

Blueprint development to conduct a value chain-focused Human Rights Impact Assessment

1. Executive Summary

The aim of the project is to conduct an exemplary value-chain focused Human Rights Impact Assessment (HRIA) in Thailand and Myanmar applying a multi-stakeholder approach and to develop an action plan for follow-up measures. At the same time, local capacities and institutions shall be strengthened during the project. The HRIA is based on an established methodology in line with international standards, which includes background research, interviews and workshops with stakeholders and rightsholders and the development of concrete follow up measures, and will reflect the multi stakeholder approach of the Roundtable.

The result and methodology applied shall provide the Roundtable members and tour operators in general with practical guidance that will be a "blueprint" to conduct further HRIAs. This guidance will be integrated in the "get started" tool on the Roundtable's website.

2. Project organisation

The overall project includes the development of a practical guidance (blueprint) and ongoing training and sensitisation of Roundtable members

Time	May- September 2019	October 2019
Main activities	<ul style="list-style-type: none"> Development of practical guidance for tour operators with a focus on medium and small businesses (blueprint) incl. training of RT members during process Integration in get-started tool 	<ul style="list-style-type: none"> Finalization of blueprint based on value chain assessment Dissemination of findings and practical guidance to tourism enterprises
Output	<ul style="list-style-type: none"> Draft blueprint IT-concept for integration in get started tool 	<ul style="list-style-type: none"> Final blueprint: practical guidance that can be applied by tourism enterprises
Estimated costs	<ul style="list-style-type: none"> EUR 50'000 	

Blueprint Development

Time	June / July 2019	September 2019	November 2019	January 2020 onwards
Main activities	<ul style="list-style-type: none"> Planning & scoping 	<ul style="list-style-type: none"> Destination assessment & consolidation of findings 	<ul style="list-style-type: none"> Action plan & Dissemination 	<ul style="list-style-type: none"> Implementation of action plan
Output	<ul style="list-style-type: none"> Stakeholder map; Scoping paper; Value chain map; Detailed impact assessment plan Interview guidance 	<ul style="list-style-type: none"> Destination assessment draft report 	<ul style="list-style-type: none"> Action plan including concrete recommendations Final impact assessment report 	
Estimated costs	<ul style="list-style-type: none"> EUR 80'000 			<ul style="list-style-type: none"> EUR 20'00

Value Chain Assessment

Build internal understanding and training of RT members

3. Project Finances & Resources

- For the Blueprint Development, the Roundtable received funding from GIZ (51.000,00 €). Due to funding requirements, this project needs to be finalized by 31 October 2019.
- The actual value chain assessment is funded by

Swiss Federal Department of Foreign Affairs / FDFA <i>The contract runs until 31 March 2020</i>	60.000,00	CHF
Swiss foundation	15.000,00	CHF
DER Touristik Suisse	10.000,00	CHF
Studiosus Reisen	5.000,00	€
Gebeco	3.000,00	€

- Furthermore, there will be in-kind-contribution from various RT members and partners to the project.

4. Destination Selection

The Blueprint will be tested on-site in Thailand and Myanmar as pilot destination in the second half of September (5.-18.9.2019). The on-site destination assessment will look at 2-3 specific products (mainly in mainstream tourism) in Thailand (city, beach and possibly a typical round trip in the north) and will do an analysis in Myanmar along a typical round trip. The focus will lie on the tourism value chain - we do not want to and will not do an industry-wide impact assessment.

