GROW TOGETHER WITHIN ISTO!

Board of Directors

Action Plan 2021-2022

December 15th 2020
Since September 2020
Main actions developed since the last Board Meeting

**Internal Methotology**
- Weekly staff meeting
- Share documents - Google Drive
- Share and follow-up tasks – Monday
- Data Base analysis
- 2 Executive Committees
- 1 new staff part-time + 1 intern full time

**Education**
- 1st International CafecISTO organized / 02.12
- 3 workshops on implementation of SDGs for ISTO members from accommodation sector (27.10 / 17.11 / 01/12)

**Observatory**
- Consultation with experts
- Development Concept Note

**Communications**
- Continuation & reinforcement of digital communications – Monthly newsletter (Fr/En/Es) & Social Networks / Website
- New design of ISTO Documents: “Strategic Positioning of ISTO - DNA / SDGs & “Promote a Sensible Tourism Tomorrow”
- 3 New members: Keroul (Canada), Sardaigne en Liberté (Italy), Garima Voyages (Nepal)

**World Congress 2021**
- Preliminary Programme
- Advancement on logistics with Mincetur
Main actions developed since the last Board Meeting

**Regional Sections**
- Design Regional Plans
- ISTO Europe: new Coordination Committee, election President, definition priorities & working groups + 2 meetings
- ISTO Africa: new coordination committee, definition priorities & Working Groups & 1 meeting
- General Assembly ISTO Americas / 09.12

**International Representation**
- Participation European Tourism Convention / European Commission 12.10
- Participation UNWTO Meeting – International Code for Protection of Tourist 26.11
- Participation Webinar Incamminno Project involving 3 ISTO Members 14.12

**Call for proposals / Financing**
- ISTO proposal with 20 partners from Europe, Americas & Asia / Call on Peer Learning Partnerships / OECD Global Action Promoting Social and Solidarity Economy Ecosystems - Challenges and Responses of Social and Solidarity Tourism to the COVID-19 Crisis and Recovery

**Working Groups**
- Accessible Tourism / 2 meetings + Recommendations health measures + Directory Actions ISTO members in A.T.
- Gender Equality & Diversity: contact with key persons
- Development Concept Committee of Honors & Wise
Basis of the plan

- Capitalize what we have
- Lean on members to get results
- “Simple” actions with high impact
- Charm our members again (2021)
**ENGAGEMENT**
- Membership certificate
- In 2021 you will be able to better use our logo with certain regulations
- Access to our annual members awards of best practices and initiatives
- International support of ISTO to develop your local initiatives
- Participate on our working groups
- Attend ISTO’s forums, congresses and E-Week.

**NETWORKING**
- Make international contacts and benefit from achievements on a bigger scale
- Exchange experiences with other members and build a network of like-minded people

**VISIBILITY**
- Promote your initiatives, events and successes
- Access to member zone on our website with exclusive content for you
- Have your organization profile on our website

**INFORMATION**
- All Access to education: + 30 talks/webinars per year
- Information in 3 languages: English, French and Spanish over all our communications network: website, newsletter and social media
- Stay updated globally through our communications network about the Tourism for All sector and other members
- Find successful models and experiences to learn from public, private and public-private
- Be part and access our library and observatory
# ISTO International Plan 2021-2022

## Functioning
- Internal Methodology
- Commissions & Working Groups
- Committee of Honors & Wise
- International Partnerships & Development

## Information
- Observatory - Concept & Viability
- Social Tourism Library
- **Internal Information**
  - Deep Analysis of members Data Base

## Education
- CafecISTO, Business Circles
- Training

## Communication
- Digital Communication
- ISTO Best Practices Awards
- ISTO Events
- ISTO Label & recognitions

## Financial Viability
- Maintain / Enlarge Membership
- Partners & Sponsors for Observatory
- European & International Projects
**Internal Methodology**

**Monday - Work Operating System**
- Everyday planning
- Members database
- Follow-up projects

**Google Suite**

**Audiovisual invitations and communication**

**Weekly staff meeting**

**Internal Communication Tools**
- Team image
- Emails with picture
Commission & Working Groups

Alliance for Research & Training
Coordinator: Anya Diekmann, Université Libre de Bruxelles (Belgium)

