



Submission Form
To
UN Management Committee for the Central Fund for Influenza Action

To be completed by the Secretariat of the Management Committee	
Meeting No: 3	Date of Meeting: 12 July 2007
Item No: 200701 <i>CFIA/A-4</i>	Targeted communications for travellers, the travel industry, and tourist destinations

(To be completed by the Participating Un or eligible Partner Organisation)

To: UN Management Committee for the CFIA	Date of Submission: 20 th June 2007
From: UN / Eligible Partner Participating Organisation UNWTO Capitan Haya 42 28020 Madrid	Contact: Telephone number, email Mr. Geoffrey Lipman Assistant Secretary-General Tel: 34 91 5678191 Mobile: 34 628049371 E mail: glipman@unwto.org <i>Laina Hantantyo +34 91 567 8133</i> <i>Omer Nawat</i>
National Authority <input type="checkbox"/> Endorsement <input type="checkbox"/> Comments	Contact: Telephone number, email
Proposed submission, if approved would result in: <input checked="" type="checkbox"/> Continuation of existing programme/project <input checked="" type="checkbox"/> New programme/project <input type="checkbox"/> Other (explain)	Proposed submission resulted from: <input type="checkbox"/> National Authorities request <input checked="" type="checkbox"/> UN Agency/eligible Partner initiative within UN Consolidated Action Plan <input type="checkbox"/> NGO or other agency Request <input type="checkbox"/> Other (explain)
Programme/project Title: Targeted communications for travellers, the travel industry, and tourist destinations	
Category of project: other	
Amount of CFIA funds requested for Proposed Programme/project: US \$ 400.000.00	
Amount of indirect costs requested: 5%	



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Programme/project Title: Targeted communications for travellers, the travel industry, and tourist destinations	
Category of project: other	
Amount of CFIA funds requested for Proposed Programme/project: US \$ 450,000.00	
Amount of indirect costs requested: 5% <i>see approval</i>	

1. Background

Communications plays a vital role in tourism in general and AHI in particular. It is with this in mind that UNWTO outlined under section 5 of the Consolidated Action Plan its desire for support for public information and communications to match behavioural change. UNWTO has already developed a portal as a one stop shop (sos.travel) for AHI information to travellers and the tourism sector with the assistance of Microsoft in compliance with the objectives of the UN Consolidated Action Plan. However, UNWTO is limited by funding to continue this approach and to diffuse information in a more productive way.

The proposed UNWTO project has received the active support and endorsement of the UNWTO Risk Assessment Group (RAM), that is the advisory body on AHI and Risk and Crisis Management activities, the Executive Council of UNWTO, and the Regional Commissions of Africa (48 members) and Europe (42 members) that met on the 2nd May and the 23rd May respectively. The Members of the Governments represented, expressed their satisfaction with the proposals made and requested for immediate action in view of the importance of tourism in their regions and the threat posed by AHI.

2. Purpose of Proposed Programme/Project

As outlined above the role of communications is vital to prepare, reduce and mitigate the impact of an AHI pandemic, especially for the tourism sector. UNWTO has been working towards this goal with limited resources. Developing and implementing a targeted tourism specific communications strategy, focussing on the existing platform sos.travel allowing wide and timely information to be disseminated to this specific audience as well as a targeted communications campaign that will ensue to alert travellers worldwide plays a vital role in the minimizing the impacts of an AHI outbreak.