The choice of the pilot destinations was based on the following criteria:

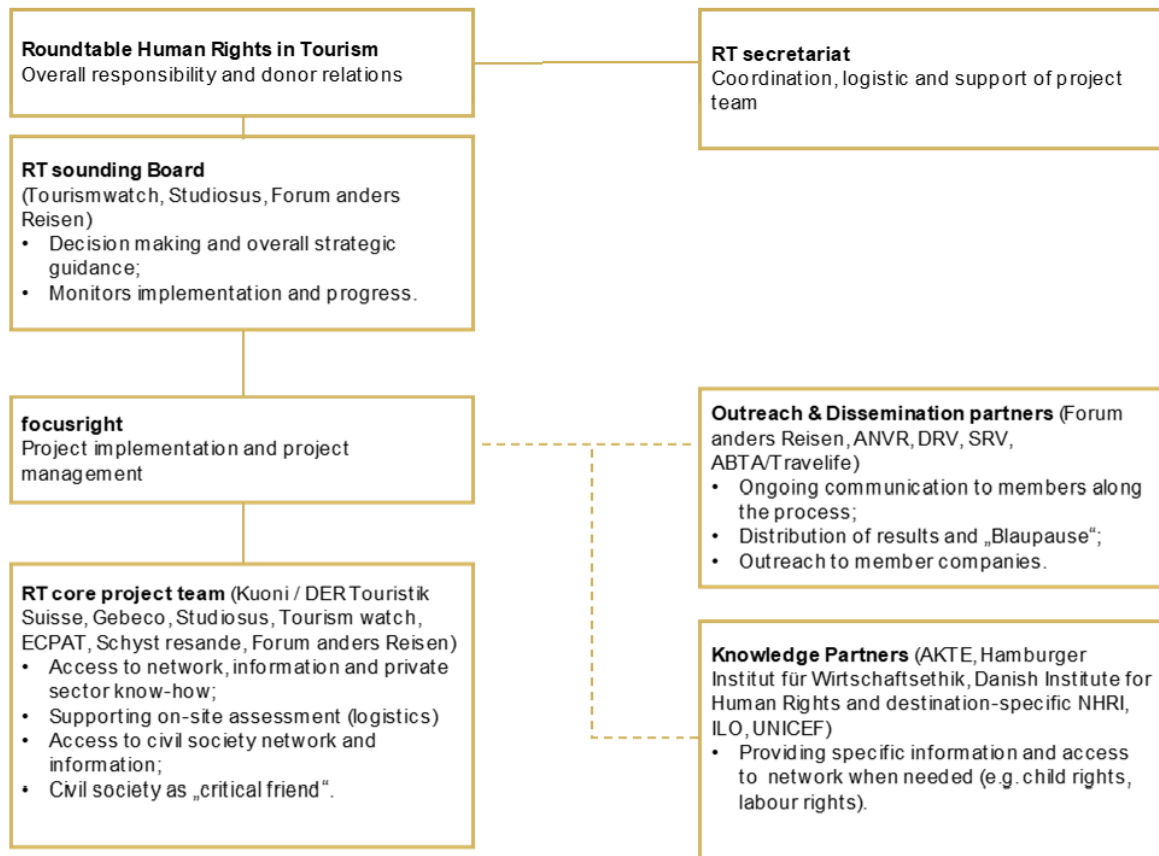
- private sector interest,
- donor interest,
 - Thailand has a clear priority for the FDFA. The Swiss government is supporting Thailand in the development of the national NAP, also building a SDG Centre for Responsible Business and aiming for longer-term engagement in Thailand; the results of the blueprint project will be presented as part of an ASEAN conference in Thailand in late 2019 / early 2020 - also with the involvement of the private sector; A representative from FDFA already participates in June in the "Forum on Responsible Business and Human Rights" in Bangkok; The project should also serve as a role model for other sectors. To this end, presentations of the results for Swiss companies in Thailand are planned; The FDFA is very open to a combination Thailand / Myanmar.*
- importance of tourism sector to economy,
- diversity and scale of human rights affected,
- access to stakeholders,
- product diversification in the country, and
- long-term capacity of local human rights institution/ network.
- The perspectives from civil society organizations and human rights institutions are essential to develop and integrate strategies to minimizing the risks for human rights defenders and worker's representatives.

5. Project organization – roles & responsibilities

The Roundtable Human Rights in Tourism has the overall project responsibility. focusright is responsible for the project implementation and project management.

The core project team consists of private sector members as well as civil society. Associations are mainly responsible for dissemination and outreach to private sector partners.

