



# **GENDER EQUALITY PLAN**

**T|4|'0**



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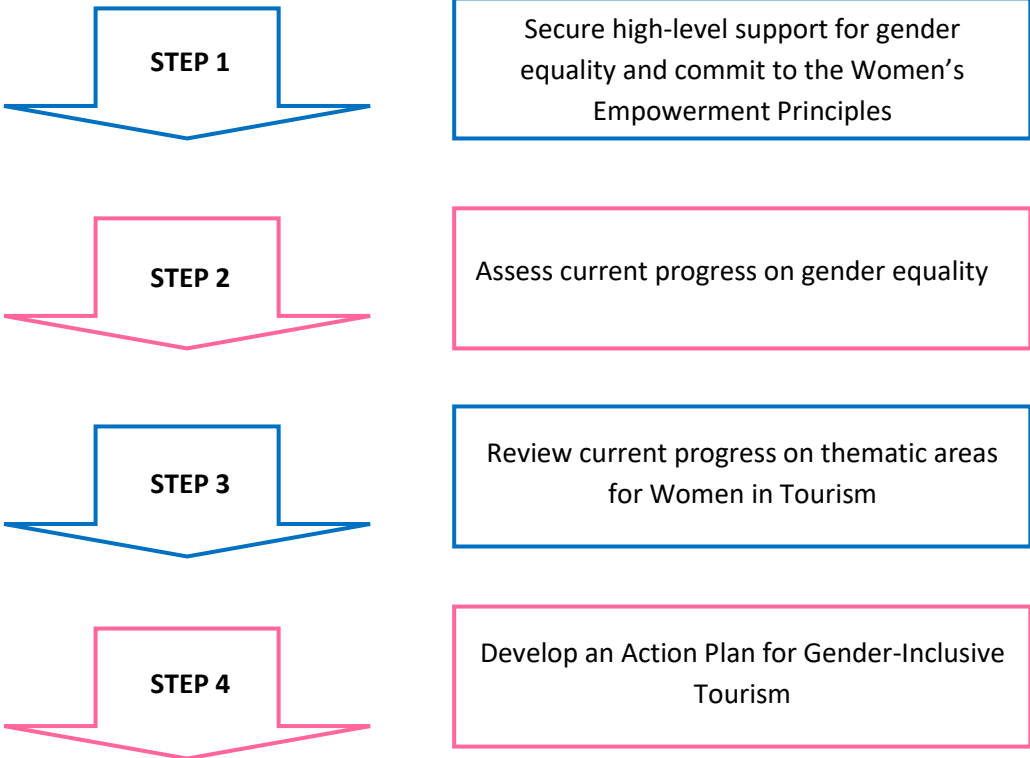
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## Introduction

The Gender Equality Plan (GEP) of the DIH Tourism 4.0, z.ú. is a policy document covering the next years with which our digital innovation hub aims to implement actions and projects to reduce gender inequalities and to enhance diversity with regard, for example, to age, culture, physical ability, sexual orientation, multilingualism, etc. At a time when many of the certainties and paradigms of our society have been shaken to the core, we appreciate the importance of an inclusive community that is not only free from discrimination but is also able and willing to do more - in other words, a community perceiving differences as an ethical value and a valuable resource that can yield positive benefits. In this perspective, the GEP represents an effective tool for addressing the negative effects of the pandemic that, as several recent studies show, is significantly affecting women and risks reversing the positive trends of recent years.

As a tourism digital innovation hub, it is our duty to offer tourism businesses a different path free from prejudice and stereotypes, a path embracing the freedom of people and appreciating their individuality and originality. We need to move away from preconceived formulas and towards a society that values talent and does not view reality through lenses that transform differences into frontiers and divisions, a society in which nobody is left behind. We need to begin from our community with the awareness that by doing so we may succeed also in exporting best practices, new interpretive styles, and impactful ideas for modernisation worldwide. The Gender Equality Plan is a tool designed to encourage this cultural change, with the aim of continuing to build an honest and communicative learning and work environment where people are treated equally and there is no discrimination, a community which conveys trust, a sense of belonging and shared goals, and consequently enables the entire institution to grow.

In order to apply gender mainstreaming in practice, we follow four key steps by UNWTO – World Tourism Organization:



## Objective

The primary objective of this GEP is to serve as a tool and framework for enhancing gender equality in the workplace and to enable the integration of gender into organisational practices.

In parallel, this GEP also aims to contribute to the achievement of gender equality in the development of the social economy through research, project design, and programmes that pay due attention to gender differences in labour market participation, and actively promote equality between gender diverse individuals.

DIH Tourism 4.0 aims to proactively hold itself up as an example to promote organisational changes in other social economy enterprises, federations and support networks.

## Scope

This Gender Equality Plan applies to all work throughout the digital innovation hub.

An Equality Officer has been appointed to oversee the implementation of the gender equality plan.

**Effective implementation of the plan will require commitment from all staff and organizational support for activities to advance the knowledge and skills of staff to enable efficient gender mainstreaming in their areas of work.**

The equality officer will monitor and report on the progress of implementation to the executive team and will provide an annual report to all DIH Tourism 4.0 staff.

The equality officer will also set up mechanisms for building capacity among the staff, information, training, and technical support needed to assure the plan's implementation.

