



South-South Series: Empowering and Growing Women-led Business

Session 9: Engaging men as
partners and champions of
women's empowerment

10 June 2026





Men as Champions of Women's Empowerment

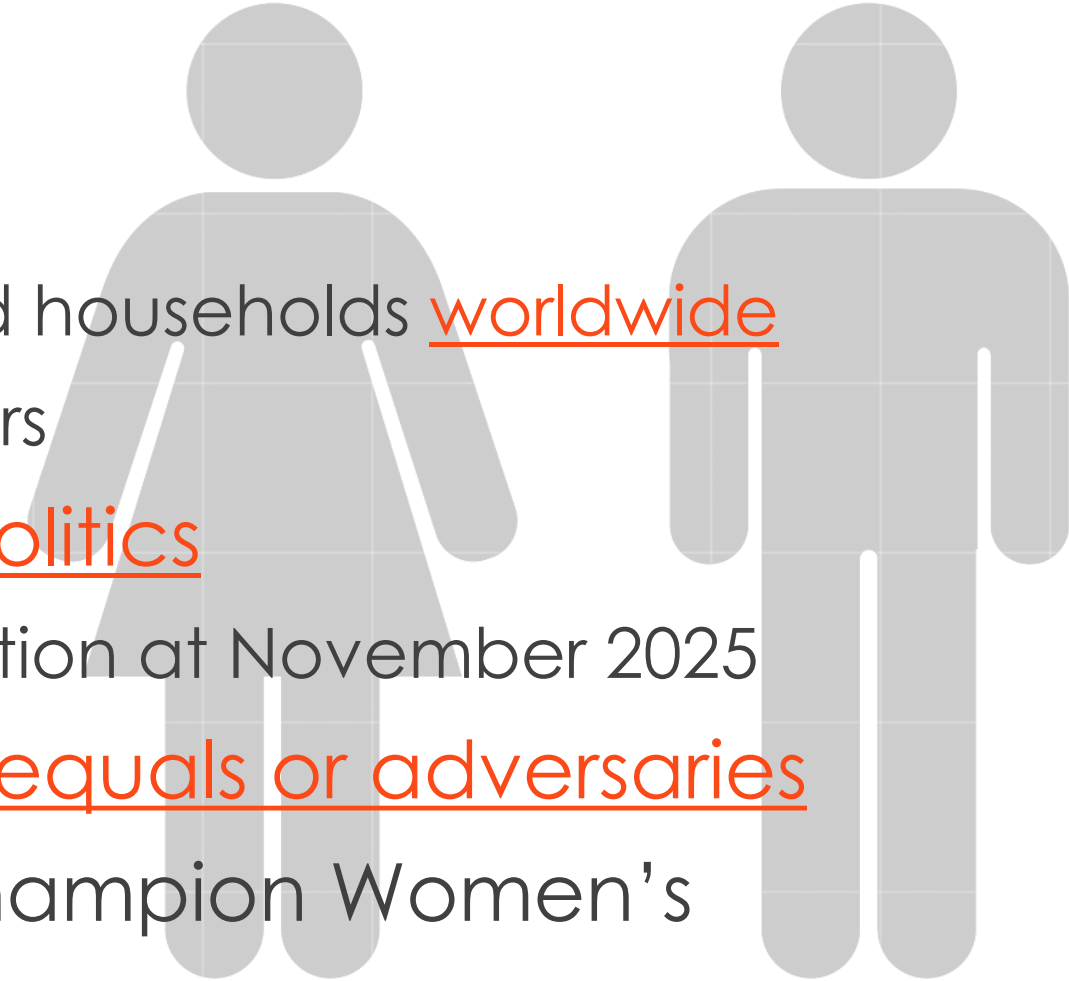
Submitted by Dr. Judy Deterville-Jacob

Public Relations Manager - Sandals Grande St Lucian Spa & Beach Resort

2026