The sounding board with 3 RT board members from different stakeholders monitored the implementation and overall strategy of the project set-up and proposals. As soon as the core project team is active, the sounding board members will be part of the team – the core group then monitors the implementation and progress of the project.





Human rights blueprint and social value chain assessment

Annual General Meeting
Friday, 28 June 2019, Utrecht



Agenda

1. **Introduction “get started” tool**
2. Presentation of the HRIA blueprint
3. Update social impact assessment Myanmar and Thailand

The aim of the „get started“ tool

- Facilitate access to sector-specific information on human rights issues for tour operators.
- Provide support to tour operators for the identification and prioritization of risk areas within their own business.
- Guide tour operators in taking concrete measures to address human rights risks and implement due diligence strategies in a targeted and pragmatic manner.

Recommendations

- Develop a **communication and dissemination** plan for the tool (e.g. Webinars, workshops with associations, Newsletters etc). The two examples from Sri Lanka and Spain with fictitious tour operators can be used for such trainings.
- Content needs to be further developed. Examples of **concrete measures**, as well as relevant case studies should be added from time to time to the risk and measure cards. Ask members for **active participation**;
- **Future maintenance** of the “get started”-tool is key to the long-term success of this project. Especially the development of a **user-friendly resource center**.
- Systematically analyse website analytics to assess the use of the tool and identify measures for improvement.

Agenda

1. Introduction “get started” tool
- 2 **Presentation of the HRIA blueprint**
3. Update social impact assessment Myanmar and Thailand

Two projects complementing each other

Development of practical guidance (GIZ funded)

Time	May- September 2019	October 2019
Main activities	<ul style="list-style-type: none"> ◦ Development of practical guidance for tour operators with a focus on medium and small businesses (blueprint) incl. training of RT members during process ◦ Integration in get-started tool 	<ul style="list-style-type: none"> ◦ Finalization of blueprint based on value chain assessment ◦ Dissemination of findings and practical guidance to tourism enterprises
Output	<ul style="list-style-type: none"> ◦ Draft blueprint ◦ IT-concept for integration in get started tool 	<ul style="list-style-type: none"> ◦ Final blueprint: practical guidance that can be applied by tourism enterprises

Value chain assessment (FDFA co-funded)