3. Evaluation of Proposals

Provide concise summary evaluation of proposal against:

<i>General principles and selection criteria</i>		
(a)	Must be explicitly based on UN Consolidated Action Plan (UNCAP),	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(b)	Must support national strategies,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(c)	Must promote and ensure national ownership,	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
(d)	Must demonstrate UN's comparative advantage for specific intervention ,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(e)	The organization must have the appropriate system to deliver the intervention,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(f)	The UN response must be effective, coherent, context-sensitive, cost-efficient and the outcomes, sustainable,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(g)	Must avoid duplication of and significant overlap with the activities of other actors,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(h)	Must use strategic entry points that respond to immediate needs and yet facilitate longer-term improvements,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(i)	Must build on existing capacities, strengths and experience,	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(j)	Must promote consultation, participation and partnerships.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Project Implementability

	<i>2007</i>	<i>2008</i>
<i>Estimated commitments (\$mill)</i>	—	—
<i>Estimated disbursements (\$mill)</i>	—	—

4. Review by Secretariat

Check on Programme/Project Proposal Format Contents

- | | |
|---|--|
| <input type="checkbox"/> Cover sheet (first page) | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| <input type="checkbox"/> Logical Framework with indicators of success and timelines | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> (not required < \$500.000) |
| <input type="checkbox"/> Programme/Project Justification | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| <input type="checkbox"/> Programme/Project Management Arrangements | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| <input type="checkbox"/> Risks and Assumptions | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| <input type="checkbox"/> Budget | Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> |
| <input type="checkbox"/> Progress Report (for supplementary funding only) | Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> (not required) |

Provide concise summary assessment against:

- Implementability*

According to the secretariat the project is technically implementable. There are clear measurable deliverables: a communication strategy focusing on www.sos.travel and a communication campaign.

<i>General criteria for prioritisation</i>		
(a)	Must be in line with UN Consolidated Action Plan	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(b)	Recipient Organization is unable to meet high or urgent priority needs with existing level of funding.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(c)	Need to address high priority activities that have significant impact, and by nature must address seasonal or timing imperatives and considerations.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(d)	Supports activities that are likely to improve the overall situation at national and local levels.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
(f)	Does not overlap with other ongoing programmes	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

- Overall review of programme submission*

This proposal cover the outputs 5.1.7, 5.1.9 and 6.1.12 in the UN Consolidated Action Plan for which UNWTO has been unable to find funding.

5. Decision of the UN CFIA Management Committee 12 July 2007

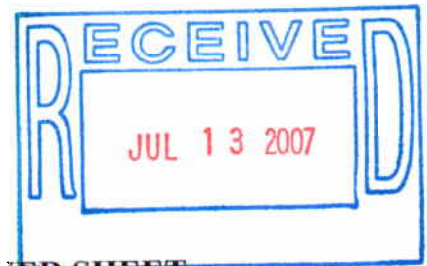
- Approved content and budget as submitted
- Approved for a total budget of \$400,000.00
- Approved with modification/condition on content
- Deferred
- Rejected



Reason/Comments

6. Action taken by the Executive Coordinator, MDTF Office, UNDP

- Project consistent with provisions of the UNDP Administrative Agent-Participating UN Organizations Memorandum of Understanding and Letter of Agreement with donors (if applicable)



CFIA PROJECT DOCUMENT COVER SHEET

Participating UN or Eligible Partner Organisation: UNWTO	UN CAP objective: ✓ 5. Public information and communication to support behaviour change ✓ 6. Continuity under pandemic conditions
Programme/Project Manager Name: Mr. Geoffrey Lipman Assistant Secretary-General Address: Capitan Haya 42, Madrid 28020, Spain Telephone: 34 91 5678191 E-mail: glipman@unwto.org	UN or Eligible Partner Organization that has lead responsibilities for the objective of the UN CAP Name: OCHA, WHO, UNICEF
Programme/Project Title: <u>Targeted communications for travellers, the travel industry, and tourist destinations</u> Programme/Project Number: 200701 CFIA/A-4	Programme/Project Country and Location: Madrid Spain (Location) Project applicable to all countries
Programme/Project Description: Strengthen communications to travellers, travel industry and tourist destinations on the impact of AHI. world wide implications.	Total Programme/Project Cost: CFIA: US \$ 400,000.00 Government Input (if relevant): Other: Total: US \$ 400,000.00
	Programme/Project Duration: one year
UN CAP Objective (one or more of the seven objectives) and Key Immediate Objectives: 5.1.7 Targeted communications for travellers, the travel industry and tourist destinations and 5.1.9 Basic information, guidelines and common messaging for use by the different sectors of the travel industry and improvement of avian flu website 6.1.12 Resilience of the tourism sector (provide UNWTO support systems)	
Outputs and Key Activities: Strengthening of communications through a support campaign using network and resources at the disposal of UNWTO	
Recommendations UN organization that has lead responsibilities for the objective of the UN CAP: UNICEF: no comments. OCHA: no comments. WHO: no response.	