Men Championing Women's Empowerment

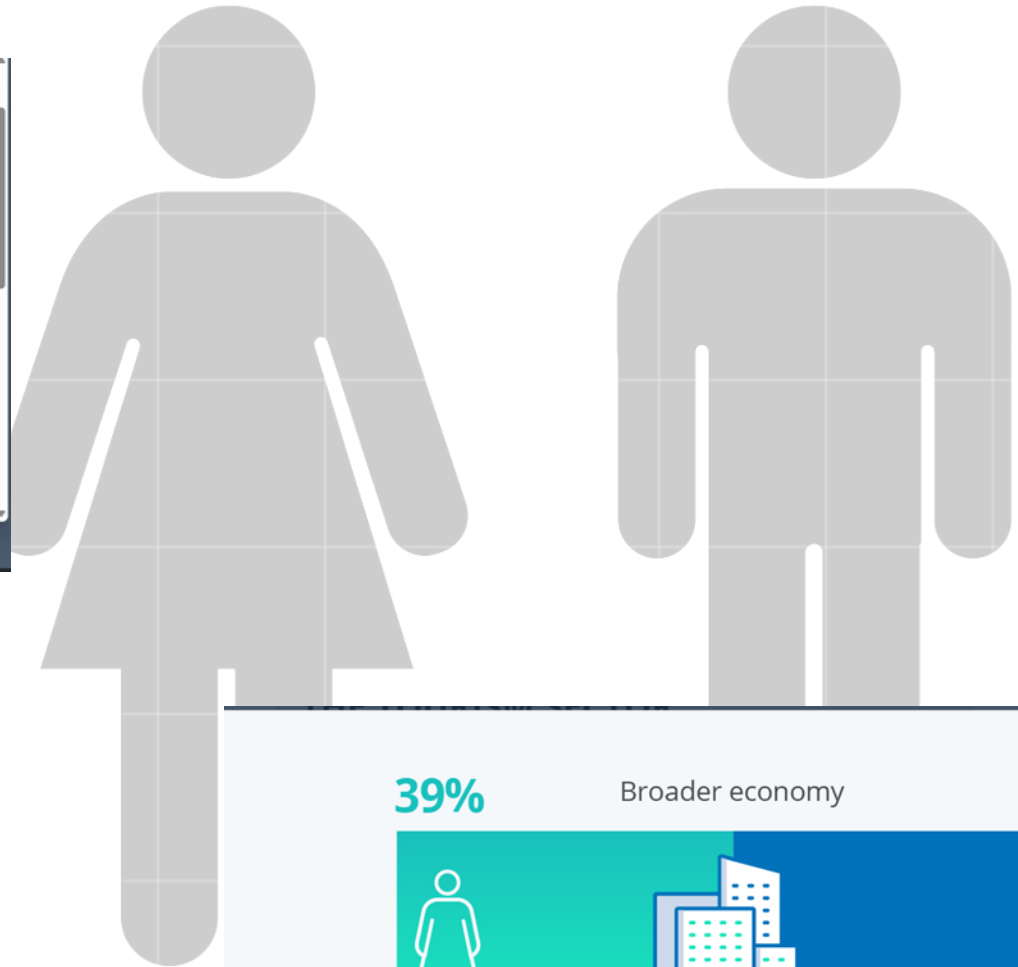
- Men as Partners
 - % of female headed households worldwide
 - Men as home-makers
- Men vs Women in Politics
 - The Saint Lucia situation at November 2025
- Men and women – equals or adversaries
- **WHY** should men champion Women's Empowerment?
- **HOW?**



Reflections within the Tourism Sector – General:

THE TOURISM SECTOR

Share of employees by gender and sector in 2019

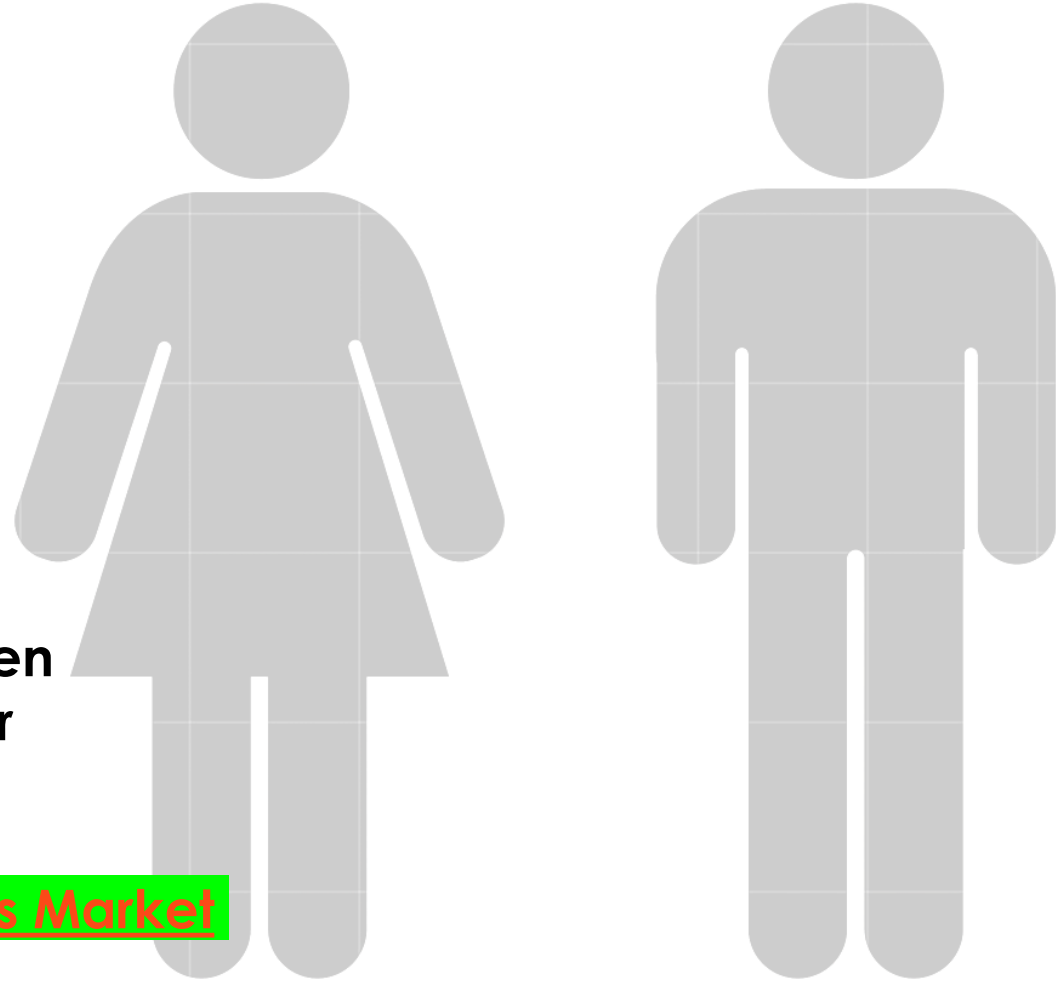


Source: UNWTO

Reflections within the Tourism Sector – Green and Blue economies:

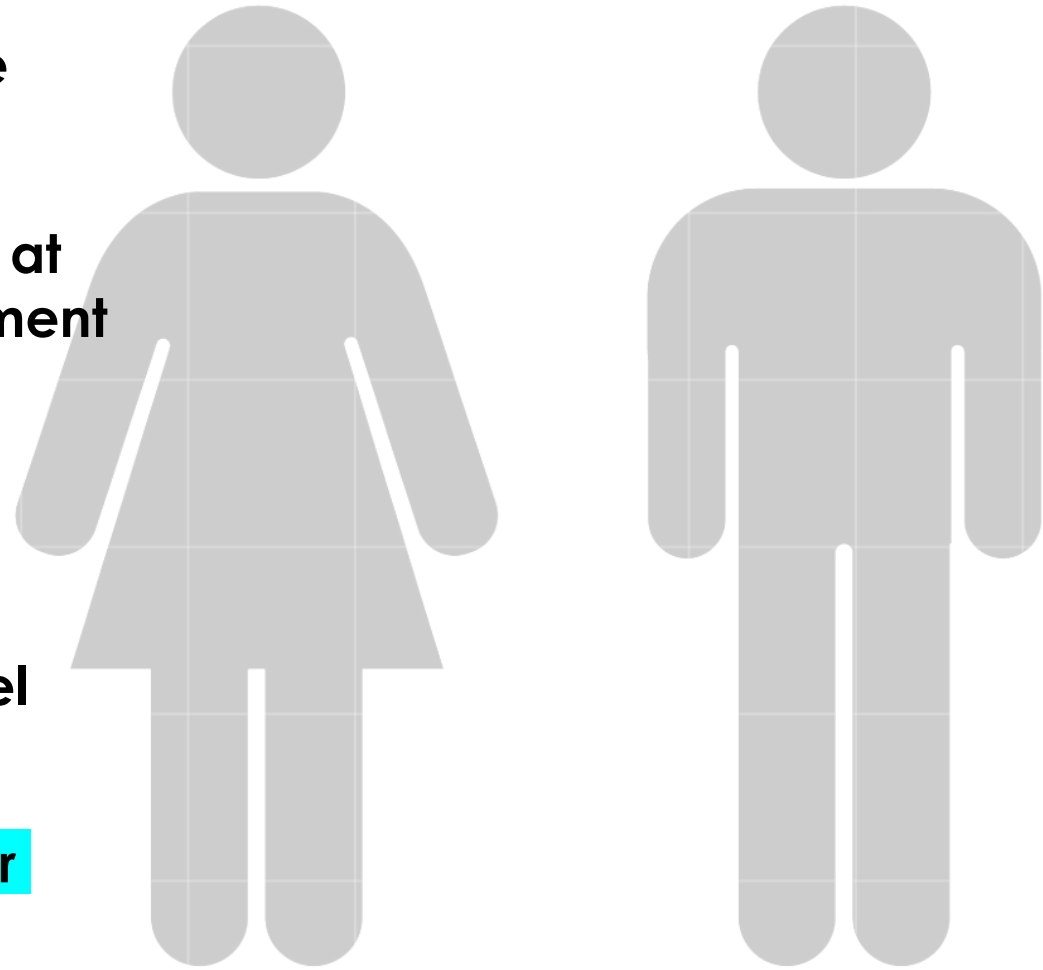
- Are women fishers or sellers of fish?
- Are women involved in production?
 - Are women farmers or sellers?

