



**CENTRAL FUND FOR INFLUENZA ACTION
FINAL PROGRAMME¹ NARRATIVE REPORT**

Programme Title & Project Number
<ul style="list-style-type: none"> • Programme Title: Targeted Communications for Travelers, the Travel Industry, and Tourist Destinations – Phase II • Programme Number (if applicable): A-21 • MPTF Office Project Reference Number: 00074962

UNCAPAHI Objective
<i>Country/Region</i> Global
<i>Thematic/Priority</i> 5. Public information and communication to support behavior change 6. Continuity under pandemic conditions

Participating Organization(s)
<ul style="list-style-type: none"> • UNWTO

Implementing Partners
<ul style="list-style-type: none"> • OCHA, WHO and UNICEF

Programme/Project Cost (US\$)	
CFIA Contribution:	US\$ 151,809.85
• <i>by Agency (if applicable)</i>	
Agency Contribution	-
• <i>by Agency (if applicable)</i>	
Government Contribution <i>(if applicable)</i>	-
Other Contributions (donors) <i>(if applicable)</i>	-
TOTAL:	US\$ 151,809.85

Programme Duration (months)	
Overall Duration	32 months
Start Date ²	30 April 2010
End Date (or Revised End Date) ³	31 December 2012
Operational Closure Date ⁴	31 December 2012
Expected Financial Closure Date	31 December 2013

Final Programme/ Project Evaluation
Evaluation Completed
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: _____
Evaluation Report - Attached
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

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¹ The term “programme” is used for programmes, joint programmes and projects.

² The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#).

³ As per approval by the relevant decision-making body/Management Committee.

⁴ All activities for which a Participating Organization is responsible under an approved MPTF programme have been completed. Agencies to advise the MPTF Office.

FINAL PROGRAMME REPORT

I. PURPOSE

- **Provide a brief introduction to the programme/ project (*one paragraph*).**

Communications play a vital role for the travel and tourism sector in general and global health challenges such as a pandemic influenza in particular. All activities were geared to support the tremendously increasing targeted communications work taking place with UNWTO Member States, the TERN⁵ network, the industry and end users to continue the essential communication and coordination functions for the travel and tourism sector and to support the communication efforts of the WHO.

- **Provide a list of the main outputs and outcomes of the programme as per the approved programmatic document.**

Advancing integrative practices focusing on communications, coordination and the sustainability of the tourism industry while maintaining its original mechanism in a flexible and attractive manner, allowed UNWTO to improve the resilience of the travel and tourism sector and society resilience in general, especially in countries where dependency on travel and tourism's economic activity is high.

- **Explain how the Programme relates to the Strategic (UN) Planning Framework guiding the operations of the Fund.**

The UN Consolidated Action Plan clearly defined the need for public information and communication to support behaviour change under objective 5 and continuity under pandemic conditions under objective 6 of the plan to which UNWTO's proposal has conformed and was subsequently approved.

- **List primary implementing partners and stakeholders including key beneficiaries.**

- TERN
- WHO
- IAEA
- WMO
- IMO
- ICAO
- ILO
- USAID
- WFP

⁵ AAPA (Association of Asia and Pacific Airlines), ABTA (British Travel Association), ACI (Airport Council International), AEA (Association of European Airlines), AHLA American Hotel and Lodging Association, ALTA (Asociación Latinoamericana de Transporte Aéreo), ASTA (American Society of Travel Agents), ATO (Arab Tourism Organization), ATTA (African Travel and Tourism Association), CETO (Association of Tour Operators), CHTA (Caribbean Hotel and Tourism Association), CLIA (Cruise Lines International Association), CTC (Canadian Tourism Commission), CTO (Caribbean Tourism Organization), DRV (German Travel Association), ECTAA (European Travel Agents' and Tour Operators' Associations), ETC (European Travel Commission), FIA (Federation Internationale de l'Automobile), IAAPA (International Association of Amusement Parks and Attractions), IATA (International Air Transport Association), IH&RA (International Hotel and Restaurant Association), ISF (International Shipping Federation), MPI (Meeting Professionals International), NTA (National Tour Association), NTA (National Tourism Alliance – Australia), PATA (Pacific Asia Travel Association), SKÅL (International Association of Travel and Tourism Professionals), TOI (Tour Operators' Initiative for Sustainable Tourism Development), UFTAA (United Federation of Travel Agents' Associations), UNWTO (World Tourism Organization), UST (US Travel), WTAAA (World Travel Agents Associations Alliance), WTTC (World Travel and Tourism Council), WYSETC (World Youth Student and Educational Travel Confederation)