Follow up measures

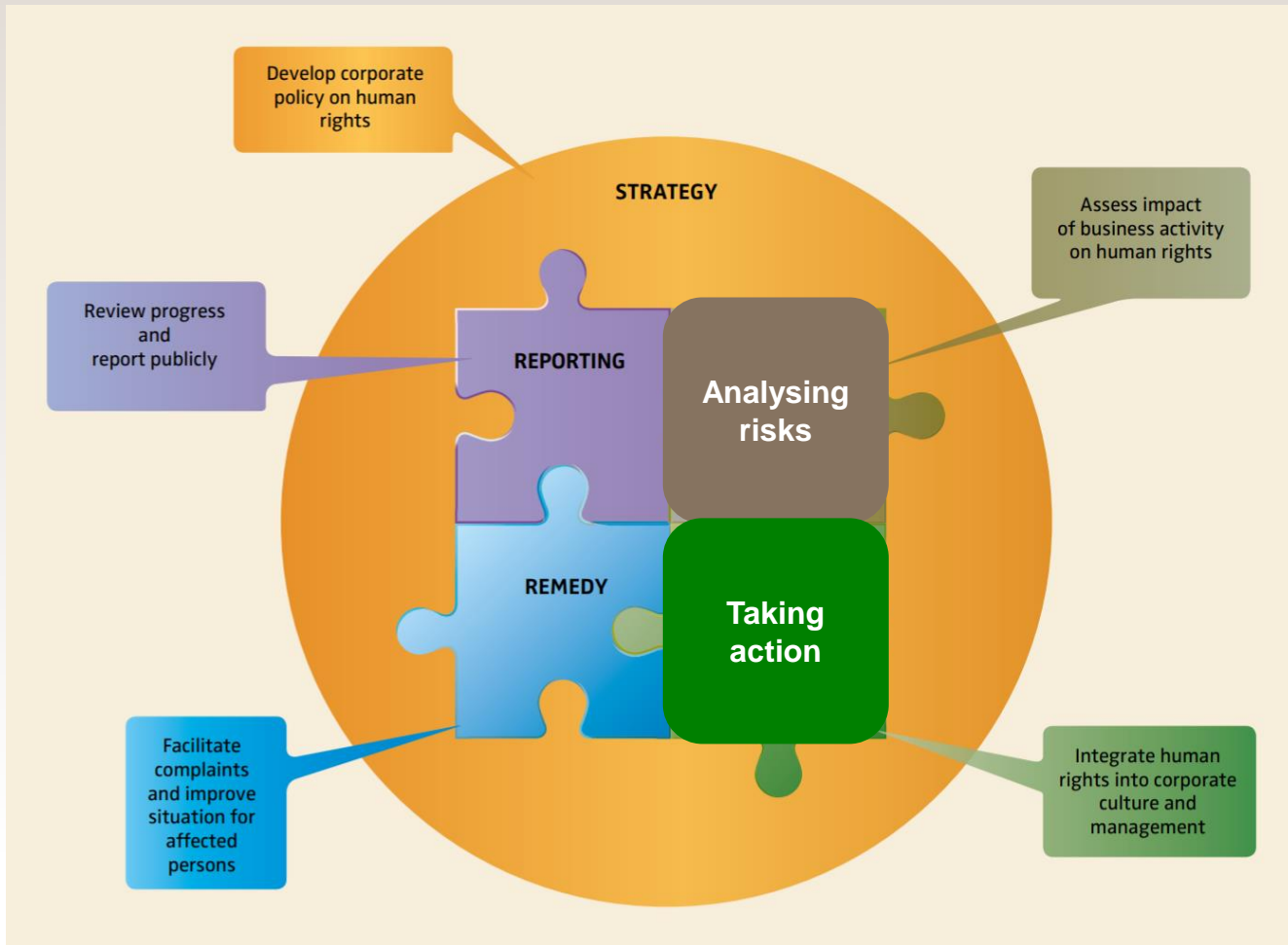
Time	June / July 2019	September / October 2019	November – March 2019 / 2020	January 2020 onwards
Main activities	<ul style="list-style-type: none"> ◦ Planning & scoping 	<ul style="list-style-type: none"> ◦ Destination assessment & consolidation of findings 	<ul style="list-style-type: none"> ◦ Action plan & Dissemination ◦ ITB presentation / Panel 	<ul style="list-style-type: none"> ◦ Implementation of action plan
Output	<ul style="list-style-type: none"> ◦ Stakeholder map; ◦ Scoping paper; ◦ Value chain map; ◦ Detailed impact assessment plan ◦ Interview guidance 	<ul style="list-style-type: none"> ◦ Destination assessment draft report 	<ul style="list-style-type: none"> ◦ Action plan including concrete recommendations ◦ Final impact assessment report ◦ Presentation at ITB Berlin in March 2020 	

