



association of women
travel executives



Equity, Diversity and Inclusion Charter

It is so important for all to have a 'mindset approach' to equity, diversity and inclusion (ED&I) as opposed to a 'program approach'.

It doesn't have an end, it's not this undertaking with a destination. ED&I is a way of working, it's a way of thinking. It's a way of being, it's a way of thriving.

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Introduction



To produce a single collaborative document to publish for others to use as a resource tool and a guide on expectations when creating a best practice for businesses in our industry.



Both The BTA and AWTE are committed to our industry and its people, to be relevant to every level of employee and employer within the travel industry, operating in a diverse and inclusive manner, ensuring every voice is heard and promoted equally.



This will be an evolving document which should be reviewed on a biannual basis at a minimum.

What is ED&I?



Equity recognises that we are all different, and that's what makes each one of us great. Rather than blanket policies, equity-led businesses consider individual needs, while also rebalancing structures to account for disadvantages faced by minority groups.



Refers to how diverse your workforce is, covering a multitude of different characteristics. That includes race, culture, gender, sexuality, age and experience. At its heart, it's about welcoming different worldviews to your business.



When all of your employees feel like they belong in your company. That means that they have the opportunity to voice their opinions, that they don't feel excluded on the basis of their identity, and that they see themselves reflected in your company values.

The Difference Between Equity and Equality

Equity

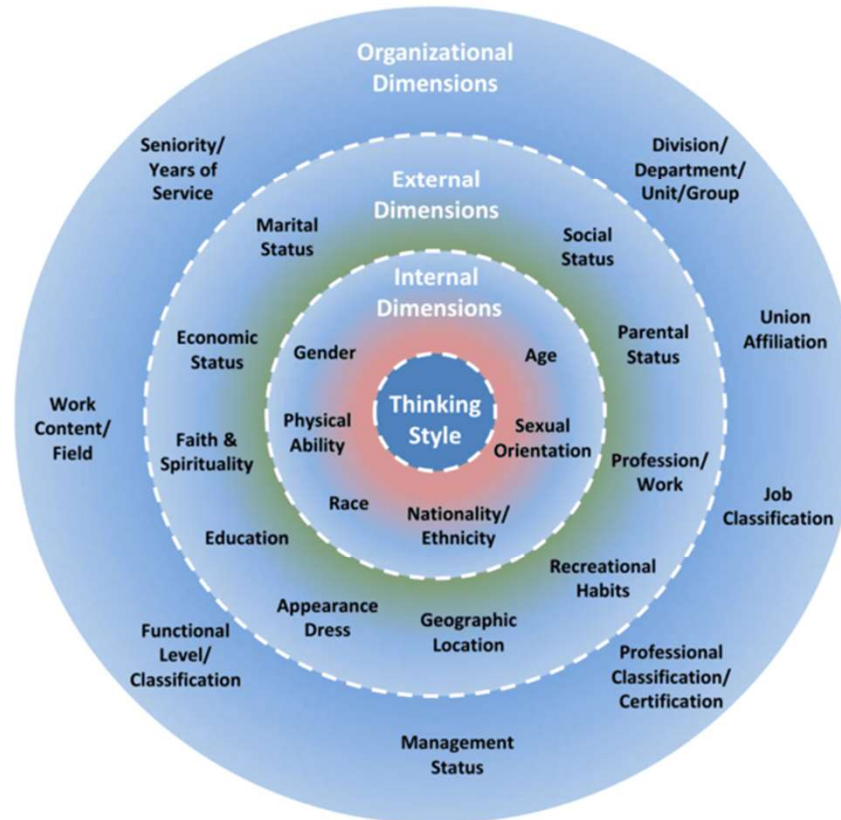
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Equality

Equality assumes that all employees are the same, and treats them as such. While this sounds inclusive, it's could be open to bias, and ignores demographic-specific needs.

The Diversity Wheel

"The mix" of human similarities and differences



4 Layers of Diversity

- **The Core Dimension** is how we think and communicate.
- **Internal Dimensions** are largely out of our control but have a powerful impact on behaviors and attitudes.
- **External Dimensions** are largely within our control and are choices formed by environmental, social and cultural factors and experiences.
- **Organizational Dimensions** are largely defined and influenced by the group or organization in which we work.

Adapted from "Diverse Teams at Work: Capitalizing on the Power of Diversity" by Lee Gardenswartz and Anita Rowe

Culture

Businesses and their cultures should be underpinned by a set of values that are meaningful and have purpose for its employees and what the business stands for.

We recognize that diverse and inclusive organizations tend to be more successful, productive and innovative. Equity, diversity and inclusion are integral to our culture and are at the core of how we work with all members of our community.

This framework draws together our equity, diversity and inclusion vision principles and objectives, offering guidance for tangible actions on how organizations can approach this.

- This is not only a top down model
- It is everyone's responsibility to embrace ED&I
- A diverse employment base where all ages / genders / ethnicities are represented and welcomed, tends to be more successful productive and innovative
- Employees should understand the culture and values within the business and talk to others about it – remember they are your best ambassadors for finding new talent
- Training and mentoring programs need to be available and accessible to all.

HOW WILL WE ACHIEVE IT

- Identify and communicate tangible employee driven company values, which are shared as part of a clear induction program and relatable to all employees
- Provide clearly defined H.R. policies available to all
- Establish a fair and balanced pay structure for all employees
- Provide fair and equal employee benefits across the business irrespective of gender or ethnicity
- Encourage a balanced work/life ratio
- Communicate to teams in an inclusive manner

HOW WILL WE ACHIEVE IT

- Check your starting point –measure it
- Address shortcomings in diversity in the workplace
- Celebrate success
- Recruit for cultural fit
- Encourage staff to introduce new colleagues to the business / make your staff your ambassadors
- Communicate regularly with teams and provide safe feedback processes for all
- Celebrate / acknowledge major events that are important to your diverse workforce, be it Christmas, Easter, Eid or Pride Month – be aware and respectful to all and encourage your whole team to learn about their co workers



HOW WILL WE ACHIEVE IT

- Offer trained mental health first aiders
- Offer flexible working policies where possible (part time / remote / job share / flexi time)
- Celebrate personal milestones
- Encourage work / life balance
- Link company values C suite pay to ensure top down are living the values
- Offer DE&I training and ask colleagues what they need to be comfortable in your organisation

Measurement – What Does Good Look Like?

<u>Achieving Basics</u>	<u>Making Progress</u>	<u>An Inspiration</u>
ED&I policies in place	ED&I success is celebrated	All teams are on clear ED&I policies
Full suite of HR policies in place and being managed	ED&I is a regular on any meeting agenda at high level	All employees are living by the company values
Organisation has measured and recorded starting point	Organisation has measured and recorded starting point and has an action plan to become more inclusive	Great reputation as an inclusive place to work
A proactive consistent and inclusive internal comms plan is running	All groups have a voice in employee forums	Employees are supporting with bringing in new talent
Key events are often acknowledged by the company	Teams are regularly celebrating key events important to their colleagues	Annual reviews and continuous improvement is in place for all ED&I measurements
Staff are regularly informed and updated	Training and mentoring programs in place	Employees are empowered to achieve work/life balance



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