



Introducing: atun

Supporting workers during the COVID-19 pandemic

Promotion Toolkit for Factories

Our Partners:

atun combines the proven toolkits and expertise of our consortium members. atun is a collaboration between Labor Solutions, BetterWork (Indonesia and Cambodia), BSR HERProject, Swasti, GIZ's Project FABRIC, IDH and School to School International.



Dear **Employers,**

Are you looking for ways to update your workers when your workplace reopens or would you like to let your community know that you are hiring?

Are you looking for a tool to support your workers during this pandemic?

atun is here to help!

What We'll Cover:

1. How to Get Started
2. Our Webinar
3. Our App's Features
4. How to Get Involved
5. Tips & Strategies for Promotion



Here's how to get started...

- Use this atun Toolkit to access resources that will help you launch atun in your workplace
- Attend the weekly atun webinar to ask questions, hear from other workplaces and get support from the atun team
- Check our website (www.atun.app) often. We provide updated promotional materials and videos for you and your workers.

Join atun's **Weekly Webinar for Employers.**

[Click here to Register](#)

Before you start promoting atun, let us quickly explain and remind you of **our features**

Features Available:



Infohub

This feature is a one stop shop for workers to access important information such from you, atun and our Partners.

Frequently Asked Questions (FAQs)

Documents

Surveys



Newsletters

Workers will gain access to weekly newsletters from **BetterWork (Indonesia and Cambodia)** on important updates from the industry and also information on **Government regulations** and aid/support programs available in your country.



E-Learning

Workers will gain access to a selection of interactive and informative **FREE digital learning materials** covering various themes to support them during this pandemic.

*****All information on atun will be available and accessible by all workers.**

Here's a Sneak Preview of our E-Learning Courses...



**Parenting &
FREE Learning
Materials for
Children**



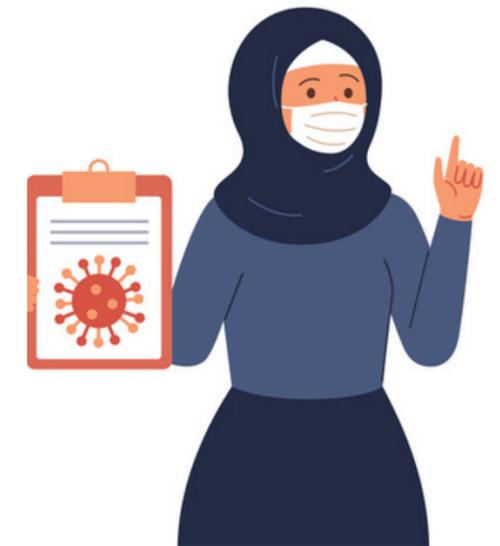
**Staying Safe
& Healthy
During a
Pandemic**



**I Love my
Family**



**Go Away
Stress**



COVID-19

View our [Course Catalogue](#) to see list of lessons available or watch our [E-Learning Demo](#) to see how it works.

atun's E-Learning curricula was designed in collaboration with Empower@Work, Labor Solutions and School to School International.

Now that you've learned about our features,
here's how **you can get involved**

First of all, please **try atun** out for yourself...

Scan this QR Code:

