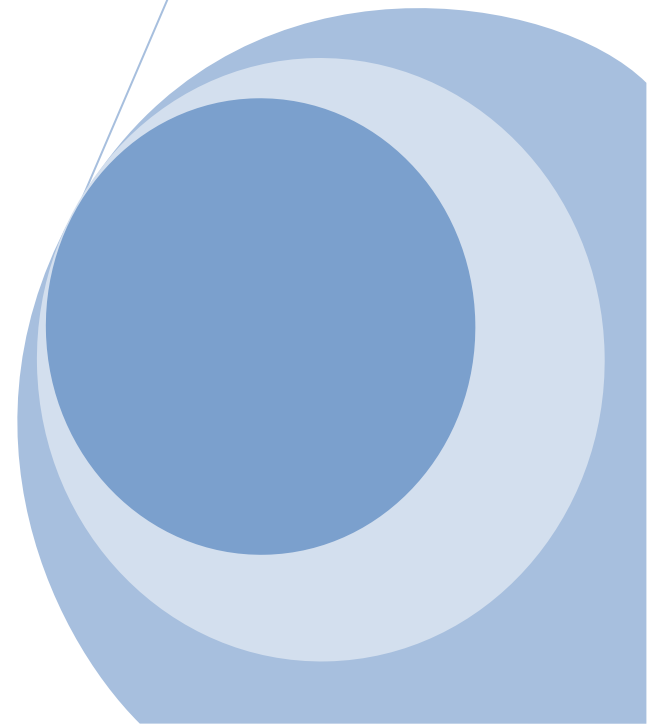


# **GENDER EQUALITY PLAN**

**ZAGREB COUNTY TOURIST BOARD**





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## 1. Contextual framework and motivation

Gender equality is one of the fundamental values of the European Union. Gender equality is one of the elements that benefits research, development and innovation (R&D&I), improving the quality and relevance of research and innovation, attracting and retaining more talent and ensuring that everyone can make the most of their potential, and the Zagreb County Tourist Board has a long history of activity in the field of tourism and research, development and innovation activities in which it invests its efforts in the establishment of gender equality, but also in the application of other horizontal principles in all its activities.

As part of its Gender Equality Strategy 2020 - 2025, the European Commission expressed its commitment to promoting gender equality in research and innovation and to stopping gender-based violence, breaking down gender stereotypes, abolishing differences based on gender in the labour market, achieving equal participation in different sectors of the economy, combating gender pay and pension gaps, closing gender gaps in care and achieving gender balance in decision-making and policy. As one of the tools in the function of ensuring gender equality, the European Commission introduced the obligation to develop institutional plans for gender equality as a prerequisite for securing funding from the framework program for research and innovation "Horizon Europe".

Sharing its values and strategic focus with the European Union, the Zagreb County Tourist Board fully supports the activities of the European Commission and therefore also created this Gender Equality Plan, with which it aims to contribute to the promotion of gender equality in research and innovation, stopping gender-based violence, breaking down gender stereotypes, ending gender differences in the labour market, achieving equal participation in different sectors of the economy, fighting gender pay and pension gaps, ending gender differences in care and achieving gender balance in decision-making and politics.

The Gender Equality Plan (hereinafter: GEP or Plan) of the Zagreb County Tourist Board is one of a series of concrete efforts by the Zagreb County Tourist Board in activities related to the sustainable development and promotion of gender equality and strengthening the culture of gender equality, not only in the field of tourism but also in other areas of the economy, and will continue in the same vein in the future, making new efforts to improve the organizational culture and the balance between private and business life, gender balance in management and decision-making, gender equality in employment and promotion, and the integration of the gender dimension in research activities.

In addition, gender equality in the Republic of Croatia is also defined by the Law on Gender Equality (Official Gazette, 82/08, 69/17).

