

## Action Plan for Businesses

### Introduction

The Centre Stage project will see the National Tourism Administrations, 40 businesses and 16 international NGO's from Costa Rica, the Dominican Republic, Jordan and Mexico implement an Action Plan to boost women's empowerment through tourism during the recovery from COVID-19.

The following Action Plan contains 10 concrete measures to be implemented by participating businesses within one year from November 2021 to November 2022.

### Action Plan Strategic Objectives

Based on the [UNWTO Action Plan for Women in Tourism](#), the objectives that will guide the implementation of the Action Plan are the following:

Thematic area	Objectives
Employment	Improve working conditions for women employed in tourism.
Entrepreneurship	Integrate businesses owned, managed and controlled by women into the tourism supply chain.
Leadership, policy, and decision making	Support women's career progression
Education and Training	Ensure that tourism education and training advances women's empowerment and gender equality during the recovery from COVID-19
Community and Civil Society	Promote the active participation of women and women's organizations in the tourism sector's recovery
Measurement for better policies	Encourage gender-sensitive policy making within the private tourism sector.

### Action Plan Communication

Strong and regular outward communication is a central pillar of the Centre Stage project, participating businesses will feature on a dedicated UNWTO webpage and may be selected to appear in regular newsletters, UNWTO social media and other available communication methods.

Participating businesses will support the project communication and visibility objectives through posting content related to the project reinforcing the importance of women's empowerment as a cross-cutting matter for the recovery of tourism from the COVID-19 pandemic.

### Resources

UNWTO will support businesses with the implementation of the Action Plan through a series of capacity-building webinars and an in-person technical workshop.

A list of participating NGOs and women's associations who may support businesses with the implementation of the Action Plan is available on the project website.

Certain actions included in the below matrix may already be foreseen/ implemented by the participating business under existing programmes or structures.

### Monitoring

The Action Plan is accompanied by a monitoring framework which will last for one year from November 2021 – November 2022, during which time participating businesses will provide monthly updates to UNWTO on the progress of each individual action through a short monthly questionnaire.

## ACTION PLAN

<b>Employment</b> Improve working conditions for women employed in tourism		
Action	Communication	Useful Resources
<ul style="list-style-type: none"> <li>- Formally include the principle of ‘Equal pay for work of equal value’ in the businesses’ staff, recruitment or human resources policies.</li> <li>- Conduct a review of employees’ salaries to ensure the principle is upheld.</li> </ul>	Promote the business’ commitment to ‘Equal pay for work of equal value’ externally through their own communication tools (website, social media etc).	<a href="#">Equal Pay International Coalition</a>
<ul style="list-style-type: none"> <li>- Introduce or strengthen corporate policies to protect against sexual harassment in the workplace.</li> </ul>	Promote the companies zero tolerance policy against sexual harassment internally and externally, through their own communication tools (website, social media etc).	<a href="#">ILO Example Sexual Harassment Policy</a>

<b>Entrepreneurship</b> Integrate businesses owned, managed and controlled by women into the tourism supply chain.		
Action	Communication	Useful Resources
<ul style="list-style-type: none"> <li>- Increase procurement from women owned businesses and gender-responsive enterprises</li> </ul>	Publish the commitment and/or advances towards women’s entrepreneurship in the businesses’ own media tools or by re-posting UNWTO related content.	UNWTO Gender Mainstreaming Guidelines for the private sector (November 2021)

<b>Leadership, policy, and decision making</b> Support women’s career progression		
Action	Communication	Useful Resources
<ul style="list-style-type: none"> <li>Introduce or strengthen a programme for female career progression including targets for gender-equality in leadership roles.</li> </ul>	Communicate opportunities internally to women employees and facilitate information to UNWTO that can be translated into communication material.	<a href="#">WEPs Gender Gap Analysis Tool</a>
<ul style="list-style-type: none"> <li>Provide women employees with a minimum of 14 weeks maternity leave.</li> </ul>	Communicate the business’ commitment to offering the ILO recommended minimum maternity leave externally, through their own media tools or by re-posting UNWTO media related content.	<a href="#">ILO Maternity Protection Convention (no. 183)</a>

<b>Education &amp; training</b> Ensure that tourism education and training advances women's empowerment and gender equality during the recovery from COVID-19		
<b>Action</b>	<b>Communication</b>	<b>Useful Resources</b>
Designate one staff member to become a trainer through the UNWTO virtual "train the trainers - gender equality for recovery" and to train a minimum of 20 people before November 2022.	Provide visibility to the training and its objectives in the business' own communication tools (website, social media, newsletter etc).  Provide photos of this activity for potential inclusion in UNWTO's media tools.	UNWTO's virtual 'train the trainers' courses will take place virtually between December 2021 – February 2022
Participate in the UNWTO in-person technical workshop on Gender Equality and the Tourism Recovery.	Provide visibility to the event through the business' own communication tools (website, social media, newsletter etc).	The 2022 in-person technical workshops will take place in: - Jordan: April - Dominican Republic: June - Costa Rica: September - Mexico: October/November

<b>Community and Civil Society</b> Promote the active participation of women and women's organizations in the tourism sector's recovery		
<b>Action</b>	<b>Communication</b>	<b>Useful Resources</b>
Identify and include, as a main stakeholder, women organizations during the implementation of the Action Plan.	Provide information related to this activity to UNWTO that can be translated into communication material to be published in UNWTO's different media tools (website, newsletter or social media).	Suggested partner women's organizations and their contact details will be available on the project website.
Deliver an awareness raising campaign related to the activities or objectives of the 'Centre Stage' project.	Publish a minimum of 1 publication per month related to the activities of the project in the participating business own webpage or social media.	UNWTO will regularly post on its social media channels material related to the project that may be shared by participating businesses.

<b>Measurement for better policies</b> Encourage gender-sensitive policy making within the private tourism sector.		
<b>Action</b>	<b>Communication</b>	<b>Useful Resources</b>
Report sex-disaggregated data to UNWTO on the business' workforce.	Provide visibility to this activity through the business' own communication tools and/or to provide information related to this activity to UNWTO that can be translated into communication material to be published in UNWTO's different communication tools (website, newsletter or social media).	UNWTO will send a short questionnaire to participating businesses in November 2021 and November 2022.