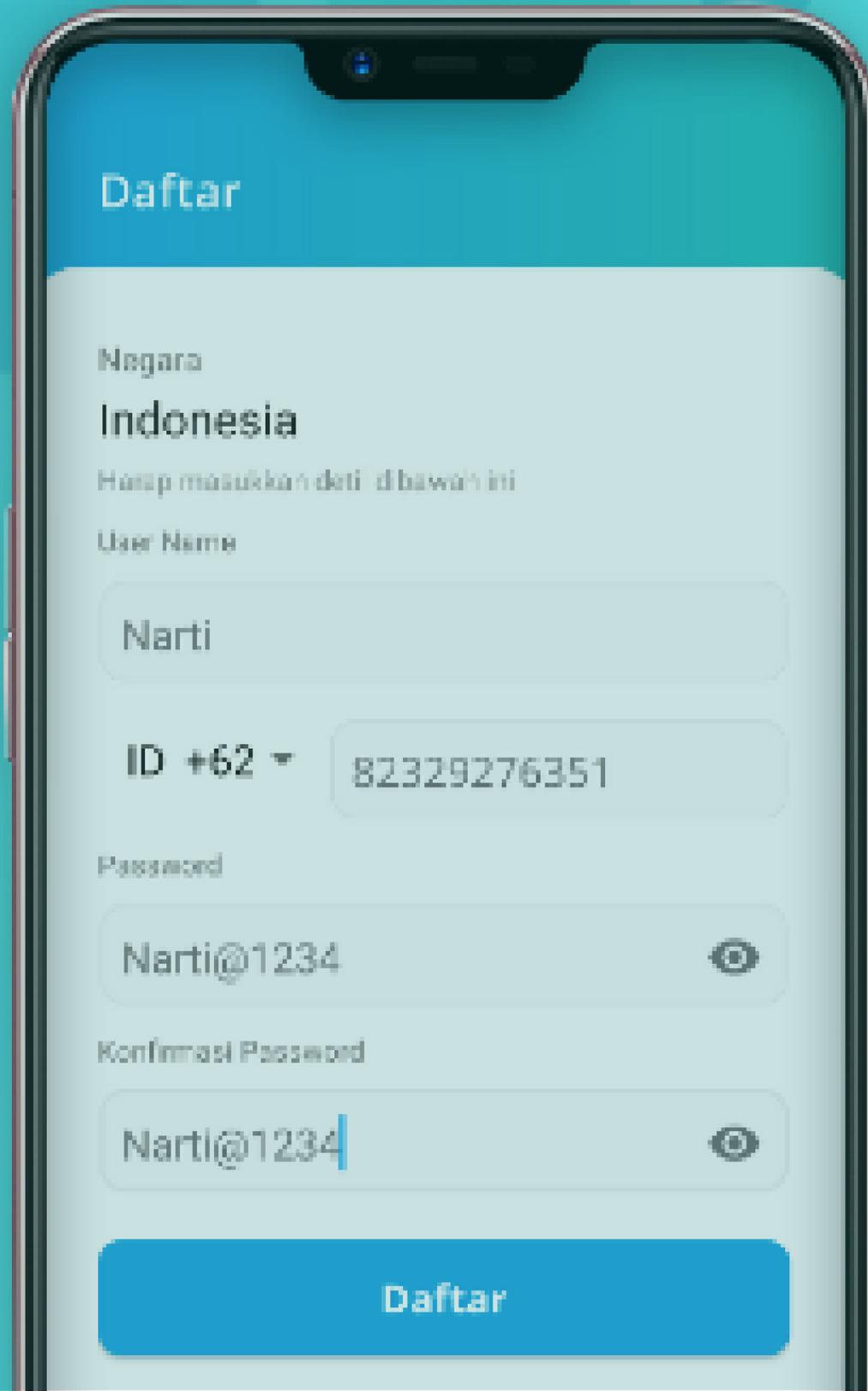


Or use this link:

<https://bit.ly/downloadatun>



Register & Create an Account:



The image shows a smartphone screen with a registration form titled "Daftar". The form includes the following fields and content:

- Negara:** Indonesia
- User Name:** Narti
- ID:** +62 82329276351
- Password:** Narti@1234
- Konfirmasi Password:** Narti@1234

A blue "Daftar" button is located at the bottom of the form.

01

Enter your **Name** and **Phone Number**

02

Choose your **Country**

03

Create a **Password** & confirm

04

That's it! Now you can **login** using the Username & Password you just made!

