclusions Technical Commission on Old-Age, Invalidity and Survivors' Insurance, International Social Security Association page 2 https://ww1.issa.int/sites/default/files/documents/events/2-Rising%20platform_TCPensions_Main%20conclusions-FINAL-263471.pdf
7 https://ww1.issa.int/analysis/behavioural-insights-and-social-security
8 https://ww1.issa.int/analysis/behavioural-insights-and-social-security

2.9 It should be noted that depending on the locality, there may already be a number of innovations in place, and that solutions must take stock of the existing and contribute to improve on those. In practice, there are already programmes running for platform workers. For example, in Guangdong, an App currently provides integrated social security information for all 5+1 social security benefits. Of course, with the changes in policies, government services, and other environmental conditions, existing practices need to be continuously improved. In some cases, the Hackathon could help replicate an existing solution in another locality with some local adaptations. Copyrights of existing solutions must be considered and respected. Overall, the solutions will illustrate the innovative capacity in several Provinces in China in this domain.

2.10 Solutions need not focus on social security issues only, but can be combined with other related preoccupations such as broader issues of employment matching (recruitment), training, income compensation, work conditions information, contracts, social preoccupations of bonding and creating sense of belonging between migrants and platform workers. Indeed, the social isolation of platform workers has been identified as a source of work related stress. Thus, projects may integrate other elements of information and education that are important for flexible employment. A good example is the following. According to new policies on occupational health and safety regulations in China, platform workers should benefit from safety regulations and they should enjoy education and training in that regard. **9** A project could consider joint education on occupational and safety measures and measures to obtain compensation in case of injury or disease.

2.11 The methodology will ensure that the digital solutions meet the needs of workers.

3. Purpose

3.1 The first objective of this hackathon is to encourage the development and dissemination of innovative digitally empowered solutions aimed at the education and information on social security for platform workers.

3.2 The second objective is to promote a more simple access of flexible workers, migrant workers and especially women and other vulnerable groups to social security through digital learning technologies.

3.3 Thirdly and finally, the Hackathon will raise awareness of social security administrators at MOHRSS/SIA on the contribution of digital technologies to improve the inclusion of social security services and to increase the knowledge of digital experts about the challenges of digital social security and to promote stronger bonds between the two communities.

9 https://www.mem.gov.cn/fw/flfgbz/fl/202106/t20210611_388768.shtml

4. Thematic focus and ideas of questions to address

The project will issue a call for innovative ideas on

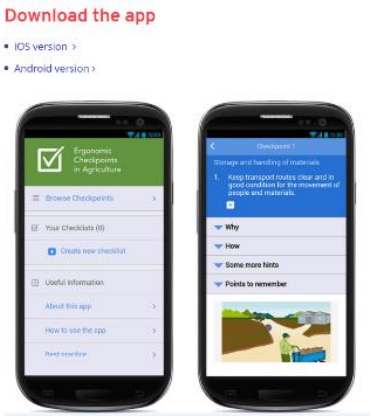
A. Information and education

1) Awareness and sensitization of workers to social risks in everyday life of individual, parents, spouses and children, understand what those risks that are insurable through social insurance, and the possible impact of being insured versus not being insured in individual or financial and social distress.

Example 1: ILO app informs (left) Surging the labour market gives youth information and education on job search and skills enhancement (the paper version of this resource is also available, and offers practical help for young professionals planning job search and evaluating job offers). Similarly, a team could design an app for freelancers, self-employed, to learn about social security coverage and understand why it is important, how much it costs and where to get more information).

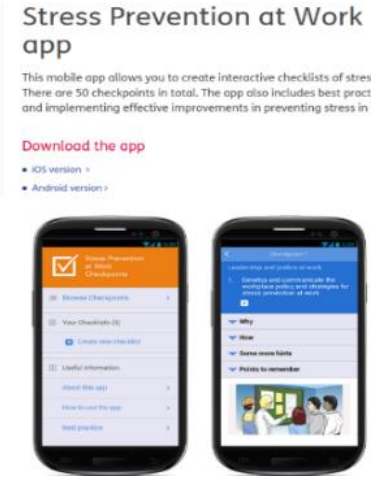
Mobile apps (ilo.org) Surfing the labour market

Example 2: A life map simulating how one can protect one's family at different stages of life.
https://www.ssa.gov/thirdparty/materials/pdfs/educators/Educator_Toolkit_05-10016.pdf



Example 3: Simulating occurrence of risks and interrogating peoples' coping strategies with and without social security.

Creating safe and healthy workplaces: Ergonomic Checkpoints in Agriculture app (ilo.org) - similarly one could see what checkpoints are for deliverers and taxi drivers, etc...



Example 4: *is the app for businesses providing checklists for stress prevention at work* checkpoints developed by ILO (left picture). An App could be directed at human resource managers, researchers, district and local managers of platform companies to provide them with information on statutory social security rights and obligations.