Working Groups
- Accessible Tourism
  - Coordinator: Annette Masson, Association Tourisme & Handicaps (France)
- Gender Equality and Diversity in Tourism
  - Coordinator: Iaia Pedemonte, AITR (Italy)
- Trade Union Task-Force
  - Coordinator: Alain Clauwaert, Groupe Floreal/FGTB (Belgium)

Commissions
- Fair and Responsible Tourism
  - Coordinator: Maurizio Davolio, AITR (Italy)
- Social Policies of Tourism
  - Coordinator: Marie-Odile Beau, Ministère Economie et Finances (France)
Committee of Honors & Wise

Leader: Isabel Novoa
Chairman: Jean-Marc Mignon (Former ISTO President)

Honors
- Objectives
  - To distinguish members, institutions or persons who are relevant to what ISTO represents
  - To participate as jury in the Best Practices Awards
- Members: Around 6 men/women
- Recognition Categories:
  - Great badge, granted by ISTO
    - It is the highest distinction we grant; its purpose is to recognize and reward the commitment and trajectory of a person or institution.
  - Regional badge
    - Recognize and reward the commitment and trajectory of a person or institution in each region.
  - Badge
    - It is the distinction that ISTO gives to people, companies or institutions that help promote the aims and objectives of ISTO, or those who protect and finance it.

Wise
- Objectives
  - To ensure the future of ISTO acknowledges its past
  - Advise on strategic matters to the presidency and general secretary and Executive Committee if required.
- Members: Around 5 permanent men/women to be selected, with the possibility to include specialized groups ad hoc.
- Will meet 3 times per year and exceptionally if necessary
International Partnership & Development

**Representation and partnerships with:**
- ISTO founding countries
- European Union institutions
- UNWTO
- United Nations agencies and regional organizations
- International associations such as WLO, ENAT, NECSTOUR, ATTA

**ISTO Asia Section:**
- Planning phase- contact with current Asian members
- Opening
Observatory

Global Objectives
- To have an observatory of social, solidarity and sustainable tourism which brings together all the information in this field at the international level.
- Consolidate the works of our Commission on Social tourism policies, our Commission on Fair and Responsible tourism and our Alliance for Training and Research in Social and Fair Tourism

Main steps
- Concept notes in different languages
- Letter of supports
- Timeline
- Development: content and financial plan
- Implementation

Specific Objectives
- Centralize, process and standardize in a coordinated manner available statistical information
- Obtain other data on supply and demand in the field of social, solidarity and sustainable tourism
- Create a documentary fund focusing on social policies in tourism, good practices, legislation, tourism enterprises and clients, as well as academic work
- Promote the carrying out of studies which contribute to the improvement of the tourism sector
- Produce periodical publications of interest to ISTO members and the tourism sector
Social Tourism Library

Goals:
- Lead the world’s widest and updated information on social tourism
- Collect updated information systematically
- 1st steps towards the Observatory

Source of information for our own research, papers, interviews, CafecISTO, awards.
Deep Analysis of Members / Data Base

Data base update for newsletter & info + determine data acquisition policy.

Specify the member entries for:
- Establishing useful statistics to be argued externally
- Defining the network's needs internally (personalized benefits)

Analyze the needs of members since joining and determine whether the proposed targets have been met.
**CafecISTO / Business Cercles**

**CafecISTO International**
- Open to all
- December 2020
- Even months (February - June - August ...)
- General topics
- French, English and Spanish

**CafecISTO Regional: Europe / Africa / Americas**
- Members only
- January 2021
- Odd months (January - March - May - July ...)
- Specific topics
- Language by topic and speakers

- Webinar
- 1 per month – starting December 2020
- Modalities
- In coordination with all regional sections under the supervision of Veronica with the Presidency and General Secretary.
Trainings

Prepare and provide small training sessions for members, external organisations and students upon request.