WANT TO SEE HOW? Watch our **Instruction Video** [here](#)

Now that you've tried atun, here are some recommendations on how you can **promote atun to your workers**

Tip 1: Use Existing Channels at your Facility to Announce atun

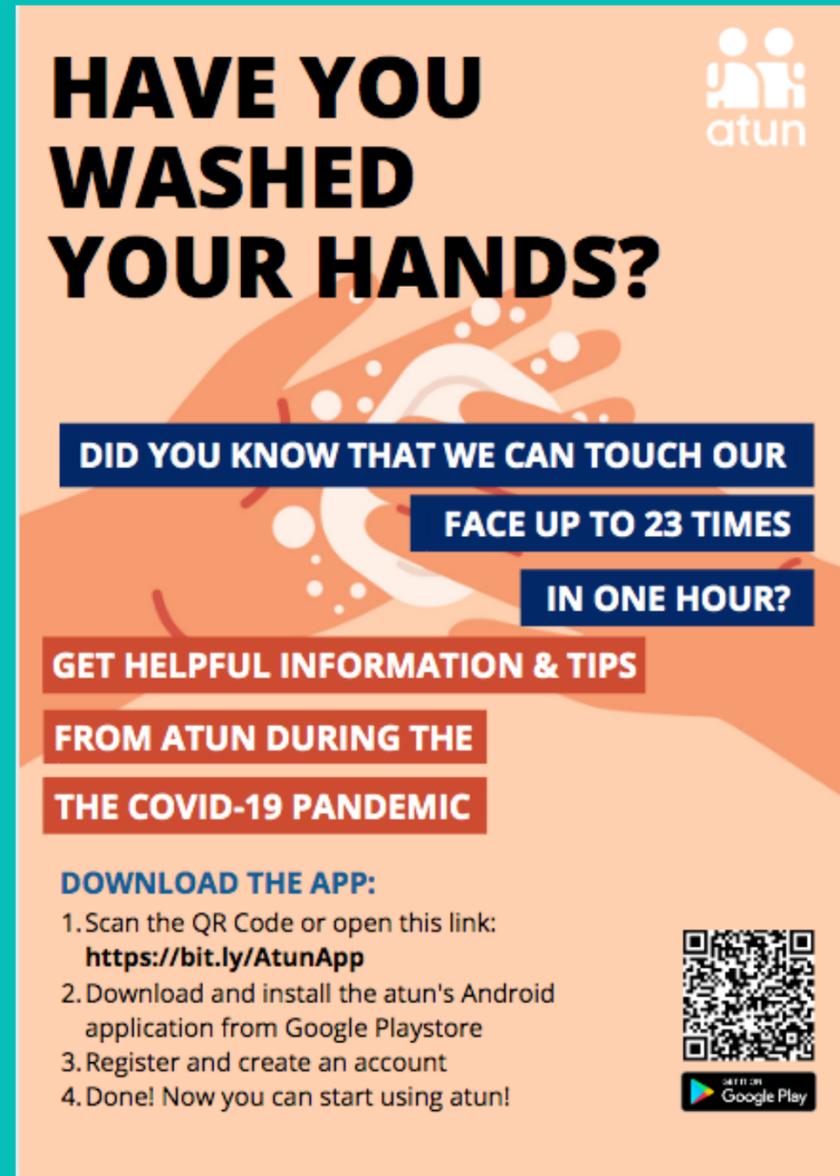


Use existing communication channels in your facility, like the intercom, information boards, community centers and weekly meetings to announce and promote atun to your workers.



Make sure that you communicate atun's features, purpose and goals. Also don't forget to mention how and where workers can download atun!

Tip 2: Download, Print & Distribute Posters in your Facility



Posters are one of the simplest and cheapest promotional tools. Posters are also highly effective as they are easily visible and also encourage an active response!

We have developed a set of posters to help you promote atun's FREE eLearning courses at your facility.

Posters are available in your local language and in PDF format. You got that right! These posters are good to go!

Download and print these materials from our website [here](#)



Hang posters in areas with substantial traffic in your facility (e.g. bathrooms, break rooms, canteen, clinic and pray rooms).

Tip 3: Create a Committee



What: Your in-house atun experts and peer promoters. atun Committee members join additional training on how to use the app

Responsibility:

- Promote atun to peers
- Decide best ways to promote atun
- Help workers download the program
- Answer questions
- help set up events

Who: atun committee should be made up of managers and workers, women and men and should include people in all facilities.