In accordance with the criteria and guidelines of the "Horizon Europe" program for gender equality plans, the Gender Equality Plan of the Zagreb County Tourist Board has the following characteristics:

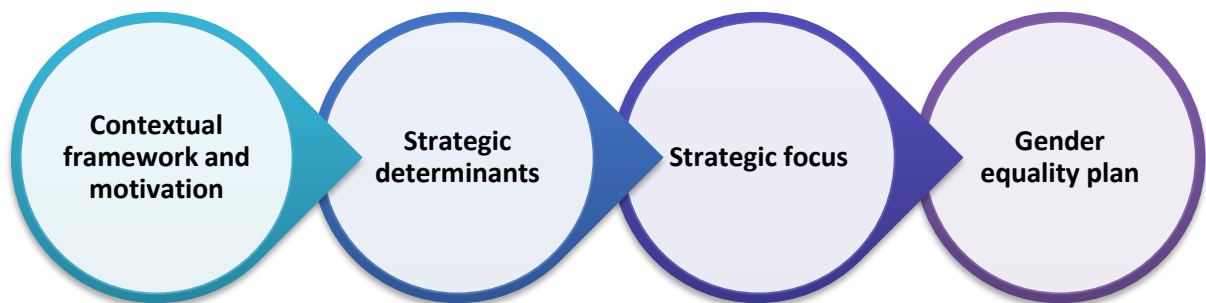
- It is a public document and an official document published on the website of the Zagreb County Tourist Board, signed by the top management and actively communicated within the Zagreb County Tourist Board.
- Includes dedicated resources and expertise in gender equality to implement the Plan.
- Includes data collection and monitoring of sex/gender information on an annual basis based on indicators.

- Includes continuous awareness-raising and training activities on gender equality.

**Figure 1. Characteristics of Gender Equality Plan of Zagreb County Tourist Board**



**Figure 2. Scope of Gender Equality Plan of Zagreb County Tourist Board**



The gender equality plan of the Zagreb County Tourist Board consists of four parts. After the presentation of the contextual framework and motivation for creating the Plan, the strategic determinants of the Plan follow in the second part of the document and the strategic orientation and goals of the Plan in the third part of the document, after which the last part of the document follows the



presentation of the implementation matrix of the Gender Equality Plan of the Zagreb County Tourist Board.



## 2. Strategic determinants

The Gender Equality Plan of the Zagreb County Tourist Board is based on and harmonized with a complete and comprehensive relevant strategic framework at the global, European Union and national levels.

The fundamental strategic determinants of the Gender Equality Plan of the Zagreb County Tourist Board at the global level:

- [Sustainable Development Goals, Agenda 2030](#)
  - [SDG 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture](#)
  - [SDG 5. Achieve gender equality and empower all women and girls](#)
  - [SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all](#)
  - [SDG 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation](#)
  - [SDG 10. Reduce inequality within and among countries](#)
  - [SDG 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels](#)
  - [SDG 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development](#)
- [Global Gender Gap Report 2021, World Economic Forum](#)
- [C190 - Violence and Harassment Convention, 2019 \(No. 190\)](#)
- [EU-ratification of the ILO Violence and Harassment Convention, 2019 \(No. 190\).](#)

The fundamental strategic determinants of the Gender Equality Plan of the Zagreb County Tourist Board at the level of the European Union:

- [Gender Equality Strategy 2020 - 2025](#)
- [Council of Europe Gender Equality Strategy 2018 - 2023](#)
- [European Institute for Gender Equality](#)
- [Horizon Europe](#)
- [European Charter for Researchers - Code of Conduct for the Employment of Researchers](#)
- [The Human Resources Strategy for Researchers.](#)



**Figure 3. Sustainable Development Goals to which Gender Equality Plan of Zagreb County Tourist Board directly contributes**



The fundamental strategic determinants of the Gender Equality Plan of the Zagreb County Tourist Board at the national level:

- [Law on Gender Equality \(OG 82/08, 69/17\)](#)
- [National Development Strategy of Republic of Croatia for 2030](#)
- [National plan for fighting against discrimination for the period from 2017 to 2022](#)
- [Sustainable tourism development strategy until 2030](#)
- [National plan for the development of sustainable tourism from 2021 to 2027.](#)
- [Tourism Development Strategy of Zagreb County \(until 2025\)](#)
- [Zagreb County Development Plan for the period 2021 - 2027.](#)
- Study of quality management in tourism in Zagreb County.

The Gender Equality Plan of the Zagreb County Tourist Board directly contributes to the fulfilment of strategic goals at the global, European Union and national levels.

