INVITATION: UNWTO Centre Stage Virtual Workshop
Applying the Women’s Empowerment Principles in the Tourism Sector

Wednesday 1st June 2022, 0800-0930 CST, 1400-1530 CEST, 1500-1630 GMT+3

The Women’s Empowerment Principles (WEPs) are the key guiding framework for gender equality in the private sector. Following the publication of the “Gender-inclusive Strategy for Tourism Businesses”, this interactive workshop will explore what concrete steps private sector entities in the tourism sector can take to put the WEPs into practice.

The overall aim of this workshop is to support private sector companies in tourism to identify concrete actions for putting their commitment to gender equality and women’s empowerment into practice.

Key issues to be covered:
- What are the WEPs and how do they relate to the tourism sector?
- How can companies assess current progress on gender equality?
- Following this assessment, how should companies identify and prioritise key measures and actions to implement?
- What further support is available to companies on the WEPs Journey?

Workshop Target Groups
- Tourism private sector entities of any size or industry
- WEPs signatories
- Non-WEPs signatories also welcome

Benefits of participation
✓ Get practical tips on how to apply the WEPs
✓ Exchange ideas and experiences with other companies in the tourism sector
✓ Learn about good practices on gender equality and women's empowerment in tourism

Workshop Structure
The virtual 90-minute workshop will be interactive to allow for participants to share experiences and challenges. The plenary sessions will be recorded and later uploaded to the UNWTO YouTube channel. The small group work in breakout rooms will not be recorded to ensure confidentiality and encourage open discussions.

At the end of the workshop, participants will:
✓ Understand the WEPs and how they are relevant to the tourism sector
✓ Know how to conduct a self-assessment of gender equality progress
✓ Identify key measures and actions to implement
✓ Be aware of available support for their WEPs Journey

The workshop will be facilitated by Dr Lucy Ferguson, a specialist in gender equality in tourism and lead author of the Centre Stage gender mainstreaming guidelines and Global Report on Women in Tourism, 2nd Edition.
Participants are invited to read the “Gender-inclusive Strategy for Tourism Businesses” in advance of the workshop.

**Programme overview**

**Introductions and overview – 10 minutes**
- Introduction from UNWTO and UN Women
- Presentation of the “Gender-inclusive Strategy for Tourism Businesses” (Dr Lucy Ferguson, UNWTO Centre Stage Project)

**Presentations (recorded) - 20 minutes**
- “Procurement’s strategic value: Why gender-responsive procurement makes business sense”, (Jocelyn Chu, Programme Specialist Consultant, Economic Empowerment Section, UN Women)
- “Practical Guidance for applying the WEPs in Tourism”, (Anna Falth, Head of Women’s Empowerment Principles, UN Women)

**Group discussions (not recorded, moderated) - 30 minutes**
- Small group discussions depending on level of current commitment and experience
- Participants will share challenges and good practices
- Outcome: participants will identify steps for implementing or advancing the WEPs in their company

**Plenary discussion of group work (recorded) - 20 minutes**
- Brief feedback on group discussions

**Next Steps and Closing – 10 minutes**
- Follow up support and materials
- Next steps
- Closing

**Registration**
Please register for the training [here](#). Once you have registered, you will immediately receive a personalised link to access the workshop.