



CENTRAL FUND FOR INFLUENZA ACTION FINAL PROGRAMME NARRATIVE REPORT

Programme Title & Number

- Targeted Communications for Travellers, the Travel Industry and Tourist Destinations
- CFIA/A-4
- MDTF Office Atlas Number: 55344

UNCAPAHI Objective(s) covered:

5. Public information and communication to support behaviour change
6. Continuity under pandemic conditions

Participating UN or Non-UN Organization(s)

UNWTO

Implementing Partners

- WHO, UNICEF, FAO, OIE, OCHA

Programme/Project Cost (US\$)

CFIA Contribution:	400,000
• <i>by Agency (if applicable)</i>	
Agency Contribution	-
• <i>by Agency (if applicable)</i>	
Government Contribution <i>(if applicable)</i>	-
Other Contribution (donor) <i>(if applicable)</i>	Pro bono support from Microsoft
TOTAL:	400,000

Programme Duration (months)

Overall Duration	32 Months
Start Date ¹	12 July 2007
Original end date	July 2008
Revised End Date, <i>(if applicable)</i>	April 2010
Operational Closure Date ²	April 2010
Expected Financial Closure Date	December 2011

Final Programme/ Project Evaluation

Evaluation Completed
 Yes No Date: _____
Evaluation Report - Attached
 Yes No

Submitted By

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¹ 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>).

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

FINAL PROGRAMME REPORT

I. PURPOSE

- a. 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.
- b. The following is a list of the main outputs and outcomes of CFIA/A-4 as per the approved programmatic document:
 - The UN Consolidated Action Plan clearly defined the need for strategic communication for awareness, social mobilization and behaviour change under objective 5 and continuity under pandemic conditions under objective 6 of the plan to which the following UNWTO's proposal has conformed and was subsequently approved:
 - Objective 5: Public information and communication to support behaviour change
 - Targeted communications for travelers, the travel industry and tourist destinations
 - Dedicated networks to inform, share and communicate the most up-to-date and available relevant information, ideas and ultimately messages to travelers
 - Basic information, guidelines and common messaging for use by the different sectors of the travel industry and its supply systems and through this to the traveller
 - Objective 6: Continuity under pandemic
 - Resilience of the tourism sector – particularly in the poorest countries
 - Capacity building and technical assistance in risk and preparedness assessment and crises management planning, including recovery strategies and special marketing support activities
- c. WHO, UNICEF, FAO, OIE, OCHA

II. ASSESSMENT OF PROGRAMME/ PROJECT RESULTS

- a. With the outbreak of Influenza A(H1N1), all activities relating to the promotion of SOS.travel were, whenever contractually possible, stopped as the awareness of the platform was raised automatically to high levels. All efforts were immediately geared towards the tremendously increased targeted communications work taking place through the platform with end users, Members States and the TERN network.
- b. Objective 5: Public information and communication to support behaviour change
 - Promotional materials were developed to promote the SOS.travel portal among the industry and the general public. These included posters with slogans relaying the main objectives of the website: dealing with pandemic threats, making better decisions and fostering sustainable tourism development (Annex I) ; Illustrative leaflets on SOS.travel, TERN alerting system and whatabout.travel web publishing tools (Annex II); and four promotional videos (<http://sos.travel/resource.aspx?description=video>). The videos were targeted towards both the industry and the end-users. They focus on the SOS.travel website in addition to promoting responsible tourism under pandemic situations. These videos are now being disseminated through social media outlets and in cooperation with other partners.

- Two consultation meetings on communications under pandemic circumstances with key stakeholders took place in January 2009 (Madrid, Spain) and February (Berlin, Germany) to expand the outreach of the campaign, to frame and disseminate the templates properly and to better prepare the industry facing pandemic crisis. The communication campaign consists of emotional components to address specific needs of end-users as well as cognitive information to meet special requirements of the top industry multipliers including TERN members. Several rounds of background interviews with trade and media were conducted to promote SOS.travel platform and frame the activities properly.
- In response to the Pandemic (H1N1) 2009, TERN was constantly used as an effective multiplier of core messages that provided a two-way communication platform between the Travel and Tourism Industry and WHO. The group's monthly, bimonthly and sometimes weekly teleconferencing provided an insight into the needs, views and concerns of the industry and helped in building partnership and coordination among the different stakeholders in the sector.
- During the 2009 Pandemic, UNWTO actively provided regular targeted communications with the Influenza Focal Points in its Member States and with core travel and tourism associations and its Tourism Emergency Response Network (TERN). These communications, through regular situation updates, guidelines and best practices, encouraged responsible travel behaviour, ensured consistency and reduced uncertainty in information sharing by providing a balance of information to avoid complacency and overreaction.
- The regular coordination and communication effort in which UNWTO was involved at the Member State level - through the Influenza Focal Point structure – and at the industry level – through TERN – helped in formulating core and consistent messages (Annex III) stressing the importance of staying vigilant while avoiding overreactions or adopting unnecessary measures in terms of travel and trade restrictions between the industry, the different stakeholders and the general public
- Membership of the TERN network has been constantly reviewed and expanded.