On behalf of:
 UN Participating Organisation
 And/or Participating Agency
 Chair, CFIA
 Management Committee



Date	Name/Title
12-7-07	David Nabarro, Chair, CFIA Management Committee





CFIA PROJECT DOCUMENT COVER SHEET

<p>Participating UN or Eligible Partner Organisation: UNWTO</p>	<p>UN CAP objective: 5. Public information and communication to support behaviour change 6. Continuity under pandemic conditions</p>
<p>Programme/Project Manager Name: Mr. Geoffrey Lipman Assistant Secretary-General Address: Capitan Haya 42, Madrid 28020, Spain Telephone: 34 91 5678191 E-mail: glipman@unwto.org</p>	<p>UN or Eligible Partner Organization that has lead responsibilities for the objective of the UN CAP Name: OCHA, WHO, UNICEF</p>
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<p>Programme/Project Description: Strengthen communications to travellers, travel industry and tourist destinations on the impact of AHI, world wide implications.</p>	<p>Total Programme/Project Cost: CFIA: US \$ 400,000.00 Government Input (if relevant): Other: Total: US \$ 400,000.00</p> <p>Programme/Project Duration: one year</p>
<p>UN CAP Objective (one or more of the seven objectives) and Key Immediate Objectives: 5.1.7 Targeted communications for travellers, the travel industry and tourist destinations and 5.1.9 Basic information, guidelines and common messaging for use by the different sectors of the travel industry and improvement of avian flu website 6.1.12 Resilience of the tourism sector (provide UNWTO support systems)</p>	
<p>Outputs and Key Activities: Strengthening of communications through a support campaign using network and resources at the disposal of UNWTO</p>	
<p>Recommendations UN organization that has lead responsibilities for the objective of the UN CAP: UNICEF: no comments. OCHA: no comments. WHO: no response.</p>	



ANNEX 1

Project title

Targeted communications for travellers, the travel industry and tourist destinations

Background

Communications plays a vital role in tourism in general and AHI in particular. It is with this in mind that UNWTO outlined under section 5 of the Consolidated Action Plan its desire for support for public information and communications to match behavioural change. UNWTO has already developed a portal as a one stop shop (www.sos.travel) for AHI information to travellers and the tourism sector with the assistance of Microsoft in compliance with the objectives of the UN Consolidated Action Plan. Although, UNWTO has great potential through multiplier effect to receive funding, pro bono work, exclusive networks and PPP relationships, UNWTO is limited by funding to expand this work and therefore to diffuse information fully efficiently and to the best use possible.

The proposed UNWTO project has received the active support and endorsement of the UNWTO Risk Assessment Group (RAM), that is the advisory body on AHI and Risk and Crisis Management activities, the Executive Council of UNWTO, and the Regional Commissions of Africa (48 Members) and Europe (42 Members) that met on the 2nd May and the 23rd May respectively. The Members of the Governments represented, expressed their satisfaction with the proposals made and requested for immediate action in view of the importance of tourism in their regions and the threat posed by AHI.

Objectives

- Ensure communication framework developed with Microsoft is properly populated with information.
- Communicate clearly to key stakeholders and audiences in a timely fashion that is constantly updated and is capable of being ramped up rapidly and in an emergency.