II. ASSESSMENT OF PROGRAMME/ PROJECT RESULTS

- **Report on the key outputs achieved and explain any variance in achieved versus planned results.**
 - UNWTO finalized the Toolbox for Crisis Communications in Tourism. This Toolbox includes up-to date techniques for social media management, checklists, tools, templates and important sources of information which can be used and customized by type of crises, among others on health related events, allowing stakeholders from the travel and tourism sectors to be better prepared when reacting to crises. This study was disseminated to Member States through an innovative model, which allows and incentivises the free distribution to relevant tourism and emergency authorities.
 - The Tourism Emergency Response Network (TERN) established during and for the Pandemic (H1N1) 2009 remained active. TERN, comprising 34 of the major network associations from the travel and tourism sector, was used for a number of major events following the Pandemic (H1N1) 2009 such as the volcano ash cloud incidence, the nuclear accident in Japan, Arabic Spring, but also for confidence building measures. As a result of the latter and based on the experiences from the Pandemic (H1N1) 2009 that regional and local events have, by the mere mentioning of country names, unnecessary repercussions on much wider geographic areas, the UNWTO developed together with the TERN members the recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information⁶ which were approved by the UNWTO Executive Council and consequently, the General Assembly of the UNWTO. Fostering and continuing to work through TERN is, for the cooperating main UN actors, (ICAO and WHO), but also IAEA and others, an efficient and robust communication mechanism.
 - UNWTO collected, shared and communicated the most up-to-date information on global health challenges and other major events of relevance for the travel and tourism sector, as well as the concerns and views from the Travel Emergency Response Network (TERN).
 - Analyzed and evaluated with the Authorities of Spain, the challenges and possibilities of using roaming messages for effective risk prevention to international travellers.
 - Focused on the integration of tourism into national emergency structures and procedures.

- **Report on how achieved outputs have contributed to the achievement of the outcomes and explain any variance in actual versus planned contributions to the outcomes. Highlight any institutional and/ or behavioural changes amongst beneficiaries at the outcome level.**
 - Through the establishment of the TERN network, targeted communications during proved extremely helpful during negative events on the travel and tourism sector. This enabled the members to take the necessary measures, to prepare further and ensure the well-being of their own stakeholders and customers. Undifferentiated communication efforts through classical press releases would not have achieved the same objective and efficiency. Informing and consulting the members of UNWTO and the TERN network allowed for two-way and balanced communications, which in turn improved the relevance of the messages and actions by all the other actors.
 - UNWTO continued improving the effectiveness of targeted communications through TERN. Plans and coordination mechanism used during the Pandemic (H1N1) 2009 were gradually geared to a multiple hazard approach for both regional and global incidents affecting the travel and tourism sector.

- **Explain the overall contribution of the programme to the Strategy Planning Framework or other strategic documents as relevant.**

⁶ See Annex 1 (UNWTO Recommendations on the Use of Georeferences, Date and Time in Travel Advice and Event Information)

- Activities were initially geared to support interagency network communications, as well as the Tourism Emergency Response Network (TERN) Communications platform to support the objectives of WHO procedures and national implementations of the IHR and later, beyond pandemic/health matters to encompass all major events of relevance to the travel and tourism sectors
- **Explain the contribution of key partnerships and collaborations, and explain how such relationships impact on the achievement of results.**
 - As part of the lessons learned process and in order to ensure a good sustained integration of travel and tourism into the national emergency structures and procedures, UNWTO joined the combine efforts of UNSIC, USAID, WFP and others in the Toward a Safer World Initiative.
 - The incidence of the Fukushima nuclear accident benefited highly from the preparedness work and experience of the Pandemic (H1N1) 2009, in which the original mechanism of TERN and inter-agency cooperation were already in place to provide timely, targeted and coordinated messages. Mechanism of TERN and inter-agency cooperation were tested and applied on a number of occasions and most prominently, during the incidence of the Fukushima nuclear accident, where confidence building interagency (WHO, IAEA, WMO, IMO, ICAO, UNWTO and ILO) press releases were issued⁷. The activities resulted in the establishment of a more formalized network IACRNE⁸, directed at supporting agencies dealing with maritime and all transport.
- **Who have been the primary beneficiaries and how they were engaged in the programme/project implementation? Provide percentages/number of beneficiary groups, if relevant.**

UNWTO used its experiences and lessons learned from the Pandemic (H1N1) 2009 to matters beyond pandemic to encompass all major events of relevance to the travel and tourism sectors. Regular information and consultations with UNWTO Member States Influenza Focal Points, TERN and various emergency planners of the tourism stakeholders as well as emergency management agencies encouraged sharing of best practices, and cross-sectoral collaboration in identifying and responding to major risks, hazards and crises worldwide.
- **Highlight the contribution of the programme on cross-cutting issues pertinent to the results being reported.**