### 3. Strategic focus of Gender Equality

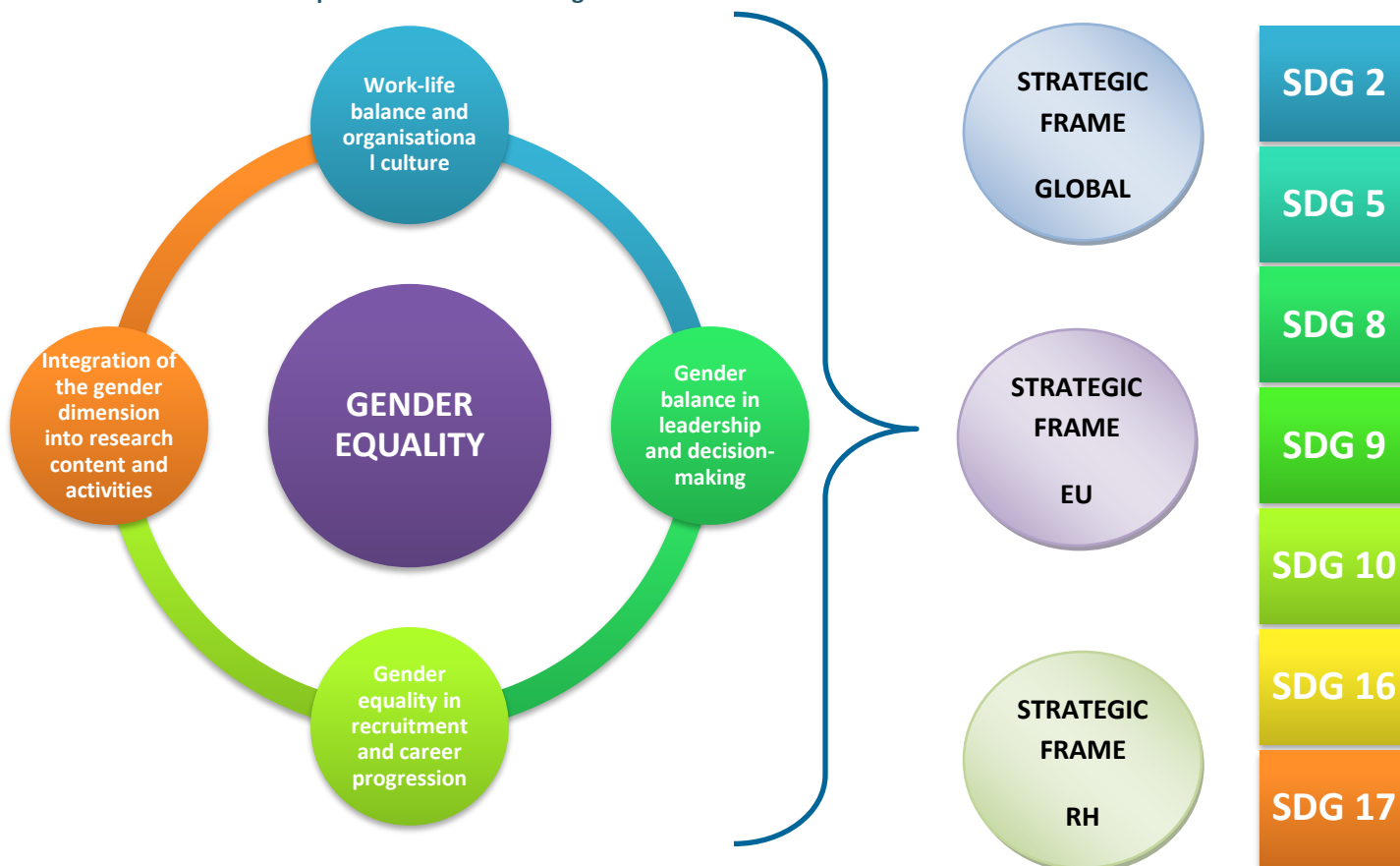
For the purpose of the optimal positioning and strategic orientation of the Gender Equality Plan of the Zagreb County Tourist Board, analyses of the situation were carried out in accordance with the guidelines of the European Commission and the criteria of the "Europe Horizon" program.