Build internal understanding and training of RT members

Objectives of the HRIA blueprint

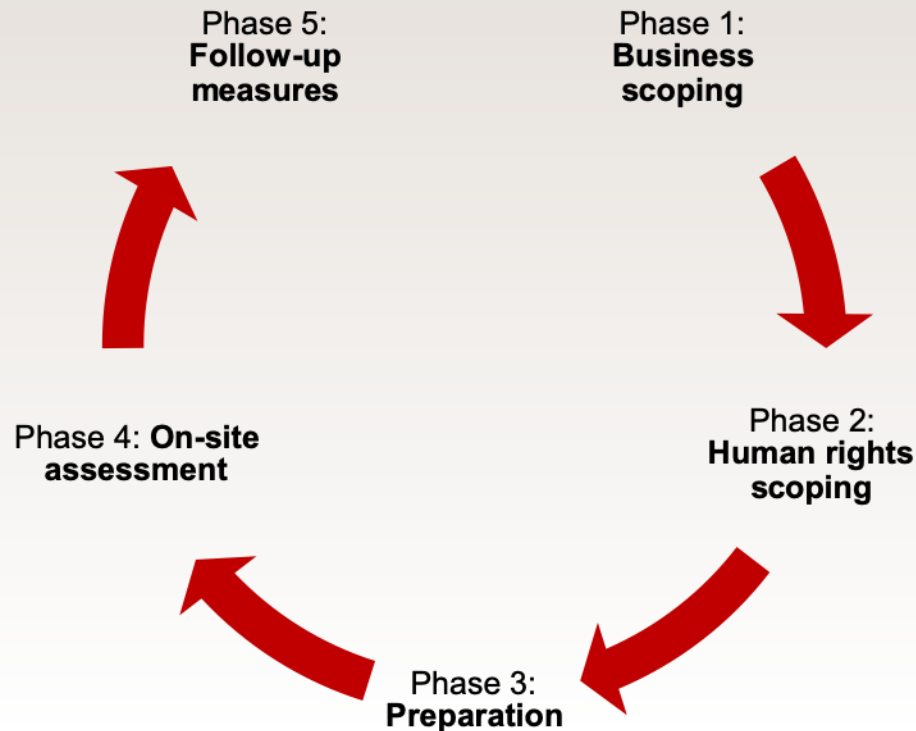
- **Train and build capacity and internal understanding** of tour operators to systematically assess potential and actual human rights-related impacts of their operations in destinations;
- **Guide tour operators in a step-by-step approach** through the process of a destination specific human rights impact assessment (HRIA);
- **Develop guidance on how to identify specific follow-up measures** and an action plan based on the outcomes of a HRIA.

Guided by existing frameworks



Structure of HRIA blueprint

The HRIA blueprint is separated into 5 phases:



Structure of HRIA blueprint

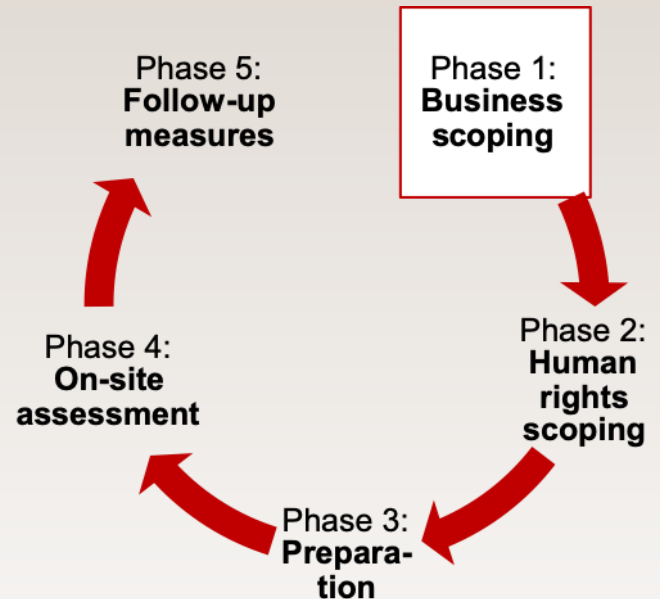
Phase 1: Business scoping

Where?

The blueprints guides the user to define **relevant products with a specific geographical scope** and to identify the key **business partners**.

Key outputs:

- List of **relevant products** linked to specific destinations based on prior country selection;
- List of **business stakeholders** linked to VC sub-elements.



