

PROTOCOL DIVERSITY & INCLUSION

Hospitality LGBTQ+ Welcoming

LGBTQ+ Market

It is not a Niche

The WHO estimates the LGBTQ+ community to be around 7% of the world population. ISTAT has estimated it in Italy at about 3 million people. Trend setters and opinion leaders are often chosen to test new products.

Frequent Traveler

The LGBTQ+ Traveler makes 4 trips annually (average duration of 9 days each), 2 weeks plus, in some cases, at least 2 business trips.

Big Spender

Income 38% higher than main stream travelers (Double Income, No Kids), also due to high presence of Managers, Freelancers and Entrepreneurs. In Italy, the annual turnover is estimated at € 2.7 billion, 75 billion in Europe and \$ 218 billion worldwide.

“Gay Welcoming”

In purchasing they try to satisfy the need for social legitimacy. For this they tend to reward and prefer companies or destinations that openly address their universe.

“For 60% of LGBTQ+ community it is very important that a Destination is openly defined as Gay Friendly, while for 52% it is important that it is an Accommodation Facility”



Characteristics of the Protocol “Diversity & Inclusion”

- ✓ First Italian Protocol dedicated to the enhancement of diversity and social inclusion in tourism in favor of international LGBTQ+ community;
- ✓ It is scalar: it respects the corporate objectives and harmonizes those of social sustainability in the company and in the relationship with the guest;
- ✓ Defines good operational, marketing and communication practices aimed at attracting and retaining LGBTQ+ guests;
- ✓ Enriches the commitment to environmental sustainability paying attention to the issues of social and economic sustainability and the creation of well-being;
- ✓ Opens up to new high spending markets;
- ✓ Carries out social action on the territory.

Protocol validated by



Under the patronage of



Use of Protocol

The D&I Protocol Defines the guidelines for correct interaction with LGBTQ+ community in terms of:

- New Market Approach and Interactions;
- Enhancement of Diversity in the Company
- Networking;

The Contents of the D&I Protocol are the ingredients to create your own management system for inclusiveness.

Certification Process

- Base Online Assessment on QueerVadis.com;
- Protocol mandatory training;
- Governance manual composition;
- Certification audit (1° year) and surveillance audits (following years) led by RINA.

Certification Levels

Organizations can access three different levels of D&I Protocol, in compliance with the goals set:

- Silver;
- Gold;
- Platinum.



Value for the Travel Business

- ✓ Improves the Social and Economic Impact;
- ✓ Improves the Corporate Reputation by paying attention to Social and Economic Sustainability, today at the center of the UN Sustainable Development Goals and ESGs;
- ✓ Increase Visibility and be recognized as an ally of LGBTQ+ community ready to meet their needs by offering them a welcoming and inclusive environment;
- ✓ Attract New Talents by creating an inclusive workplace and Increase productivity by improving the business climate;
- ✓ Increase Your Business by correctly positioning your company in the LGBTQ+ market, attracting new customers;
- ✓ Visibility on the [QueerVadis.com](https://www.queervadis.com) International Portal;

Who has already adopted the Queervadis Certified

Protocol:

- GruppoUNA Hotels;
- Leonardo Hotels;
- Milan Municipality;
- Crema Municipality;
- ENIT - Agenzia Nazionale Turismo (Italian Tourism Board);

Per maggiori info

www.queervadis.com

ANNUAL COSTS FOR THIS PROTOCOL

Annual Fee- QueerVadis Certified Label

In the following spreadsheet, annuals fees are mentioned. They are based on the label type and on the company staff, to allow the use of the mark "Queervadis Certified".

LABEL	BUSINESS ≤50 Employees	BUSINESS 51-100 Employees	BUSINESS 101-250 Employees	BUSINESS 251-400 Employees	BUSINESS 401-550 Employees	BUSINESS >551 Employees
Silver Label Starting from	1.000 €	2.000 €	3.000 €	4.000 €	5.000 €	6.000 €
Gold Label Starting from	1.300 €	2.400 €	3.600 €	4.500 €	5.500 €	6.500 €
Platinum Label Starting from	1.600 €	2.700 €	3.900 €	4.800 €	5.800 €	6.800 €

* Quotes net VAT.

Third Party Audit - QueerVadis Certification

The following table shows the costs for third-party audits performed by RINA Certification Body in preparation for issue of the "QueerVadis" certification and the use of the respective brand.

