



**CENTRAL FUND FOR INFLUENZA ACTION**

**GENERIC ANNUAL PROGRAMME<sup>1</sup> NARRATIVE PROGRESS REPORT**

**REPORTING PERIOD: 1 JANUARY – 31 DECEMBER 2011**

<p><b>Programme Title &amp; Project Number</b></p> <ul style="list-style-type: none"> <li>Programme Title: Development and conducting of regional and national simulation exercises to rehearse and assess preparedness plans and uncover shortcomings</li> <li>Programme Number: A-10</li> <li>MPTF Office Project Reference Number:<sup>3</sup> 55350</li> </ul>	<p><b>Country, Locality(s), Thematic/Priority Area(s)<sup>2</sup></b></p> <p><i>(if applicable)</i> Country/Region Asia, Africa, Eastern Europe and Central America</p> <p><i>Thematic/Priority</i> 6. Continuity under pandemic Conditions</p>																								
<p><b>Participating Organization(s)</b></p> <p>UNWTO</p>	<p><b>Implementing Partners</b></p> <p>WHO, OCHA, ICAO, UNSIC, UNDPI, FAO, UNICEF</p>																								
<p><b>Programme/Project Cost (US\$)</b></p> <table> <tr> <td>MPTF/JP Contribution:</td> <td>US\$ 252,000.00</td> </tr> <tr> <td>• <i>by Agency (if applicable)</i></td> <td></td> </tr> <tr> <td>Agency Contribution</td> <td>-</td> </tr> <tr> <td>• <i>by Agency (if applicable)</i></td> <td></td> </tr> <tr> <td>Government Contribution <i>(if applicable)</i></td> <td>-</td> </tr> <tr> <td>Other Contributions (donors) <i>(if applicable)</i></td> <td>-</td> </tr> <tr> <td><b>TOTAL:</b></td> <td>US\$ 252,000.00</td> </tr> </table>	MPTF/JP Contribution:	US\$ 252,000.00	• <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>	-	<b>TOTAL:</b>	US\$ 252,000.00	<p><b>Programme Duration</b></p> <table> <tr> <td>Overall Duration (<i>months</i>)</td> <td>Mar 2008-Sep 2011</td> </tr> <tr> <td>Start Date<sup>4</sup> (<i>dd.mm.yyyy</i>)</td> <td>20 Feb 2008</td> </tr> <tr> <td>End Date (or Revised End Date)<sup>5</sup></td> <td>30 Sep 2011</td> </tr> <tr> <td>Operational Closure Date<sup>6</sup></td> <td>30 Sep 2011</td> </tr> <tr> <td>Expected Financial Closure Date</td> <td>December 2012</td> </tr> </table>	Overall Duration ( <i>months</i> )	Mar 2008-Sep 2011	Start Date <sup>4</sup> ( <i>dd.mm.yyyy</i> )	20 Feb 2008	End Date (or Revised End Date) <sup>5</sup>	30 Sep 2011	Operational Closure Date <sup>6</sup>	30 Sep 2011	Expected Financial Closure Date	December 2012
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<p><b>Programme Assessment/Review/Mid-Term Eval.</b></p> <p>Assessment/Review - <i>if applicable please attach</i>  <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: <i>dd.mm.yyyy</i></p> <p>Mid-Term Evaluation Report – <i>if applicable please attach</i>  <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: <i>dd.mm.yyyy</i></p>	<p><b>Report Submitted By</b></p> <ul style="list-style-type: none"> <li>Name: Márcio Favilla</li> <li>Title: Executive Director</li> <li>Participating Organization (Lead): UNWTO</li> <li>Email address: mfavilla@unwto.org</li> </ul>																								

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

<sup>2</sup> Strategic Results, as formulated in the Performance Management Plan (PMP) for the PBF; Sector for the UNDG ITF.

<sup>3</sup> The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to “Project ID” on the [MPTF Office GATEWAY](#)

<sup>4</sup> 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](#)

<sup>5</sup> As per approval by the relevant decision-making body/Steering Committee.

<sup>6</sup> All activities for which a Participating Organization is responsible under an approved MPTF programme have been completed. Agencies to advise the MPTF Office.

## **NARRATIVE REPORT FORMAT**

### **I. Purpose**

- UNWTO identified as a result of previous simulation exercises in 2007 and the work it had carried out, the need for specific regional and national exercises to uncover shortcomings of the tourism integration into the national plans and of capacity building in pandemic situation. UNWTO's proposed programme is targeted with a regional focus at regions and countries most vulnerable, with significant flows of travellers and where tourism is an important economic activity. The experience gained, lessons learned and final results will be widely disseminated to the travel and tourism sector.
- The UN System Consolidated Action Plan for Avian and Human Influenza (UNCAPAHI) clearly defined the need for maintaining continuity under pandemic conditions as under Objective 6 of the plan to which UNWTO's programme has conformed to build capacity and assess preparedness and planning at regional and national level especially in tourism sectors and was subsequently approved.