Structure of HRIA blueprint

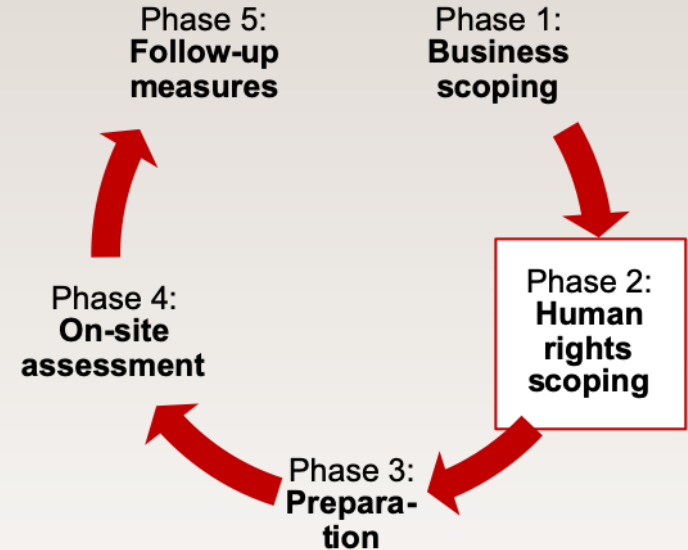
Phase 2: Human rights scoping

What?

The blueprint guides the user to get an **overview of potential and actual human rights risks** and to identify **relevant (non-business) stakeholders**.

Key outputs:

- List of **potential human rights risks** for chosen products;
- List of **(non-business) stakeholders** linked to specific human rights risks



Structure of HRIA blueprint

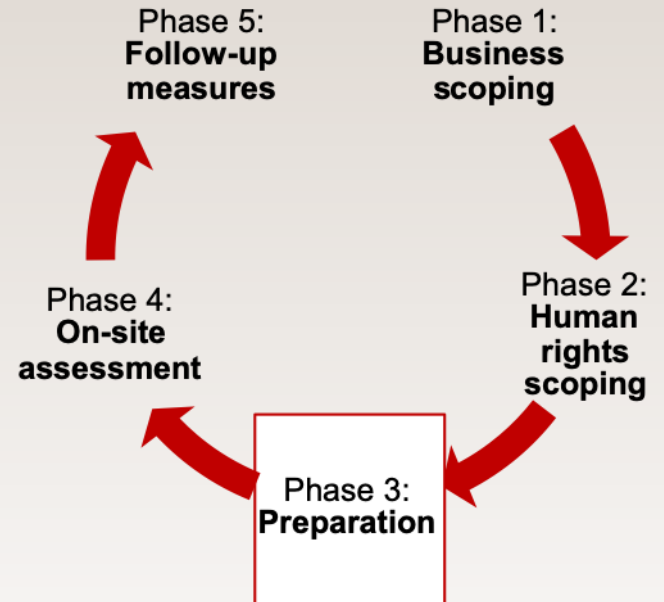
Phase 3: Preparation

How?

The blueprints provides the user with a detailed **preparation plan** to conduct an **on-site assessment**.

Key outputs:

- Detailed **assessment plan** and definition of **assessment team**;
- **Templates of questionnaires** for consultations



Structure of HRIA blueprint

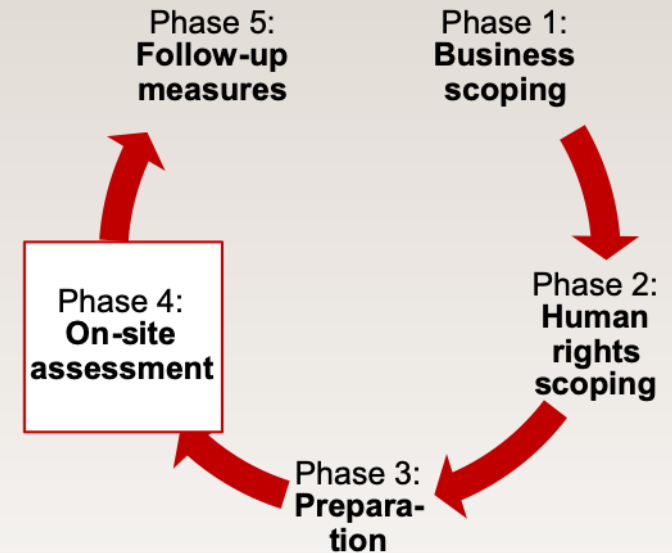
Phase 4: On-site assessment

How?