By carrying out these analyses, four (4) key strategic focus areas of the Gender Equality Plan of the Zagreb County Tourist Board were determined, entailing four (4) strategic priority goals:

1. Work-life balance and organisational culture
2. Gender balance in leadership and decision-making
3. Gender equality in recruitment and career progression
4. Integration of the gender dimension into research content and activities.

The relevant four (4) key strategic focus areas of the Gender Equality Plan of the Zagreb County Tourist Board directly contribute to the achievement of not only the strategic goals of strategic documents at the global, EU and national level, but also directly contribute to the achievement of the global goals of sustainable development.

**Figure 4. Key strategic areas of Gender Equality Plan of Zagreb County Tourist Board and its contribution to Sustainable Development Goals and strategic framework**







Within the framework of the balance between business and private life and organizational culture, the Gender Equality Plan of the Zagreb County Tourist Board aims to promote gender equality through a sustainable transformation of the organizational culture and through the implementation of the necessary policy to ensure openness and inclusiveness in the work environment, visibility of women in the organization and outside of it, and that the contribution of women is properly valued. Inclusive work-life balance policies and practices are also considered, including flexible working hours.

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Gender balance in management and decision-making has been taken into account by promoting an increase in the number and share of women in management positions and decision-making positions, including providing adaptation of processes for the selection and appointment of staff.

Gender equality in employment and career progression involves critically reviewing selection procedures and correcting any biases to ensure that women and men receive equal opportunities for career development and advancement. The establishment of an employment code, including the appointment of an officer for gender equality in recruitment and promotion and the proactive identification of women in underrepresented areas and the consideration of a workload planning model for the entire organization, is one of the potential measures under the Plan.

The integration of the gender dimension into research activities includes consideration of how gender dimension and gender analysis will be included in the research activities and content of the Zagreb County Tourist Board and includes a commitment to include gender dimension in research priorities, identifying and developing processes that will ensure that the gender dimension is taken into account in research and capacities for the development of methodologies that include the gender dimension in research.



## 4. Gender Equality Plan 2022 – 2027

Table 1. Gender Equality Plan 2022 - 2027

Strategic goal	Activities/measures	Indicators	Responsibility	Deadline
<b>Work-life balance and organisational culture</b>	<ul style="list-style-type: none"> <li>• Introduction of procedures for continuous institutional research and collection of relevant data on gender equality and the establishment of a balance between private and business life and organizational culture</li> <li>• Data collection and monitoring of sex/gender information on an annual basis based on indicators</li> <li>• Highlighting and promoting examples of good practice in the organization and to external stakeholders</li> <li>• Connecting with civil society stakeholders and other public and private organizations with the aim of promoting and implementing the Plan</li> <li>• Involvement in the work of European bodies and platforms, as well as professional associations, in order to improve activities and visibility (for example, EIGE-EuroGender, AtGender, etc.)</li> <li>• Continuous awareness-raising and training activities on gender equality and the balance between private and business life and organizational culture</li> <li>• Introduction of continuous internal training of employees on establishing a balance between private and business life and organizational culture</li> <li>• Including the allocation of resources (human and/or time and/or material) and expertise in gender equality for the implementation of the Plan</li> <li>• Creation of guidelines for establishing a balance between private and business life and organizational culture</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report on the implementation of activities to establish a balance between private and business life and organizational culture</li> <li>• Number of internal employee trainings on establishing a balance between private and business life and organizational culture</li> <li>• Developed guidelines for establishing a balance between private and business life and organizational culture</li> </ul>	Zagreb County Tourist Board	2027
<b>Gender balance in leadership and decision-making</b>	<ul style="list-style-type: none"> <li>• Introduction of procedures for continuous institutional research and collection of relevant data on gender equality and gender balance in management and decision-making</li> <li>• Data collection and monitoring of sex/gender information on an annual basis based on indicators</li> <li>• Highlighting and promoting examples of good practice in the organization and to external stakeholders</li> <li>• Connecting with civil society stakeholders and other public and private organizations with the aim of promoting and</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report on the implementation of activities to establish gender balance in management and decision-making</li> <li>• Number of internal employee trainings on establishing</li> </ul>	Zagreb County Tourist Board	2027