### **II. Resources**

#### *Financial Resources:*

- The full scope of the programme's activities and outputs are to be covered by the funds (US\$ 252,000) received from CFIA.
- A cost-neutral extension was requested and approved in 2011 to finalize the project's implementation as UNWTO was able to be cost efficient when conducting the exercises back in 2010 so that funds that remained in 2011 was further used to conduct additional preparedness exercises to support the lessons learned and to promote the findings to the travel and tourism sector.

#### *Human Resources:*

- Support staff financed by UNWTO assisted on logistical issues.

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

- The usual UNWTO standards for procurement and monitoring are applied for this project. Regular internal communication with all other department, regional representatives, Affiliate Members and senior management to ensure all relevant project information is shared.
- To identify and incorporate the lessons learned into the ongoing programme, UNWTO held various exercises as part of the continued effort to help Member States and the global travel and tourism sector to adjust assumptions and improve crisis response procedures. Conducting regional and national workshops has served as a valuable face-to-face knowledge exchange to facilitate optimal coordination for the tourism sector and was particularly relevant and important to facilitate tourism risk and emergency management in the event of a pandemic situation and general crises situation.

### **IV. Results**

- During this reporting period UNWTO continued to focus on conducting workshops aimed to support the lessons learned and to promote the findings to the travel and tourism sector:

- As learned during the Pandemic (H1N1) 2009, social media, especially for the travel and tourism sectors played a crucial role during times of uncertainty. The dissemination of facts, messages, opinions through Twitter, Facebook and other platforms has gained importance when reporting about emergencies. Consumers as well as journalists are using those platforms to retrieve information. With this in mind, a workshop on Social Media – A New Era of Crisis Communications in Tourism, was held last 17 May, 2011, in Ingolstadt, Germany. UNWTO, in cooperation with the DRV, Tourismus Zukunft and the University of Eichstätt focused on the role, techniques and best practices of the travel and tourism sector when working with social media during crisis situations. While Consumers as well as journalists are using those platforms to retrieve information, companies and destinations are learning to work with them in an adequate and professional manner.
- UNWTO meeting on the integration of tourism into emergency management structures and procedures gathered major tourism players and emergency management agencies from the Asia and Pacific region to present examples of best practice and share on-going challenges ahead for better cooperation and effective crisis handling. The meeting took place in September of 2011 at the Australian Emergency Management Institute in collaboration with the Department of Resources, Energy and Tourism of Australia, the Australian Emergency Management Institute, the University of Technology of Sydney and Bournemouth University, also counted on the support of the Australia Department of Foreign Affairs and Trade.
- After the pandemic in 2009 and the post-pandemic period declared by WHO in the middle of 2010, UNWTO strengthened the focus of the simulation exercises on the review and preparedness exercises to improve the relevance and to ensure good support by stakeholders. Through the supportive attitude of UNWTO's Member States and participants of the exercises who contributed with matching financial and in-kind support, this allowed for cost efficiency when conducting the exercises that were held 2011. The remaining available funds in 2010 was then able to be used in 2011 to conduct additional preparedness exercise to support the lessons learned and to further promote the findings to the travel and tourism sector.
- The concept of reviewing and engaging directly with the relevant stakeholders while undertaking the workshops improves the relevance practicability and sets a framework of “engaged consultation”. Such stakeholders not only comprise of the travel and tourism sector, but extend as well to the emergency management sector as well. The continued good cooperation with WHO, ICAO, UNSIC, UNDP and TERN has allowed UNWTO to better identify the problems and the needs of the sector in a timely and relevant manner.
- Among the point identified to improve the tourism sectors' resilience during the Pandemic and beyond, proper integration between emergency and tourism was recognized for being unevenly practiced throughout the world. UNWTO aimed to open a dialogue between emergency management and tourism in heading towards a better integration between the two parties. With this in mind, UNWTO commissioned a study on the *Integration of the Travel and Tourism Sector into the National Emergency Structures and Procedures*, financed with the kind support of the Government of the Netherlands. This will allow UNWTO to continue to focus on bridging the travel and tourism sector, and emergency management in order to improve the handling of emergencies and the resilience of the tourism sector in the event of emergency situations.

## V. Future Work Plan (if applicable)

This programme was operationally completed on 30 September 2011.

## **Abbreviations**

DRV	German Travel Association
ICAO	International Civil Aviation Organization
TERN	Tourism Emergency Response Network
UNDP	United Nations Development Programme
UNSIC	United Nations System Influenza Coordination
UNWTO	World Tourism Organization
WHO	World Health Organization