

## CENTRAL FUND FOR INFLUENZA ACTION PROGRAMME<sup>1</sup> QUARTERLY PROGRESS UPDATE

*(for posting on the CFIA web site)*

March 31, 2011

<b>Participating UN or Non-UN Organization:</b>	UNWTO		<b>UNCAPAHI Objective(s) covered:</b>	5. Public information and communication to support behaviour change 6. Continuity under pandemic conditions	
<b>Implementing Partner(s):</b>	OCHA, WHO and UNICEF				
<b>Programme Number:</b>	CFIA/A-21				
<b>Programme Title:</b>	Targeted communications for travellers, the travel industry and tourist destinations – phase II				
<b>Total Approved Programme Budget:</b>	US\$ 151,809.85				
<b>Location:</b>	Madrid, Spain				
<b>MC Approval Date:</b>	30 April 2010				
<b>Programme Duration:</b>	12 months	<b>Starting Date:</b>	30 April 2010	<b>Completion Date:</b>	30 April 2011
<b>Funds Committed:</b>	US\$ 1,634.40			<b>Percentage of Approved:</b>	1.08%
<b>Funds Disbursed:</b>	US\$ 41,280.61			<b>Percentage of Approved:</b>	27.19%
<b>Expected Programme Duration:</b>	12 months	<b>Forecast Final Date:</b>	Request for extension until 30 April 2012 is sought	<b>Delay (Months):</b>	n/a

<b>Outcomes:</b>	<b>Achievements/Results:</b>	<b>Percentage of planned:</b>
Maintenance of dedicated two-way communications networks	The Tourism Emergency Response Network (TERN) platform underwent modifications. A strategic partnership with the main industry associations through the DRV (German Travel Association) is in preparations. 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	20%

<sup>1</sup> The term “programme” is used for projects, programmes and joint programmes.

	<p>standards, and thus allowing in the future a smooth and automatized information flow.</p> <p>The standards have been presented and discussed with Member States from Latin America and the Presidency of the MERCOSUR, which is currently held by Brazil.</p>	
<p>Providing information, guidance and common messaging</p>	<p>Additional information templates on pandemic and other health events have been provided through WhatAbout.travel. Modifications are underway to allow countries to communicate with TERN members, Member States and the general public.</p> <p>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.</p> <p>Additional section of the Toolbox had to be reviewed to keep it relevant, especially on the new media section.</p> <p>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 <i>toward a safer world</i> initiative.</p>	60%
<p>Ensuring consistency to reduce economic, health and social impact on tourism sector</p>	<p>Regular information and consultation with Member States Influenza Focal Points and TERN.</p> <p>Member States' tourism administrations and industry consultations via teleconference on the current pandemic measures and feedback on WHO communications.</p> <p>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.</p>	30%
<p>Balancing the information needs to avoid complacency and overreaction</p>	<p>Information is regularly reviewed and adjusted to ensure support of the aims of WHO and the travel and tourism sector.</p>	30%

	<p>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 issued.</p>	
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**Qualitative achievements against outcomes and results:**

As the travel and tourism sector has been hardly hit in 2009, and countries reported high economic losses especially within their travel and tourism sector, the current focus is on balanced information. Targeted, coordinated and useful communications prove to be a crucial instrument to address pandemic issues, lessons learned, 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, as well as the Tourism Emergency Response Network (TERN) Communications platform to support the objectives of WHO procedures and national implementations of the IHR.

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.

As the aim of the activities 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 on the Pandemic (H1N1) 2009, UNWTO uses its experiences and lessons learned beyond pandemic matters to encompass all major events of relevance to the travel and tourism sectors.

During this reporting period, UNWTO updated and finalized the toolbox for Crisis Communications in Tourism. This Toolbox includes 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.