You can also set up fun rewards for members who were able to encourage the most downloads.

Tip 4: Host an Event



If your factory is open, consider hosting an outdoor event for your workers in your facility and use this opportunity to announce atun!

- Do demos on how to download
- Encourage people to download atun at the event
- Announce the benefits of the app

Make sure that you apply and encourage social distancing and personal hygiene measures during this time!



Why not make a karaoke/open mic session during break time? This will help cheer your workers up during this difficult time and can also be done outdoors.

Tip 5: Build a Strong Online Community



Did you know that COVID-19 has pushed up internet usage by 70% worldwide? More people are spending their time online! Building a strong online community can help make atun viral and reach those who require support.

Are you active on social media? We know we are! Follow our account on IG/Facebook:

Facebook: [atun Indonesia](#)

atun Facebook Cambodia Coming Soon

Psssttt....We've prepared a simple Social Media Toolkit that you can access from our website by clicking [here](#)



Copy the content we've prepared in your local language, download the images and post these on profiles and also via WhatsApp to help spread the word!

Tip 6: Provide areas with FREE WiFi



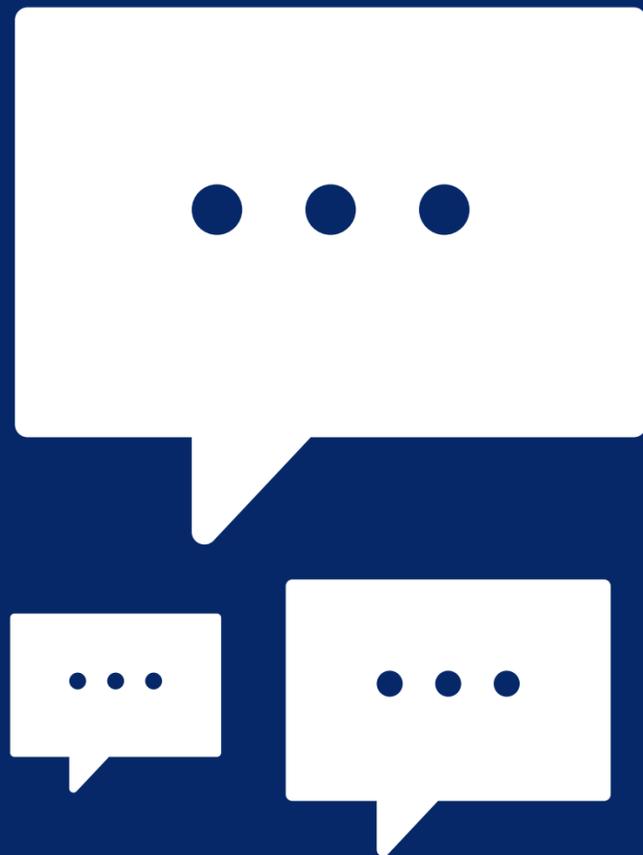
Everyone enjoys their time online, they will enjoy it even more if it's FREE!

Consider activating a WiFi network during break time in specific areas in your facility (e.g. breakrooms) that will not disrupt production. Encourage workers to download atun during this time!



If you can, organize several screens in these areas and play atun's HOW TO videos to assist workers with the download process and also teach them about our features!

Tip 7: Send out SMS Broadcast Blasts



Broadcast messaging is considered a great promotional tool that is used to deliver information to a large group of people at once!

Labor Solutions provides this service via SMS. If you have chosen to share your workers' contact numbers with us, we can organize sending out promotional SMSes informing them about atun in no time!



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Curious to know how it works? Contact: info@atun.app

Stay Connected:



[atun Indonesia](#)
[atun Vietnam](#)

Cambodia Coming Soon



info@atun.app



WhatsApp
Vietnam



WhatsApp
Indonesia

DO YOU HAVE FURTHER QUESTIONS? Send us an email anytime or connect through our Social Media platforms.