□ The FarmHers Market Model



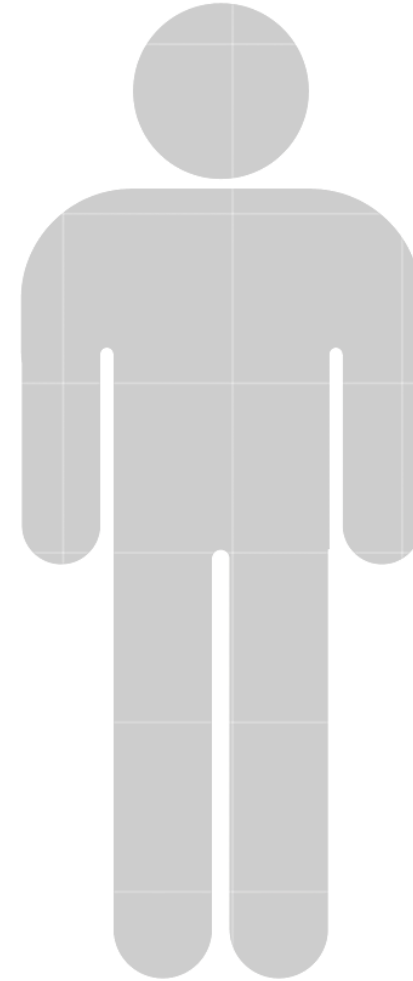
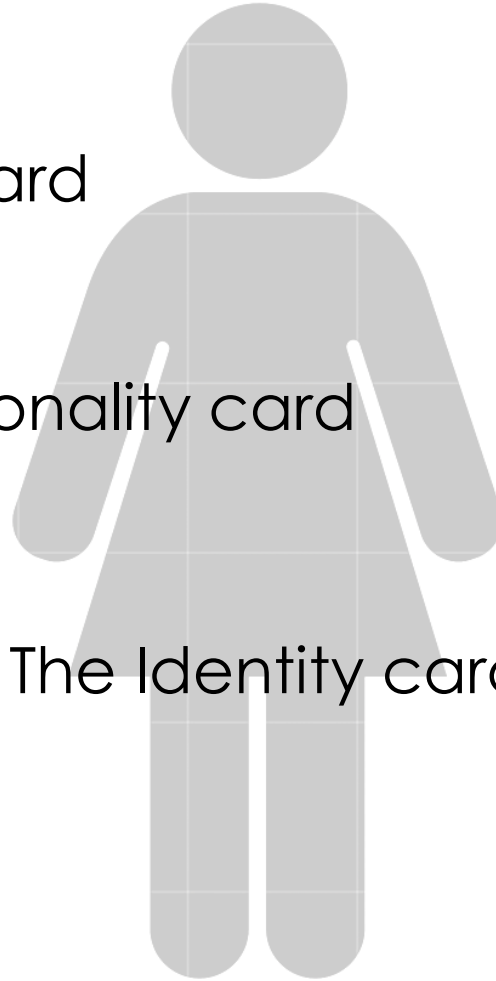
The Sandals Approach:

- **Women/Men at the C-Suite Level**
- **Women/Men at the Management Level**
- **Women/Men at the team member Level**
- ☐ **On the matter of Paternity leave**



Men and Women - Champions for Women?

- The race card
- The Nationality card
- The Identity card



Women as Self-Champions?

- Women championing women

- Families championing women

- Communities championing women





Thank you

This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.