The blueprints provides the user with **FAQ, tools and a selection of methodologies** that shall help to conduct an efficient on-site assessment.

The blueprint will be tested during an actual impact assessment in Thailand and Myanmar.

Key output: **Templates, tools and FAQ as guidance** for on-site assessment.



Structure of HRIA blueprint

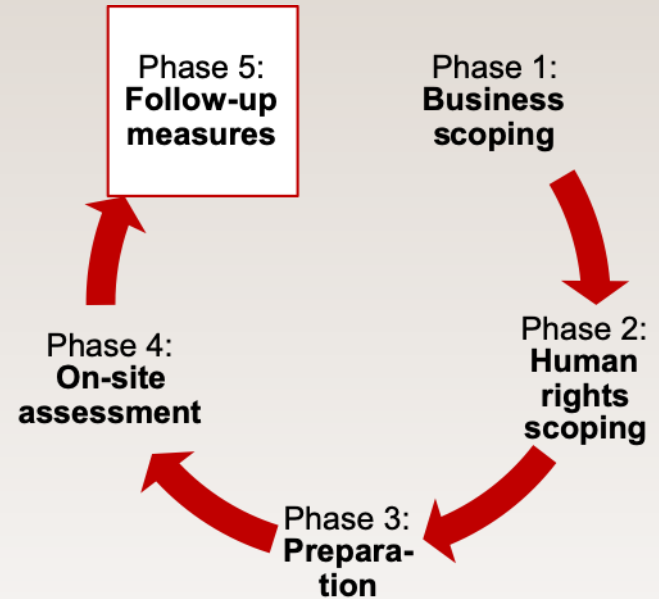
Phase 5: Follow-up measures

Next?

The blueprints helps the user to identify concrete **follow-up measures** that should be taken to address the impacts identified.

In this phase, the user needs to **engage with rightsholders** and other relevant stakeholders.

