

# SPEAKERS



## International Symposium "Human Rights in Practice: Equality in Tourism" 27<sup>th</sup> June 2019, Utrecht

10:50 – 11:20

Keynote 1 - Why do equal workers' rights matter for business

### **Bert van Son, Founder & CEO, MUD Jeans**



**Bert van Son** worked in the fashion industry in both Asia and Europe for thirty years before founding MUD Jeans in 2012. He's particularly passionate about the ways industry affects workers.

MUD Jeans wants to accelerate the transition to a circular economy in the fashion industry and recycles or upcycles all their materials. The company attains the high standards of various sustainability organisations such as the worldwide B Corp.

11:20 – 11:50

Keynote 2 – Gender Equality in Tourism

### **Dr. Angela Kalisch, Chair, Equality in Tourism**

**Dr. Angela Kalisch** is Chair of the non-profit organisation Equality in Tourism International. Equality in Tourism works to ensure that women have an equal voice in tourism and hospitality and an equal share in its benefits.

Her career combines practical with academic experience in adventure travel in South Asia, developing international tourism policy on Fair Trade in Tourism and practical tools for the implementation of sustainable tourism and Corporate Social Responsibility for major tourism organisations and government agencies. She has researched, published, lectured and worked particularly on justice issues in tourism, including gender equality.



11:50 – 13:15

Short presentations & Discussion: Practical approaches on equality along the tourism supply chain

**Femke den Hartog, Senior Policy Advisor, INRetail**



**Femke den Hartog** is Senior Policy Advisor at INRetail. She is responsible for the national and international lobby and advocacy on how Dutch Non-Food retail can progress the Sustainable Development Goals as well as help government to meet them. The major achievements so far on this was the Dutch Agreement on human business conduct in the Garment sector and the implementation of the ban on the distribution on free plastic handbags.

INRetail is the largest trade association regarding non-food retail and has over 5.000 members with more than 13.000 locations in the home and interior, fashion, shoes and sport sectors.

**Jamie Sweeting, Vice President for Social Enterprise and Sustainability, G Adventures /  
President, Planeterra Foundation**

**Jamie Sweeting** is the President of Planeterra Foundation and Vice President for Social Enterprise & Sustainability for G Adventures, where he leads the company's social enterprise, stewardship and community development work. He is responsible for establishing the company's long-term social enterprise strategy and working to ensure responsible corporate sustainability performance.

He has over 25 years of experience in tourism, conservation, development and business management.



**Jeroen van Vilsteren, Innovation and Sustainability lead, Riksja Travel**



**Jeroen van Vilsteren** is an Innovation and Sustainability lead at Riksja Travel. He has worked in Uganda for four years working in the field of sustainable development of community-based projects.

At Riksja Travel he is responsible for drafting the strategy for sustainability and impact and initiating projects to work towards a positive impact with their travel products. Riksja Travel reached the Travelife certified status in 2018 and is offsetting all carbon emissions of all their travellers.

**Massimo Frattini, Coordinator, IUF**

**Massimo Frattini** is Coordinator for the Hotel, Restaurant and Tourism sectors at the IUF Secretariat in Geneva, Switzerland since 2012. He became union member of the Italian General Confederation of Labour (Filcams-Cgil) in 1996, and a full-time officer in 2001, organizing the hotel and tour-operator sector in Milan. In 2010, he was offered the position as a national officer at the Filcams-Cgil national headquarter in Rome and dealt with companies in the hotel industry at national level, including bargaining collective agreements.

The International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF) is an international trade union federation composed of 416 affiliated trade unions in 127 countries representing over 10 million workers in IUF sectors.



14:15 – 16:30

Impulse & Exchange sessions: Approaching issues of equality in business operations

### Workshop 1: Workers' rights at risk - how to handle outsourcing challenges

Host: Massimo Frattini (IUF) – see above

### Workshop 2: Implementing equality as SME tour operator

Host: Jamie Sweeting (G Adventures) – see above

### Workshop 3: Ensuring women's empowerment in tourism



**Aude Diepenhorst** is an Anthropologist with a background in child protection, focusing on the prevention and response to child trafficking and sexual exploitation of children.

She has a strong record in multi country and multi stakeholder initiatives and has worked with teams in various South and Southeast Asian countries. She has been with Plan International for 10 years working for different departments, including team corporate partnerships. She champions the connection between child protection and youth economic empowerment. Currently she works on child protection, gender equality and youth employment in the tourism sector.

**Annelien Noë** lives with her family and animals on a farm in the east of the Netherlands. Professionally she is a driven and spontaneous programme manager with international experience in the field of child protection and social-economic issues with a strong desire to improve global child protection systems. She started her career in post conflict Rwanda, but works these days all over the globe and has a strong record of working with the private sector, including public private partnerships. Currently she works for Plan International Nederland and together with her colleague Aude Diepenhorst she is responsible for child protection, youth employment and gender equality in specifically the Tourism chain, working in both Asia and Latin America.



**Machteld Ooijens** has a strong track record as strategic advisor, manager of a major NGO department, program/ project manager within programs worldwide for UN, government and NGOs, and as a researcher. She worked closely together with private sector and on business and human rights. Nowadays she runs her own company: Partnering for Social Impact, inspired by her passion to work on social impact, sustainability and enlarging opportunities for all. Her company supports companies, NGOs and governmental agencies in achieving their impact goals, in particular on social issues as the empowerment of girls and young women, child labour, and youth employability. Currently she cooperates with Plan International Netherlands on child protection, youth employment and gender equality in the tourism and textiles supply chain.

### Workshop 4: The necessity to include LGBT+ rights in your tourism strategy. Tasks and challenges.

**Rika Jean-François** is holding a Master Degree in Social Anthropology and Iranian Studies with an expertise on ethnic identities, sustainable development and diversity issues. She joined Messe Berlin in 2004 and has since vitally developed ITB's Corporate Social Responsibility. Rika Jean-François is passionately advocating responsible tourism and speaks at sustainable tourism events internationally. Putting an emphasis on human rights and diversity, she has spearheaded ITB's implementation of the LGBT+ travel segment into ITB's portfolio and served on the board of directors of the IGLTA and currently, its Foundation. She is engaged on the board of PATA (Pacific Asian Travel Association), The Code against Sexual Exploitation of Children in Tourism and is a jury member at several global responsible tourism contests. At ITB, she is also heading ITB's official Partner Country program.

