

**SMEs for environmental
Accountability,
Responsibility and
Transparency**

Quick Facts

Project Name: SMART Myanmar
Funded by: European Union under the Switch Asia Program
Program Budget: Around 2.8 Million Euro
Duration: 48 months, January 2016-December 2019



SMART Myanmar actively promotes and supports the sustainable production of garments “Made in Myanmar” striving to increase the international competitiveness of Small and Medium sized Enterprises (SMEs) in this sector. It aims at scaling-up and institutionalizing successful practices in Myanmar which were developed and implemented during SMART’s first phase from 2013 – 2015.



→ Education and development through smartphone Apps

SMART Myanmar developed two mobile infotainment apps to reach a large number of employees in the garment sector: Shwe Job and Sat Yone Superstar. The workers get informed about their rights in a playful and visual way and are empowered to demand them in the factories.



Shwe Job

- Educates on Occupational Health and Safety
- Empowers workers about their rights with stories and voiceovers
- Available in English and Myanmar
- Essential for industrial workers, managers and supervisors in factories, as well as for manufacturers and brands



Sat Yone Superstar

- Gaming app to teach garment factory workers playfully about good practices for occupational safety & health in the factory and to increase awareness and knowledge on existing labour laws in Myanmar.
- This app uses a combination of:
 1. Mini games
 2. Quiz questions
 3. Dialogues

The apps as digital solutions have reached 12.026.336 people.

→ The Sunday Cafés – Empowering women in the garment industry in Myanmar

Sunday Cafés are a protected place for exchange and visual media is vital for empowering women and for building their capacities. They can talk about their problems at work and learn more about their rights through trainings, games and exchange of experiences. After becoming aware of their rights, in order to improve labour conditions in this sector, workers must furthermore be encouraged to claim such rights.



Between 40 and 200 female workers visit the Sunday Cafés in Hlaing Tharyar and Shwe Pyi Thar, Yangon every Sunday.

The Challenge

In Myanmar, the textile and garment sector contributes substantially to the economic development of the country. It constitutes an important industry with roughly 430 factories, employing around 340,000 people. Approx. 90 percent of the employees in the textile and garment industry are young women, most typically between 16 and 27 years old. Since the poverty rate amounts to 37.5 percent in Myanmar, the income generated by these women is badly needed to support their families.