UNWTO has systematically integrated the findings and lessons learned of the Pandemic (H1N1) 2009 into a wider framework of the travel and tourism sector. It was shown that the role of tourism is often underestimated and integration of travel and tourism into the national emergency structures and procedures was often only a result of major incidents such as SARS and the Pandemic (H1N1) 2009, which affected the country and caused major losses to the tourism sector and to the national economy. It is against this background that UNWTO, with the kind support of the Government of the Netherlands, is undertaking a study on the *Integration of the Travel and Tourism Sector into the National Emergency Structures and Procedures* to continue to focus on bridging the travel and tourism sector, and emergency management in order to improve communications and coordination between the travel and tourism sector and the emergency management in the event of emergency situations to ensure consistency among all board.
- **Has the funding provided by the CFIA to the programme been catalytic in attracting funding or other resources from other donors?**

No

⁷ See Annex 2 (ICAO News Releases)

⁸ See Annex 3 (Proposal for the Creation of a Standing Working Group on Transport within the Inter-Agency Committee on Radiological and Nuclear Emergencies)

- **Provide an assessment of the programme/ project based on performance indicators as per approved project document using the template in Section IV, if applicable.**

Not applicable

III. EVALUATION & LESSONS LEARNED

- **Report on any assessments, evaluations or studies undertaken relating to the programme and how they were used during implementation. Has there been a final project evaluation and what are the key findings? Provide reasons if no evaluation of the programme have been done yet?**
 - UNWTO lessons learned and report⁹ prepared together with the TERN members were presented and discussed on the occasion of the WFP Toward a Safer World Conference in September 2011. This report compiled the experiences and challenges the travel and tourism sector has identified to improve emergency and disaster preparedness and management.
 - The impact of negative events on tourism demand is widely known. While the importance of communications is proven, members of the Tourism Emergency Response Network (TERN) and UNWTO, on the occasion of ITB 2012, presented and discussed their information needs and requirements in times of crises to help minimize the negative perception on consumer's behavior while at the same time, ensuring safety and well-being and allowing for a fast recovery.
 - In 2011, UNWTO initiated the first International Forum on the Integration of Tourism and Emergency Management at the headquarters of Australian Emergency Management Institute (AEMI) at Mt Macedon, Victoria. The following year, UNWTO, AEMI and the University of Technology-Sydney (UTS) organized a follow-up forum to advance on the theme of cooperative policy, strategy and practice between the public and private sectors of the tourism industry and government and private sector emergency management agencies. This forum highlighted the results of work commissioned by the UNWTO and undertaken by Bournemouth University (UK) on the integration of emergency management and tourism and also featured best practice in Australian and international initiatives.
 - Information is regularly reviewed and adjusted to ensure support of the aims of WHO and the travel and tourism sector.
 - Through regular consultations and attending network events, which had enabled to serve as a valuable face-to-face knowledge exchange, UNWTO was then able to modify assumptions, improve crisis response procedures and facilitate optimal coordination for the tourism sector.
- **Explain, if relevant, challenges such as delays in programme implementation, and the nature of the constraints such as management arrangements, human resources, as well as the actions taken to mitigate, and how such challenges and/or actions impacted on the overall achievement of results.**

The careful approach and matching funding allowed for the project to go beyond the originally planned deadline.

- **Report key lessons learned that would facilitate future programme design and implementation, including issues related to management arrangements, human resources, resources, etc.,**
 - Maintain a UN coordination structure and platform to enable to continue to work in a coordinated way.

⁹ See Annex 4 (Toward a Safer World: The Travel, Tourism and Aviation Sector)

- Maintain a coordinated multi-sector approach through occasional meetings for sharing information and maintaining trust and unity.

ABBREVIATIONS

AEMI	Australian Emergency Management Institute
IACRNE	Inter-Agency Committee on Radiological and Nuclear Emergencies
IAEA	International Atomic Energy Agency
ICAO	International Civil Aviation Organization
IHR	International Health Regulations
ILO	International Labour Organization
IMO	International Maritime Organization
ITB	Internationale Tourismus-Börse
SARS	Severe acute respiratory syndrome
TERN	Tourism Emergency Response Network
UK	United Kingdom
UNWTO	World Tourism Organization
UTS	University of Technology-Sydney
WHO	World Health Organization
WFP	World Food Programme
WMO	World Meteorological Organization