Stress Prevention Checkpoints on the App Store (apple.com)

Other examples:

Innovative OSH platform and game board for young workers (ilo.org) Play It Safe | Health and Safety Interactive Games (play-it-safe.co.uk)

2) Addressing the digital exclusion of elderly. Educational programs online and offline to increase the digital literacy of certain vulnerable groups (disabled, older people) to allow them to better access social security remotely.

Example 3. Initiatives to encourage digital inclusion of elderly people in Australia. https://www.dss.gov.au/seniors/be-connected-improving-digital-literacy-for-older-australians and https://www.dss.gov.au/sites/default/files/documents/03_2021/improving-digital-inclusion-older-australians-social-impact-be-connected-16-june-2020.pdf

3) Contribute to change one's perception of social security as a productive factor to sustain and increase incomes.

Example 4. Raising awareness to the importance of occupational risks in platform work, the importance of prevention and some ways to prevent it. Possible ways to obtain compensation
Gamification | The Road to Formalization (itcilo.org) .

B. Motivating greater access to social security

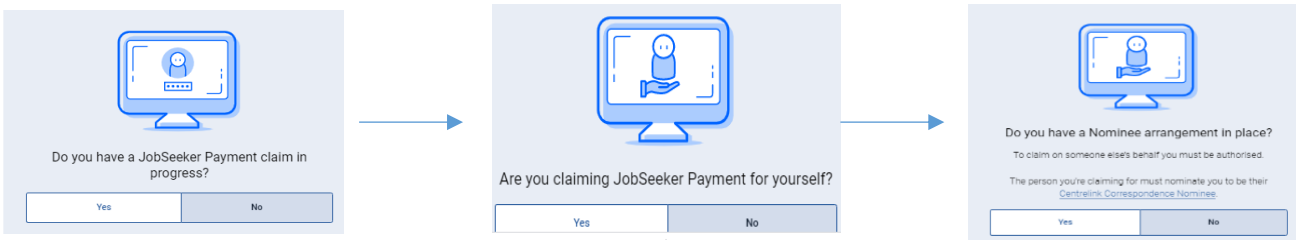
1) Use of behavioural insights to foster greater participation, higher levels of contributions to social security and further interest in employee social security schemes.

Example. In Kenya, noting the human propensity to spend rather than save, working in tandem with informal sector groups, social insurance put in place an electronic process (using a debit or credit card or a mobile wallet) such that every time the individual spends, a small percentage is automatically credited to that individual's pension account. See https://ww1.issa.int/analysis/behavioural-insights-and-social-security

C. Improvement of social security administration and services

2) Simplification of internet social security information through intuitive and client oriented search

Example: Internet based job seekers allowance registration and claim assistance (Australia) provides step-by-step intuitive automated information on documentation needed for all phases of contact with social security



3) Digital playbooks to help social security offices design layout and reception processes to encourage more personal customer interactions by embedding further digital technologies in queuing systems, robot-orientation and tablet based services.

Examples. Review and include in layouts, special services for migrant workers or women.

In China, these examples may not readily apply and have to be adapted to the Chinese context.

5. Participants and ways of participation

5.1 Nature of Participants

5.1.1 The project will select 20 (twenty) teams of maximum 4 (four) people each for the online phase. Out of these, 5 (five) teams will be selected for an intensive two day face-to-face co-creation event.

5.1.2 Only Teams can apply. Individuals not integrated in teams are not accepted.

5.1.3 More than one team from the same organization can be accepted. Participants from public and private organizations may apply, including participants from social insurance administration and information centers. Participants may come from any province in China.

5.2 Team composition, profiles and roles

5.2.1 Participating teams do not need to incorporate at the time of the application, members of social security administration, and do not need to have prior experience of the policy or administration domain of social security. They will be encouraged to meet the social security administration in their localities during the process of ideation and creation of their solutions. At that stage, members of social security administration may be added to the teams. This is however not an obligation. These will help hackathon participants to analyze the problem in depth and provide targeted and tailored solutions.

5.2.2 Teams typically involve multidisciplinary skills and backgrounds. We expect the teams to comprise programmers, web developers and coders, creatives such as graphic designers, entrepreneurs, business analysts, graduates in social psychology and other behavioural studies, social scientists. A minimum two years practical work experience is necessary for all members of the team.

5.2.3 Team Roles include storyline/scenario writer, programmer, graphic designer, business developer/entrepreneur.

5.3 Recruitment of participants

The call for proposals will be disseminated through posters at incubator hubs for digital start-ups in several provinces. It will also be disseminated through various social media such as Weibo and WeChat fora, as well as the project website and group mail. It will also be disseminated through various social security agencies in China.

5.4 Application and selection of participants

Applicants will be directed to a registration web page. The application form annexed to these regulations will be filled online. Participant teams will be selected based on the following criteria ranked by a jury from 1 to 10 (highest mark):

- Level of Qualifications of members
- Nature and combination of the qualifications of participants
- Experience of participants
- Relevance and originality of initial concept proposal
- Applicability and feasibility of initial concept proposal
- Geographical representation

The jury is composed by members of ILO, ITCILO and MOHRSS.