Output

- An actionable communication plan built around www.sos.travel that was set up by Microsoft with an estimated pro bono value of USD 950,000.00 has been invested to establish and sustain communications with key industry stakeholders. It is essential that the work be continued to ensure that it becomes a routine point of contact to stakeholders, decision makers, travellers and potential travellers.
- A channel of communication which travellers will turn to as the emergency heightens.
- The communication campaign will help in getting www.sos.travel widely established as the **one-stop-shop focal point for the world's largest**

industry and be recognized as the authoritative referral within the travel and One UN sector.

- Reduce economic, health and social impact on tourism sector.

Purpose of Proposed Programme/Project

As outlined above the role of communications is vital to prepare, reduce and mitigate the impact of an AHI pandemic, especially for the tourism sector. UNWTO has been working towards this goal with limited resources. Developing and implementing a targeted tourism specific communications strategy, focussing on the existing platform www.sos.travel allowing wide and timely information to be disseminated to this specific audience as well as a targeted communications campaign that will ensue to alert travellers worldwide plays a vital role in the minimizing the impacts of an AHI outbreak.

Necessity of project

- With tourism representing 30% of the global export of services, millions of travellers are involved, where each traveller account for 50 public/private transactions per journey, it is vital to have a central focal point in place so that travellers have a central one-stop-shop in place for the crucial information needed. Any campaign will take much longer to be effective and would be more costly to implement if the actual window of opportunity is not used.
- On the side of destinations, especially poor countries are highly dependent on tourism receipts and employment, and thus, very vulnerable.
- The campaign will help to reduce panic, save lives, and buy time whilst conforming to WHO objectives of containing spread, reducing costs, and channelling flows.
- Edelman offered to UNWTO already in relation with this project substantial pro bono in kind support which we seek to match with this grant to allow for a global campaign to engage.
- Introduce state of the art communication system similar to “Katrina Safe” developed by Microsoft based on up-to-date IT communications.
- Tourism is an important industry with many interdependencies at international and national, as well as at public and private levels. The better national plans take the specifics of travellers and tourists during an AHI pandemic into account, the better those will face real world challenges and allow international effective action.

Collaboration with other UN agencies and partners, links to the UN Consolidated Action Plan

- UNESCO, ICAO, WCO, UNICEF

Timeline and resources

Month	Activity	Resources
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1-4	<ul style="list-style-type: none"> a) Developing and setting up campaign framework b) Defining partner links c) Selecting from Edelman's massive contact list in 50 countries providing information on national and local contacts d) Optimizing Edelman's pro bono work e) Multiplying partner links and external network contacts 	USD 100.000
5-8	<ul style="list-style-type: none"> a) Deploy instruments b) Begin activating local networks and multipliers and partnerships c) Commence fund raising activity to provide sustainability in coming years 	USD 230.000
9-12	<ul style="list-style-type: none"> a) Intensify actions and sustain partnerships for the following year b) Ensure sponsors and other partnerships 	USD 120.000

THE PROGRAMME/PROJECT BUDGET

CATEGORY	ITEM	UNIT COST	NUMBER OF UNITS	TOTAL COST
1. Personnel • including staff and consultants		US \$ 105.000,00	1	US \$ 105.000,00
2. Contracts • including companies, professional services, grants		US \$ 45.000,00	1	US \$ 45.000,00
3. Training				
4. Transport	n/a			
5. Supplies and commodities • Base communication cost is multiplied, given the global UNWTO PPP with important key media - eg. CNN, Reuters, BBC, and pro bono support from Affiliate and UNWTO Tourism Emergency Response Network (TERN)		US \$ 160.952,38	1	US \$ 160.952,38
6. Equipment	n/a			
7. Travel		US \$ 70.000,00	1	US \$ 70.000,00
8. Miscellaneous	n/a			
9. Management Support 5%				US \$ 19.047,62
				US \$ 400.000,00