Key output: **Action plan for follow-up measures**



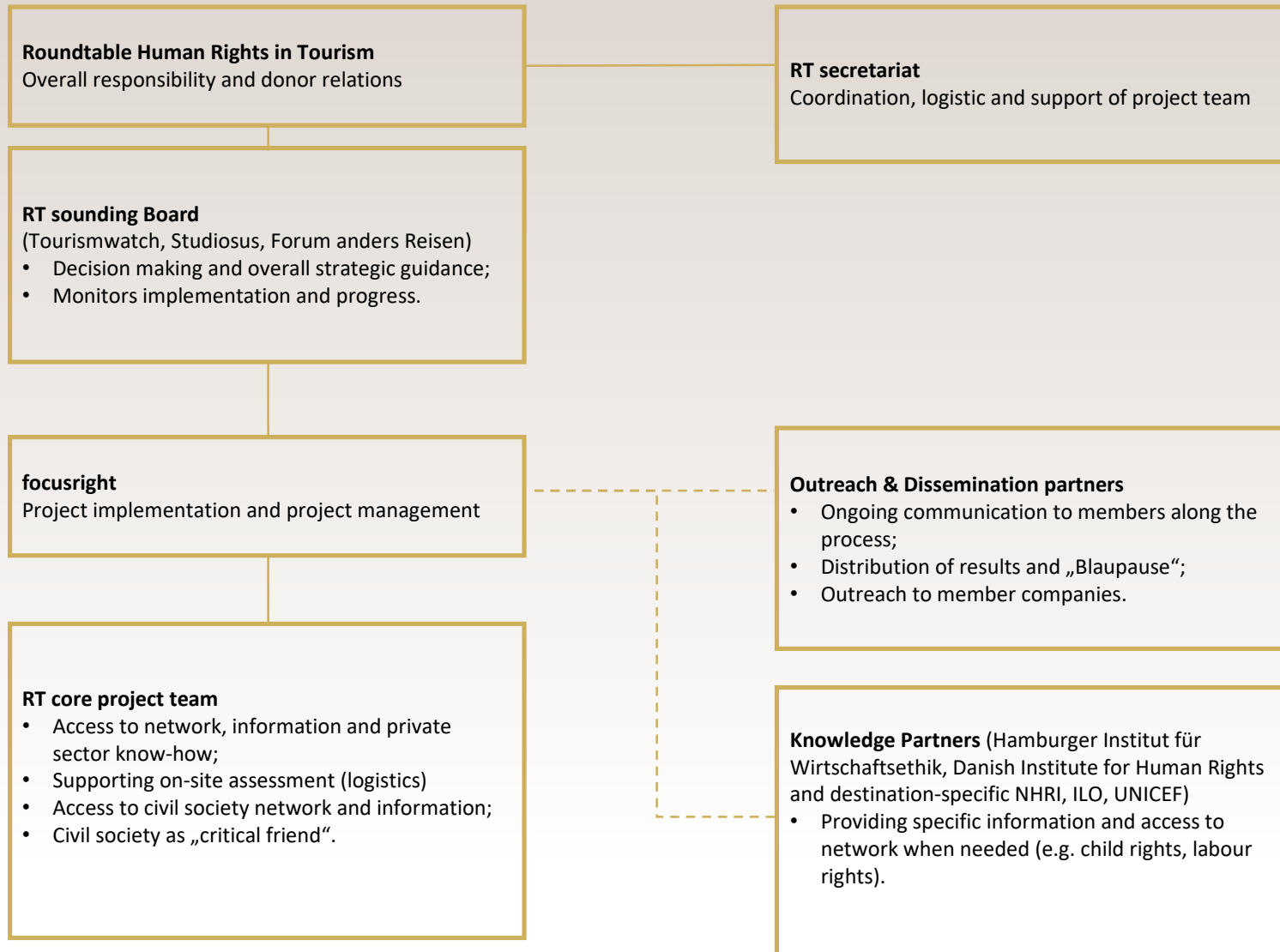
Agenda

1. Introduction “get started” tool
2. Presentation of the HRIA blueprint
3. **Update social value chain assessment Myanmar and Thailand**

Project goals

1. Conduct an exemplary value chain-focused social impact assessment in Thailand and Myanmar applying a multi-stakeholder approach and develop an action plan for follow-up measures.
2. Support development of HRIA methodology including practical guidance for RT members (especially small- and medium-sized tour operators).
3. Implement specific follow-up measures defined in the action plan.

Project organisation



Project Plan

1 Planning & Scoping

2 Destination Assessment & Consolidation of findings

3 Action plan & Dissemination

Time	June / July 2019	September / October 2019	November – March 2019 / 2020
Main activities	<ul style="list-style-type: none"> ◦ Desktop research to understand the context; ◦ Stakeholder mapping and analysis; ◦ Value chain mapping; ◦ Setting up assessment team; ◦ Detailed workplan and interview guidance; ◦ Identify local partner organisations 	<ul style="list-style-type: none"> ◦ Country visit: collecting evidence on the potential and actual impacts on human rights; ◦ Interviewing key informants and relevant stakeholders; ◦ Synthesising information; ◦ Consultation of draft report with key stakeholders 	<ul style="list-style-type: none"> ◦ Identification of measures that will help avoid, minimise and mitigate impacts; ◦ Dissemination of findings to stakeholders in selected destination; ◦ Finalizing report ◦ Presentation of results at ITB Berlin in March 2020
Output	<ul style="list-style-type: none"> ◦ Stakeholder map; ◦ Scoping paper; ◦ Value chain map; ◦ Detailed impact assessment plan ◦ Interview guidance 	<ul style="list-style-type: none"> ◦ Destination assessment draft report 	<ul style="list-style-type: none"> ◦ Action plan including concrete recommendations ◦ Final impact assessment report ◦ Presentation at ITB Berlin

Next steps

- Members are welcome to provide inputs for scoping phase until mid- July;
- Assessment planned for September;
- Discussion of follow up measures in October.



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