6. Activities

6.1 The online part of the hackathon will take the form of a design lab in which participating teams are guided through a co-creation design process. Content and activities will be unlocked on a modular basis. These modules provide teams with the concepts, methods and tools they need to approach the social security challenges. Through three synchronous online web-based events, teams will get the opportunity to meet international experts, share their ideas and questions and pitch their final project ideas.

6.2 The agenda of the online program is the following:

13 September 2021	**Registration and enrollment on learning platform**
15 September 2021	**15:00 - 17:30 (Beijing time)** **Briefing online webinar 1: The future of social security** Start your design thinking journey, meet global experts, and make a positive impact on the future of social security.
16 September 2021 26 September 2021	**Self-guided lab: Exploring the environment** Self-study and a high level of motivation are required to meet this challenge. Dive deeper into the context with asynchronous learning.
27 September 2021	**15:00 - 17:30 (Beijing time)** **Briefing online webinar 2: Unleashing your creativity!** Start the ideation phase, get familiar with design thinking techniques and initiate rapid brainstorming of possible solutions.
28 September 2021 10 October 2021	**Self-guided lab: Rapid prototyping** It's time to create minimum viable products. Complete at least three rounds of feedback and learn on-the-go.
11 October 2021	**15:00 - 17:30 (Beijing time)** **Briefing online webinar 3: Time to shine!** Present your idea to the expert jury. This is your chance to gather expert feedback before the final submission.
12 October 2021 14 October 2021	**Online team submission: You can be selected to join the change makers group!** Each team is required to submit a Vision statement and a final prototype of their solution.
15 October 2021 19 October 2021	**Jury discussion and final selection of five teams** **Certificates of participation** in digital credential format are issued to all participating teams.

6.3 The face-to-face event will take place in Hangzhou China at a venue to be announced, 10-11 November 2021.

6.4 During this event, participants will benefit from support of following mentors: ILO, MOHRSS Information Centre and Social Insurance Administration, and ITCILO.

6.5 The organizer will fund the travel and accommodation of pre-selected participants.

7. Methods

7.1 Competition mechanism

During the online phase, five teams are selected based on three submissions: the effectiveness of the delivery of their online pitch, their vision statement, and their testable prototype. At this stage, only a demo video showing functions of the envisaged product are requested, not an actual prototype that demonstrate the functions in the digital environment and system. During the face-to-face phase, the remaining teams will focus on enhancing their testable prototype.

The judges will make their decision on final submissions (from both online and face-to-face programme) based on the following criteria: **innovation** (30% of point value), **practical value** (15%), **upscaling and development potential** (15%), **social benefits** (15%), **usability of prototype** (15%), and **clarity of text and description** (10%). Through a comprehensive approach, the judges will evaluate the entries and determine the ranking of each of the participating teams.

7.2 Format of submitted work

The solutions should be local and potentially replicable in other provinces. They should propose various solutions either based on different possible scenarios or targeted solutions based on specific localities.

During the online phase, the teams will be guided through a co-creation process grounded in the Design Thinking Principles, from analysing and empathizing to ideating and prototyping. The teams will receive methods, proposals for stakeholders to contact and templates to compile their own data themselves, contextualize materials, and develop their demonstration model (see below).

The final submission after the online phase should include: an online pitch (presentation to be delivered during the last webinar), a vision statement and a testable prototype (document template and link an animated demo presentation showing functions of the envisaged product that will be submitted on e-Learning platform). At this stage, no digital application is required.

For winning teams, the final submission after the face-to-face meeting should include: an online pitch and a more elaborated digital based testable prototype: document template and link to a digital application involving a minimum viable product.

7.3 Software development environment

The participants use their own software development environment (program language, programming software etc.).

7.4 Copyright issues

Copyright should be owned by the authors. If any organization intends to use or replicate the products, it will be subject to further consultation and agreement between the two parties.

7.5 Competition prizes

This learning and competition journey does not involve any cost for the participants.

All teams selected to participate in **the online programme** will receive the following:

- Opportunity to participate in an online learning journey guided by international experts

- Digital credentials and a certificate of participation (subject to compliance with completion requirements)

- The final five selected teams will have the opportunity to attend a face-to-face hackathon event

At the end of the face-to-face event, the winning team (3 best APPs) will receive the following:

- International visibility of the winning teams through a news article that will promote their idea and prototype

- Opportunity to attend a follow-up meeting with the organizing partners (ILO Beijing Office, MOHRSS Information Centre and Social Insurance Administration)

8. Collaborating organisations and roles

8.1 The core organising team comprises ITCILO, ILO Beijing office, MOHRSS Information Centre and Social Insurance Administration. MOHRSS Information Centre and other relevant departments, its provincial branches, and platform companies will be engaged/consulted throughout the hackathon process.

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