



**CENTRAL FUND FOR INFLUENZA ACTION**  
**ANNUAL PROGRAMME NARRATIVE PROGRESS REPORT**  
**REPORTING PERIOD: 1 JANUARY – 31 DECEMBER 2010**

**Programme Title & Number**

- Programme Title: Targeted communications for travelers, the travel industry, and tourist destinations – Phase II
- Programme Number: A-21
- MDTF Office Atlas Number: 00074962

**UNCAPAHI Objective(s) covered:**

- 5. Public information and communication to support behaviour change
  - 6. Continuity under pandemic conditions
- Programme Coverage/Scope:** Global

**Participating UN or Non-UN Organization(s)**

UNWTO

**Implementing Partners**

- OCHA, WHO and UNICEF

**Programme/Project Cost (US\$)**

CFIA Contribution:	US\$ 151,809.85
Agency Contribution	-
Government Contribution (if applicable)	-
Other Contribution (donor) (if applicable)	-
<b>TOTAL:</b>	US\$ 151,809.85

**Programme Duration (months)**

Overall Duration	12 Months
Start Date <sup>1</sup>	30 April 2010
End Date or Revised End Date, (if applicable)	30 April 2011
Operational Closure Date <sup>2</sup>	n/a
Expected Financial Closure Date	December 2011

**Programme Assessments/Mid-Term Evaluation**

Assessment Completed - if applicable *please attach*

Yes  No Date: \_\_\_\_\_

Mid-Evaluation Report – if applicable *please attach*

Yes  No Date: \_\_\_\_\_

**Submitted By**

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<sup>1</sup> The start date is the date of the first transfer of the funds from the MDTF Office as Administrative Agent. Transfer date is available on the [MDTF Office GATEWAY](http://mdtf.undp.org) (<http://mdtf.undp.org>).

<sup>2</sup> All activities for which a Participating Organization is responsible under an approved MDTF programme have been completed. Agencies to advise the MDTF Office.

## **NARRATIVE REPORT FORMAT**

### **I. Purpose**

- 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 Member States, the TERN 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.
- 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
- OCHA, WHO and UNICEF.

### **II. Resources**

#### *Financial Resources:*

- The full scope of the programme's activities and outputs are to be covered by the funds (US\$151,809.85) received from CFIA

#### *Human Resources:*

- Support staff financed by UNWTO assisted on logistical issues.
- 1 external expert (on tourism) and 1 external expert (on communications) recruited on temporary basis.

### **III. Implementation and Monitoring Arrangements**

- The past work carried out during phase I of the *Targeted Communications for Travellers, the Travel Industry and Tourist Destinations* (CFIA/A-4) had received the full endorsement of the 18<sup>th</sup> General Assembly of UNWTO (October 2009), its 86<sup>th</sup> Executive Council (October 2009) and all its Regional Commissions. The Members of the Governments represented at these meetings expressed their satisfaction with this work done and requested the continuation of the activities in view of the importance of tourism in their regions and the enormous outcomes that the pandemic had/could have on the sector.
- As the travel and tourism sector has been hardly hit by the Pandemic 2009, and countries reported high economic losses especially within their travel and tourism sector, the focus is on balanced information. Timely, targeted and coordinated communications continue to prove to be a crucial instrument to maintain travellers' confidence in destinations, encourage responsible travel and support WHO's and the national health and tourism authorities' efforts.
- Activities were geared to support interagency network communications, communications within the Tourism Emergency Response Network (TERN). Information and consultations on the pandemic measures with Member States Influenza Focal Points, TERN and WHO take place on a regular basis via teleconference. The information is regularly reviewed and adjusted to ensure support of the aims of WHO and the travel and tourism sector

### **IV. Results**

- The changing nature of the pandemic urged UNWTO to further focus on incorporating the lessons learned of the pandemic into the travel and tourism sectors. UNWTO complemented the work by adjusting its own programme of work and focusing on the integration of travel and tourism into the national emergency structures and procedures. The aim of the activities of the programme is to ensure that the achievements regarding Pandemic planning, organization and coordination are sustained and the public-private sector cooperation continues despite the fortunate mild health impact of the Pandemic 2009.
- During this reporting period, the focus is on providing balanced information through targeted communication with our Member States, the TERN Network and the travel and tourism sector through the following activities:
  - While the TERN platform underwent modifications to allow countries to communicate with TERN members, Member States and the general public, a strategic partnership with the main industry associations through the DRV (German Travel Association) was under preparation. The aim is to complement the direct information flow with information of UNWTO, WHO and the definition of standards for the interfaces. As those standards comprise two of the globally most important tour operators, those standards will likely become industry standards, and thus allowing in the future a smooth and automatized information flow.
  - In order to provide information, guidance and common messaging to the sector, additional information templates on pandemic and other health events, which are likely to cause significant impact on international travel and tourism, have been provided through the system of SOS.travel (Annex I).
  - A toolbox of crisis communications templates covering also all major events of relevance for the travel and tourism sector is on the final review stage. This toolbox also covers relevant guidance material and up-to-date technique for social media management.
  - Regular information and consultation with Member States Influenza Focal Points and TERN allowed the information to be regularly reviewed, consistent and adjusted to ensure support of the aims of WHO and the travel and tourism sector.
  - To endure targeted communications to international travelers, UNWTO partnered with the authorities of Spain to study the processes of roaming messages to international travellers. After a process of consultations with the Ministries concerned and telecommunications companies, and studying the technical and legal requirements, a draft report and recommendations is under preparation.
  - A study which is to provide an overall practical and feasible approach to the integration of tourism into the national emergency structures and procedures has been initiated.
- WHO, UNSIC, OCHA supported UNWTO's regional seminar for the Americas with targeted presentations on the pandemic and business continuity planning, the lessons learned and the IHR, which took place in Brasilia, Brazil from 23-24 September, 2010. Furthermore, 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 joins the combine efforts of UNSIC, USAID, WFP and others in the toward a safer world initiative.

## **V. Future Work Plan**

- UNWTO will continue to collect, share and communicate the most up-to-date information, concerns and views from TERN. Good inter-ministerial and cross-sectorial coordination has been proven to be very beneficial since the outbreak of the virus. Continued two-way communications with the Industry, Member States and travelers will remain the highest priority to support the sector to reduce risk and mitigate the impact of the pandemic or other multi-hazard events.

- Despite the fortunate mild health impact of the Pandemic 2009, the aim of the activities continues to ensure that the achievements regarding Pandemic planning, organization and coordination are sustained and the public-private sector continue cooperating.

## **Annexes**

- Annex I (Data and factsheets on specific major health issues)

## **Abbreviations**

FAO	Food and Agriculture Organization
ICAO	International Civil Aviation Organization
MERCOSUR	Common Market of the South
OCHA	Office for the Coordination of Humanitarian Affairs
PAHO	Pan American Health Organization
TERN	Tourism Emergency Response System
UNDP	United Nations Development Programme
UNDPI	United Nations Department of Public Information
UNICEF	United Nations Children's Fund
UNSIC	United Nations System Influenza Coordination
UNWTO	World Tourism Organization
WHO	World Health Organization