	<p>implementing the Plan</p> <ul style="list-style-type: none"> <li>• Involvement in the work of European bodies and platforms, as well as professional associations, in order to improve activities and visibility (for example, EIGE-EuroGender, AtGender, etc.)</li> <li>• Continuous awareness-raising and training activities on gender equality and gender balance in management and decision-making</li> <li>• Introduction of continuous internal training of employees on gender balance in management and decision-making</li> <li>• Including the allocation of resources (human and/or time and/or material) and expertise in gender equality for the implementation of the Plan</li> <li>• Development of guidelines for the establishment of gender balance in management and decision-making</li> </ul>	<p>gender balance in management and decision-making</p> <ul style="list-style-type: none"> <li>• Developed guidelines for the establishment of gender balance in management and decision-making</li> </ul>		
<b>Gender equality in recruitment and career progression</b>	<ul style="list-style-type: none"> <li>• Introduction of procedures for continuous institutional research and collection of relevant data on gender equality in employment and promotion</li> <li>• Data collection and monitoring of sex/gender information on an annual basis based on indicators</li> <li>• Highlighting and promoting examples of good practice in the organization and to external stakeholders</li> <li>• Connecting with civil society stakeholders and other public and private organizations with the aim of promoting and implementing the Plan</li> <li>• Involvement in the work of European bodies and platforms, as well as professional associations, in order to improve activities and visibility (for example, EIGE-EuroGender, AtGender, etc.)</li> <li>• Continuous awareness-raising and training activities on gender equality and gender equality in employment and promotion</li> <li>• Introduction of continuous internal training of employees on gender equality in employment and promotion</li> <li>• Including the allocation of resources (human and/or time and/or material) and expertise in gender equality for the implementation of the Plan</li> <li>• Development of guidelines for the establishment of gender equality in employment and promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report on the implementation of activities to establish gender equality in employment and promotion</li> <li>• Number of internal employee trainings on the establishment of gender equality in employment and promotion</li> <li>• Developed guidelines for the establishment of gender equality in employment and promotion</li> </ul>	Zagreb County Tourist Board	2027
<b>Integration of the gender dimension into research content and</b>	<ul style="list-style-type: none"> <li>• Introduction of procedures for continuous institutional research and collection of relevant data on gender equality and the integration of the gender dimension in research activities</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report on the implementation of activities integrating</li> </ul>	Zagreb County Tourist Board	2027



<b>activities</b>	<ul style="list-style-type: none"> <li>• Data collection and monitoring of sex/gender information on an annual basis based on indicators</li> <li>• Highlighting and promoting examples of good practice in the organization and to external stakeholders</li> <li>• Connecting with civil society stakeholders and other public and private organizations with the aim of promoting and implementing the Plan</li> <li>• Involvement in the work of European bodies and platforms, as well as professional associations, in order to improve activities and visibility (for example, EIGE-EuroGender, AtGender, etc.)</li> <li>• Continuous awareness-raising and training activities on gender equality and the integration of the gender dimension in research activities</li> <li>• Introduction of continuous internal education of employees on gender equality and integration of the gender dimension in research activities</li> <li>• Including the allocation of resources (human and/or time and/or material) and expertise in gender equality for the implementation of the Plan</li> <li>• Development of guidelines for the establishment of gender equality and the integration of the gender dimension in research activities</li> </ul>	<p>the gender dimension into research activities</p> <ul style="list-style-type: none"> <li>• Number of conducted internal trainings for employees on the establishment of the integration of the gender dimension in research activities</li> <li>• Developed guidelines for establishing the integration of the gender dimension in research activities</li> </ul>	
<b>Monitoring and evaluation of the implementation of the Plan</b>	<ul style="list-style-type: none"> <li>• Establishment of a system for monitoring and evaluating the implementation of the Plan</li> <li>• Systematic monitoring of the implementation of the Gender Equality Plan and accompanying action plans and analysis of the situation after the end of the strategic cycle</li> <li>• Preparation of annual reports on the implementation of the Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report on the implementation of the Gender Equality Plan</li> </ul>	<p>Zagreb County Tourist Board</p> <p>2027</p>



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