"Multisite" companies, ie those which, like hotel chains for example, have other offices as well as central office, will also have to audit a sampling of the offices other than central one.

Sampling will take place with "multisite" rule (IAF MD 1), ie the first year in the certification phase the head office and a selected number of branches will be audited (square root of the total branches) while in the second and third year in surveillance phase, the head office and smaller number of branches will be audited (0.6 x square root of the total branches).

LABEL	1st Year Certification Audit	2nd Year Surveillance Audit	3rd Year Surveillance Audit
Central Company (1 day) Starting from	1.000 €	1.000 €	1.000 €
Sister Companies (0,5 day) Starting from	500 € each.	500 € each.	500 € each.

* Quote are net VAT and do not include expenses at cost.

PATH TO D&I PROTOCOL PREPARATION AND AUDIT SUPPORT

Specialized Consultancy

Sonders&Beach, thanks to twenty years of experience in the LGBTQ+ tourism sector, is able to support public institutions and private companies in the preparation phase for the certification audit held by the RINA body according to the criteria set out in the QueerVadis Protocol.

In this regard, S&B has set up an assistance and support service divided into phases as explained below:

1) Assessment & Gap Analysis:

- a) collection and analysis of corporate administrative documents (statute and deed of incorporation, code of ethics and charter of values, corporate organization chart, smart working manifesto and corporate welfare policy, if any);
- b) collection and analysis of operational information (composition of the workforce, organizational and management processes, corporate culture, degree and quality of relations) ;
- c) anonymous online questionnaire reserved for all internal and external staff (contract) for assessing the corporate climate (focus on diversity, inclusion and equity);
- d) anonymous online questionnaire to analyze the perception that the company as whole and its employees have towards the issue of Diversity in general and with a focus on LGBTQ+ diversity;
- e) sample interviews face to face or via Zoom with management and operational professionals.

2) Report & Guidelines

- Assessment questionnaire report with relative scores and evidence of things to improve based on the various certification levels;
- Anonymous report of the company climate questionnaire with suggestions about the areas to be improved;
- LGBTQ+ Diversity and Diversity in general perception questionnaire report with evidence of the things to be implemented;
- Proposal for "integration and / or modification of company documents" referred to in point (a) of the 1st phase.
- Proposal for improvements in the organization of processes and company relations as per point (b) of the 1st phase;
- Summary report of the state of the art of the company with the definition and negotiation of the areas of intervention, the change objectives, the KPIs and the action plan with the Top Management and the Company Management.

3) Compulsory Training

Training module lasting 4 hours to be held in the company on the following topics: LGBTQ+ Tourism, Gay Marketing, Diversity Management. The aim is to increase the level of awareness on issues to diversity and to increase the skills necessary for welcoming LGBTQ+ customers and creating an inclusive work environment centered on the enhancement of diversity.

4) Policies & Management Manual

- Consultancy for the creation of the company D&I Management Policy;
- Consultancy for the creation of the corporate LGBTQ+ Policy;
- Drafting of vademecum with recruitment strategies, aimed at changing the composition of the workforce in the name of greater heterogeneity (eg request for anonymous applications without references to sex, etc...);
- Consultancy for the analysis and construction of benefits programs that take into account the different cultures present in the company;
- Consultancy for the creation of corporate welfare system that address the living conditions of male and female workers by offering services that allow the promotion of health, facilitate the management of family burdens, promote the quality of personal and family consumption;
- Construction of a Management Manual for the company aimed at monitoring and evaluating the process undertaken to ensure the level of accountability, to allow management of the process centered on evidence and the measurability of its effects;
- Consultancy for the creation of communication tools aimed both inside and outside the company to promote issues related to Diversity Management, to affirm the corporate culture and to promote the company's commitment to Diversity Management;
- Consultancy for the (optional) establishment of an internal group (LGBTQ+ advisory board) responsible for the implementation of the actions, with a clear definition of roles within the company and within the responsible group;
- Consultancy for the creation of the copy and visual part of the company web page dedicated to D&I;
- Consultancy for the creation of an information newsletter on the adoption of the D&I Protocol;
- Supply of Marketing Toolkit (LGBTQ+ Recurrence Calendar, QV Certified Logo, etc...).

Per further infos

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