Content should focus on concepts, practices, supply and demand as well as trends in social and fair tourism.

Use mainly the existing material owned by ISTO and know-how of members of the ISTO Alliance.
Digital Communication

- Update of ISTO Website in 3 languages
- News on Facebook, Twitter and LinkedIn
- Monthly Newsletter on 3 languages
- Short interviews with ISTO members
ISTO Best Practices Awards

Annual Awards for best practices among ISTO members

Categories:
- Best social tourism policies
- Best policies that promote solidarity and sustainable tourism
- Best private or collective initiatives with ISTO values
- Best studies / community outreach (here we reward academics and researchers)

Jury:
- President or the Executive Committee, Committee of honors and others to be defined.

Goals:
- Recognition to members
- Lead the recognition of good practices
- Collect updated information
- Members benefits
- ISTO Visibility strategy
ISTO Events

ISTO World Congress – April 21-23, 2021

Regional Forums / Meetings

International Week of Fair and Sustainable Tourism for All
  - Fair & Sustainable Tourism Fest
**ISTO Label**

**Goals:**
- Regulate the use of our logo within our members
- Lead the recognition of good practices
- Collect updated information
- Members benefits
- ISTO Visibility strategy

Same structure as UNWTO Global Code of Ethics: members will sign a commitment letter to our values stated in the Declaration of Montreal that will allow the use of our logo.

They will send a memo of their history and actions/policies regarding social tourism that will nurture our library.

Every year they will update their actions on social, sustainable and fair tourism and that document will be part of our library.
ISTO Recognitions

Part of the Communication plan

**Member/associate**
- Welcome digital diploma that certifies that member as part of ISTO.

**Diplomas**
- Specific diplomas for collaborative studies or events (ex. Speakers of the congress)
Maintain / Enlarge Membership

- Increase level of satisfaction of our members (survey)
- Maintain the current members & look for new ones
- Focus on national and regional authorities showing ISTO benefits and knowledge we have regarding social and faire tourism with a focus on domestic and accessible tourism
- Enlarge geographic membership in new countries so we could reach a global number of 50 countries at the end of 2021, focusing on public authorities

**Key Figures**
- 161 member organisations
- 41 countries represented
- 3 regional chapters
- 22 members of the Alliance for Training and Research
- 3 projects including 2 in Europe and 1 in the Americas
- 28 Board members from 13 countries
Partners & Sponsors for Observatory

Identify and concretize agreements with international organisations, public authorities and private organisations for a financial support on a 3 years basis.
European and International Projects

Look at opportunities to be involved as partner or leader in a project that is in line with ISTO priorities and bring financial benefits

OECD project - Consortia for Peer Learning Partnerships / OECD Global Action "Promoting Social and Solidarity Economy Ecosystems" could be an option if accepted
Regional Working Plans 2021

ISTO Europe

ISTO Americas

ISTO Africa
Regional Working Plan 2021

3 working groups and in collaboration with the other groups of ISTO

Regional
- Advocacy and Network Development
- Youth Tourism
- Social Policies and Domestic Tourism

International
- Commissions
  - Responsible Tourism
  - Social Policies of Tourism
- Working Groups
  - Accessible Tourism
  - Gender Equality
  - Trade Union Task Force
- Alliance & Observatory

and links with ISTO Americas and ISTO Africa
Regional Working Plan 2021

4 working groups and in collaboration with the other groups of ISTO

Regional:
- Membership Development
- Events
- Training
- Social Tourism Indicators
- Tourism

International:
- Commissions
  - Responsible Tourism
  - Social Policies of Tourism
- Working Groups
  - Accessible Tourism
  - Gender Equality
  - Trade Union Task Force
- Alliance & Observatory

and links with ISTO Europe and ISTO Africa

Sergio Rodríguez
Regional Working Plan 2021

3 priorities and in collaboration with the other groups of ISTO

and links with ISTO Americas and ISTO Europe
Comments & Questions
THANK YOU!

Board of Directors

Action Plan 2021-2022

December 15th 2020

Since 1963

A fair and sustainable tourism for all

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