

Understanding the Women's Empowerment Principles in the tourism sector

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1 June 2022

What are the WEPs?

A set of Principles offering guidance on promoting gender equality and women's empowerment in the **workplace, marketplace and community**.



1. Gender-equal corporate leadership



2. Gender equality in the workplace



3. Employee health and safety



4. Education and training for women



5. Enterprise and supply chain development



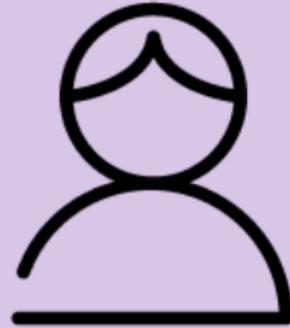
6. Equality through community advocacy



7. Measurement and reporting

Principle 1

WOMEN'S EMPOWERMENT PRINCIPLES



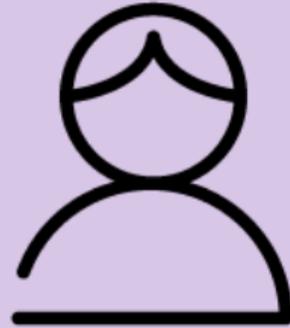
Establish high-level corporate leadership for gender equality.

Corporate leadership is a key and integral part of making gender equality and women's empowerment a top strategic priority.

> 6,600 CEOs in 150 countries

Principle 1

WOMEN'S EMPOWERMENT PRINCIPLES



Establish high-level corporate leadership for gender equality.

- Business values, business plan, organizational culture
- Company-wide goals and targets
- Managers accountable for results
- Gender sensitive policies
- Requirements for board membership

Principle 2

WOMEN'S EMPOWERMENT PRINCIPLES



Treat all women and men fairly at work – respect and support human rights and nondiscrimination.

- It is about leveling the playing field for women and men.

Better talent acquisition, higher employee retention and satisfaction, increased productivity and better decision making.



Principle 2

WOMEN'S EMPOWERMENT PRINCIPLES



Treat all women and men fairly at work – respect and support human rights and nondiscrimination.

- Inclusive workplace – no discrimination
- Equal pay, pay transparency
- Gender sensitive recruitment, promotion, retention – remove segregation and stereotypes
- Flexible working arrangements – shifts
- Re-entry opportunities
- Support to caregivers (e.g. parental leave, family care leave) ...



Principle 3

WOMEN'S EMPOWERMENT PRINCIPLES



**Ensure the health,
safety and well-
being of all women
and men workers.**

Employers play a key role in preserving and promoting the physical and emotional health, safety and wellbeing of their women and men employees.

Principle 3

WOMEN'S EMPOWERMENT PRINCIPLES



**Ensure the health,
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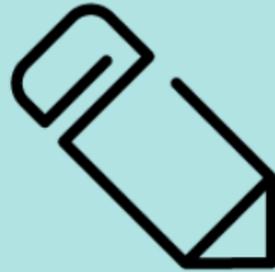
- Policies and procedures preventing all forms of violence and harassment
- Health insurance
- Time off for medical care

- Safe working conditions - prevention

- Safety and security to/from work

Principle 4

WOMEN'S EMPOWERMENT PRINCIPLES

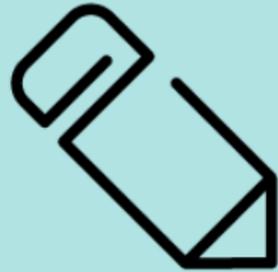


**Promote education,
training and
professional
development for
women.**

1. Training can help advance **women's** professional development leading to more women in leadership roles.
2. Training for **all employees** about how the company is advancing gender equality aligns everyone around shared values and helps ensure compliance with company policies and practices.

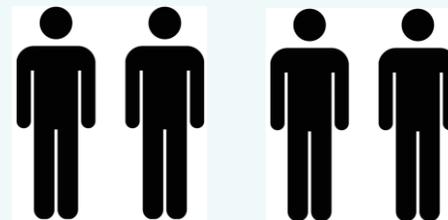
Principle 4

WOMEN'S EMPOWERMENT PRINCIPLES



**Promote education,
training and
professional
development for
women.**

- Encourage women and men in non-traditional fields
- Formal and informal networking, mentoring and sponsorship programmes
- Sexual harassment training
- Unconscious bias training
- Barbershops



Principle 5

WOMEN'S EMPOWERMENT PRINCIPLES



Implement enterprise development, supply chain and marketing practices that empower women.

Companies can influence the wider business ecosystem and business partners through inclusive supply chain policies and standards.

Advertising is a powerful driver to change perceptions and impact social norms – portraying women and men in modern, authentic and multidimensional roles.

Principle 5

WOMEN'S EMPOWERMENT PRINCIPLES



Implement enterprise development, supply chain and marketing practices that empower women.

- Require business partners, contractors and suppliers to sign the WEPs
- Supplier diversity programmes
- Design products and services for women and girls | with women
- Help women overcome barriers to financial products and services
- Prevent human trafficking, labour/sexual exploitation
- Remove harmful stereotypes in media, advertising



Principle 6

WOMEN'S EMPOWERMENT PRINCIPLES



**Promote equality
through community
initiatives and
advocacy.**

Companies invest in community development programmes to make valuable, effective and responsible contributions to gender equality and women's empowerment.

They leverage their influence, alone or in partnership, to advance gender equality and collaborate with business partners, suppliers and community leaders.



Principle 7

WOMEN'S EMPOWERMENT PRINCIPLES



Measure and publicly report on progress to achieve gender equality.

Transparency and accountability are required for companies to uphold their commitments to gender equality in the workplace, marketplace and community.