## Accountability and Responsibility

### **1. Ratification**

The GEP is ratified at the executive level (board of directors and president) and the equality officer is responsible for ensuring that it is communicated to all staff members.

### **2. Communication**

The equality officer has the further responsibility to ensure that employees are aware of the gender equality plan and to initiate corrective action when discrimination is observed or reported.

### **3. Monitoring**

All the while they are on duty, the equality officer has the responsibility to monitor the situation and keep the plan regularly updated to accommodate new actions and developments.

### **4. Data collection**

The equality officer is expected to collect data disaggregated by sex and other relevant variables, and to review and reflect on the gender aspects of the respective areas of work. Such action will help ensure the integration of gender considerations in all of Diesis's work in different fields.

## Our key focus areas

The equality plan identifies **four areas** for focused attention that will enable strategic and sustainable change at DIH Tourism 4.0. The plan will help us to navigate and accelerate the gender equality journey that DIH Tourism 4.0 must take in order to improve its performance.

**Area 1: Organisational culture, combating stereotypes and work-life balance**

**Area 2: More balanced gender representation in management, recruitment and career progression**

**Area 3: Integrating gender in research and education content**

**Area 4: Combating sexual and gender based harassment**

**Area 1: Organisational culture, combating stereotypes and work-life balance**

Objective	Action	Responsibility
<p>Combating gender stereotypes, enhancing diversity and supporting under-represented communities</p>	<p>Adoption of a gender-fair institutional/administrative language through:</p> <ul style="list-style-type: none"> <li>- Organisation of training events on the procedures and strategies for applying the gender visibility Guidelines for the hub’s communications.</li> <li>- Extensive application of the gender visibility Guidelines for institutional communications.</li> <li>- Adapting the structure documents (Regulations, Guidelines, Social Responsibility Report) as well as official forms to the gender visibility Guidelines for institutional communications.</li> </ul>	<p>Director</p>
<p>Increase gender and intersectionality awareness and support</p>	<p>Ensure the working environment is inclusive of gender and intersectionality needs, with new staff and existing staff appropriately supported.</p> <p>Ensure gender equality principles are applied to employee lifecycle frameworks and initiatives and that everyone is encouraged and confident to actively participate in meetings and forums.</p> <p>Ensure all employees have access to appropriate facilities, equipment and uniform based on their needs that do not make them feel vulnerable or disrespected</p>	<p>Director</p>
<p>Provide support for parental leave, family violence leave, carers leave</p>	<p>Ensure employees on flexible work arrangements have access to meaningful and quality work. This includes the same benefits, training and promotional opportunities as other employees.</p> <p>Support carers to return to work after parental leave and take steps to minimise disruption to their career progress.</p>	<p>Director</p>



**Area 2: More balanced gender representation in management, recruitment and career progression**

Objective	Action	Responsibility
Representation of gender diverse individuals in senior positions and in leadership domains	<p>Strive for gender-balanced composition of executive, senior managers, managers, total workforce.</p> <p>Establish processes for recruitment that provide equitable opportunities for broader gender and intersectional representation.</p> <p>Representation of gender diverse individuals on projects and research activities.</p>	Director
Increase attraction and recruitment of women and the diversity of the workplace	<p>Establish gender targets and use these targets to inform attraction, engagement and retention strategies, including specific and intensive recruitment efforts such as secondments and supporting communities affected by multiple forms of disadvantage and discrimination.</p> <p>Strive for gender and intersectional balance composition of employees of different ages, including older women, joining the organisation.</p> <p>Ensure all recruitment processes use a gender-balanced interview panel.</p>	Director
Remove gender pay gap	Review remuneration policy with clear and transparent processes, including objective criteria for allocating benefits, with all remuneration linked to objective performance measures that consider gender.	Director

## Area 3: Integrating gender in research and education content

Objective	Action	Responsibility
<p>Promote the inclusion of the sex and gender dimension in research content</p>	<p>Disaggregating research data (articles, reports etc.) by sex and/or gender where relevant.</p> <p>Considering all genders for language and images in research material and production.</p>	<p>Director</p>
<p>Promote diversity in research management</p>	<p>Providing staff with guides and workshops on the integration of equality and diversity in training programme design, and learning activities as a teaching and learning support.</p> <p>Communications about training must not be gender-specific “unless the training is specifically designed for a specific gender”.</p>	<p>Director</p>

**Area 4: Combating sexual and gender based harassment**

Objective	Action	Responsibility
<p>Maintain a workplace free from sexual harassment, bullying and discrimination</p>	<p>Communication plan that supports reinforcement of messaging on a zero tolerance approach to harassment, discrimination, unfair treatment, and sexism.</p> <p>Ensure a clear process exists for an employee or by-stander to report unwanted or offensive behaviour in the workplace, and at work-related social activities, confidentially and without fear of reprisals, with appropriate action.</p> <p>Ensure there are no requirements about employee appearance that might make people feel disrespected, vulnerable or deprived of lacking opportunities.</p>	<p>Director</p>

Organisation Information	
<b>Organisation Name</b>	DIH Tourism 4.0
<b>Chief Executive Officer</b>	Pavína Kührová
<b>Executive Committee</b>	Pavína Kührová Luděk Kühr Jan Orava Lenka Kührová Pavel Vokáč Soňa Vanyová
<b>Authorised by</b>	Pavína Kührová
<b>Date</b>	19. 6. 2021
<b>Stamp and signature</b>	