

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

*(for posting on the CFIA web site)*

September 30, 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 2012
<b>Funds Committed:</b>	US\$ 23,393.00			<b>Percentage of Approved:</b>	15.41%
<b>Funds Disbursed:</b>	US\$ 58,753.74			<b>Percentage of Approved:</b>	38.70%
<b>Expected Programme Duration:</b>	12 months	<b>Forecast Final Date:</b>	30 April 2012	<b>Delay (Months):</b>	12 months

<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>UNWTO updated and 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.</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>	<p>80%</p>
<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> <p>UNWTO actively participated at the 3<sup>rd</sup> WHO Public Health and International Travel and Transport last 27-30 June 2011 in Lyon where discussions on lessons learned, updates, and</p>	<p>70%</p>

	<p>strengthening the collaboration to better exchange information in response to the Fukushima nuclear accident took place.</p> <p>Tourism consultations were conducted with the emergency planners of the airline sector to better prepare and manage emergency structures, such as during the pandemic.</p> <p>UNWTO lessons learned and report prepared together with the TERN members were presented and discussed on the occasion of the WFP Toward a Safer World Conference in September 2011.</p>	
Balancing the information needs to avoid complacency and overreaction	<p>Information is regularly reviewed and adjusted to ensure support of the aims of WHO and the travel and tourism sector.</p> <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>	40%

**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.

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, allows 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.

During this reporting period, tourism consultations were conducted to ensure fast and effective responses to

future health, natural and man-made disasters.