



**FIDAPA**



**BPW Italy**

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# PILOT PROJECT

## LIVING TOGETHER – HELPING EACH OTHER

# 2017-2020





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## **INTRODUCTION**

The United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism for Development recalling the potential of tourism to advance the universal 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs).

Accounting for 7% of worldwide exports, one in eleven jobs and 10% of the world's GDP, the tourism sector if well managed can foster inclusive economic growth, social inclusiveness and the protection of cultural and natural assets, awareness the importance of one of the world's largest generators of wealth and jobs. The International Year will promote tourism's role in the following five key areas:

- (1) Inclusive and sustainable economic growth;
- (2) Social inclusiveness, employment and poverty reduction;
- (3) Resource efficiency, environmental protection and climate change;
- (4) Cultural values, diversity and heritage; and
- (5) Mutual understanding, peace and security, among all BPW members participating and Countries.

Travel and tourism means service to customers, a gateway to economic progress at national and local levels, and prospects for greater dignity and a better life for woman across the world.

## **PILOT GOALS**

1° Obtaining cooperation among BPW members with specific competence in tourism, technologies/ marketing, art&craft, as well as agriculture and textile.

2° Supporting women for business in the field of tourism, creating network among countries through the BPW network.



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3° Creating benefits not only for people who travel, but also for people in the communities they visit and for their respective natural, social and cultural environments

### **ACTION PLAN**

<b>No.</b>	<b>ACTION</b>	<b>SUGGESTED DATE FOR COMPLETION</b>
1.	Creating a guideline to be followed by all BPW members (inside the pilot)	2017 – 2020 6 months from the beginning of the Project
2.	Identifying future pilot members to cooperate in the Project	3 months from the beginning of the Project
3.	Presentation of the Project in each International Federations through seminars and International Congress.	According to their operative planning
4.	Identify team work in each Country.	According to the International President



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## OPERATIVE WORK

No.	ACTION	SUGGESTED DATE FOR COMPLETION
1.	Create a touristic itinerary that reflects the sustainable principles in each Country.	After <b>action 1</b> is completed, all the operative works will take 2 years time.( 6 months to realize n.1)
2.	Helping remote land and countries to be in contact to each other.	3 months
3.	Creating an APP, according to the possible budget gained, in order to publish, promote and develop all the itineraries proposals around the world and BPW members.	After completed n.1 and n.2 the APP will be created.
4.	Money should be allocated by sponsor, private organization, institutions and crowd funding system.	A BPW member will be in charge of the financial issue together with the Project Leader during the 3 years time.



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### **TIME WORK**

<b>No.</b>	<b>ACTION</b>	<b>SUGGESTED DATE FOR COMPLETION</b>
1.	The project will last three years for 2018 - 2020/21	June 2020

### **FINAL RESULT**

<b>No.</b>	<b>ACTION</b>	<b>SUGGESTED DATE FOR COMPLETION</b>
1.	Interaction among BPW members and network.	During the 3 years time
2.	Creating a database in each Country.	During the first year
3.	App with products to be shared among members	During the 3 year



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4.	Final seminar at the next International Congress	According to the International President and Committee
5.	In three years work the forecasted budget can be of €35.000,00	

Regarding point n. 5 , we strongly believe that this Project can be supported by Tourism Board Office from each Country as well as Touristic Companies ( tour operators / online services) searching for new products applied to sustainable needs of potential customers. The budget , obviously, will increase or decrease according to the sponsors and the interest into the Project.

*Katia Reda*