



TARGET  
GENDER  
EQUALITY



## Target Gender Equality – When She Leads

“Keep a high level of fighting spirit, a non-conformist approach, never give up, learn to say no, be honest with oneself and others, and always be empathetic.”

**Quick facts:** Conchi Zamorano – General Manager Iberia – Grupo Europamundo – Spain



### **We have 10 years to achieve the 17 Sustainable Development Goals. What are you doing to champion the Global Goals in your business?**

Our company, Europamundo, and Kuoni Tulumare, our partner organization, both belong to the JTB Group, the biggest travel agency in Japan. Since 1985, the JTB Group has run a social contribution initiative, not only to support local environmental protection efforts, but also to give participants an opportunity to connect with the history, culture, and other tourism resources of the community. In the 37 years since the program was started, a Tourist Destination Cleanup Campaign has been carried out in every part of Japan to beautify and invigorate tourist destinations. To date, a total of more than 130,000 people have participated in these activities. In 2012, marking the 100th anniversary of JTB’s founding, this initiative was renamed the JTB Brighter Earth Project and JTB has been increasing efforts to promote it worldwide.

We are working with a variety of organizations, including local governments and private companies to carry out a broad spectrum of activities to protect natural environments and biodiversity, give people the chance to learn about and experience community history and culture, and develop new tourism destinations. Furthermore, Kuoni Tulumare takes its responsibility very seriously when it comes to CSR & Sustainability. From its internal management framework, which focuses on creating a diverse working environment that is safe, comfortable, and supportive, Kuoni Tulumare has built an ever-improving approach to serving local communities and making the world a better place. We have invested in the operation of specialist tours such as for those with disabilities, low impact eco trips and greener travel options. We are always looking to build on the green partnerships we hold with suppliers across the globe – understanding that the best work stems from collaboration and community.

### **What motivates you to keep fighting for the issues you care about?**

I know it is probably quite a common wish, but not only do I firmly desire to leave a better world for our children and the next generations, I also think it is my obligation. I fight every day to teach my children the need to be empathetic, honest with oneself and others, respectful, act with free will and mind, think on their own and not let themselves be manipulated. I fight so that they can avoid looking only at their own needs and desires without considering others. I want them to give the utmost power and value to words, trusting in communication to solve their issues, and to always reject any type of violence. They are adolescents now, so readers dealing with adolescents might understand well why this is such a tough fight and aspiration.



**TARGET  
GENDER  
EQUALITY**



**Can you share one obstacle that you had to overcome to achieve a successful career in business?**

I must say that, in general terms, I have felt valued and been given opportunities when they have arisen regardless of my gender. However, many years ago, when I had my first child, I experienced unfair treatment from a male leader, who wrongly assessed my potential inability to continue my career in procurement, which implied the need to travel, simply because I became a mother. He promoted a male colleague instead. It was quite an unfortunate judgement. I think gender equality has made good progress since then, but we all know that women still have a long way to go. From sexual harassment to the gender pay gap, women still face discrimination at their workplace, which becomes increasingly significant depending on the area, culture, access to education opportunities, and the old traditions and mindsets.

**Can you share one barrier to women's economic empowerment that you think is overlooked or not adequately prioritized? In your opinion, what needs to happen to accelerate the pace of change?**

Women still greatly sacrifice their professional career to be able to have a family, which affects their personal and economic well-being. There are still many preconceived ideas and judgements that tip the scales against women. Women are still insufficiently represented in the highest political positions, boards of directors and senior leadership positions. I think change can only be accelerated by education. We need to educate our children about equality both in school and in the family environment to eliminate cultural stereotypes. We need to encourage critical thinking so that we all see each other only as human beings, who can provide different views, sensibilities and approaches.

**What is one piece of advice you would like to share with fellow women that are aiming to shatter the glass ceiling in the business world?**

If I ever had to give a piece of advice, it would be to keep a high level of fighting spirit, a non-conformist approach, never give up, learn to say no, be honest with oneself and others, and always be empathetic.

**What is one piece of advice that you would like to share with male leaders?**

I would like to see more and more women hold top level leadership positions around the world. Currently, important social and political decisions are, in general, still in the hands of male leaders.

Women can enrich society and as such, we need to be treated with equality in all aspects. I would certainly invest much more money and effort to educate and transmit the need for real equality to younger generations to help them break current stereotypes and barriers. Public policies should improve to allow for better work-life balance as family and work reconciliation is a right and family duties are responsibilities of both men and women. Despite the progress made, it is unfortunate that certain political parties and leaders still have not understood this. Women and younger male generations therefore need to raise their voices to remind the world of such a basic statement.