Objective 6: Continuity under pandemic

- Regular targeted two-way communication is vital for the continuity of the travel and tourism sector.
 - Together with the results of our Review and Preparation Exercises, information and lessons learned were shared in a timely manner to the global travel and tourism sector.
 - During an interactive training and simulation exercise at UNWTO's headquarters in 2009 a group of selected officials from 20 Members States was extensively trained on instruments and strategies related to the SOS.travel platform and TERN. Special focus was given on the outbreak of influenza A(H1N1) and the specific coordination and communication needs arising from it
- c. UNWTO actively provided regular targeted communications with core travel and tourism associations and with TERN. Targeted communications and two-way communications proved extremely helpful during the beginning of the pandemic when sector stakeholders were informed directly. This enabled them to take the necessary measures to prepare further and ensure the well being of their own stakeholders and customers. Undifferentiated communication efforts through classical press releases would not have achieved the same objective and efficiency. Informing and consulting the Influenza Focal Points of UNWTO and the TERN network allowed for two-way communications, which in turn improved the relevance of the messages and actions by all the other actors, including UNWTO, WHO and ICAO.
- d. Our work helped to identify problems and the needs of the sector in a timely manner and contributed in many cases that issues did not develop further that could have had negative impacts on the travel and tourism sector. This was also possible thanks to the good

cooperation with WHO, ICAO, UNSIC, UNDP and our Tourism Emergency Response Network (TERN) group which consist of the following travel and tourism associations: Association of Asia Pacific Airlines (AAPA), Airports Council International (ACI), Association of European Airlines (AEA), American Hotel & Lodging Association (AHLA), American Society of Travel Agents (ASTA), Arab Tourism Organization (ATO), African Travel & Tourism Association (ATTA), Asociación Latinoamericana de Transporte Aéreo (ALTA), Caribbean Hotel and Tourism Association (CHTA), International Council of Cruise Lines (CLIA), Canadian Tourism Commission (CTC), Caribbean Tourism Organization (CTO), European Travel Commission (ETC), Federation Internationale de l'Automobile (FIA), International Association of Amusement Parks and Attractions (IAAPA), International Air Transport Association (IATA), International Federation of Tour Operators (IFTO), International Hotel & Restaurant Association (IH&RA), International Shipping Federation (ISF), Meeting Professionals International (MPI), US National Tour Association (NTA), Pacific Asia Travel Association (PATA), SKAL International, Tour Operators' Initiative for Sustainable Tourism Development (TOI), United Federation of Travel Agents Associations (UFTAA), United Nations World Tourism Organization (UNWTO), US Travel (UST), World Travel Agents Associations Alliance (WTAAA), World Travel and Tourism Council (WTTC), World Youth Student and Educational Travel Confederation (WYSETC).

- e. Primary beneficiaries of the programme are the key travel and tourism stakeholders and their audiences, amongst others, UNWTO Member States and members of our Tourism Emergency Response Network (TERN), and other public and private stakeholders.
- f. Timely, targeted and coordinated communications have proven to be a crucial instrument to minimize the impacts of the pandemic, maintain travellers' confidence in destinations, encourage responsible travel and support WHO's and national health and tourism authorities' efforts.
- g. Not applicable.
- h. Not applicable

III. EVALUATION & LESSONS LEARNED

- a. An evaluation and compilation of lessons learned was carried out as part of UNWTO's commitment of the Toward a Safer World initiative
- b. Due to the setback caused by the administrative difficulties related to staff recruitment, as well as pregnancy and maternity leave of one support staff caused some delay of the initial implementation of the project. In addition, the outbreak of the Pandemic (H1N1) 2009 required constant adjustment to the new realities.
- c. Not applicable

IV. ABBREVIATIONS

AHI	Avian and Human Influenza
FAO	Food and Agriculture Organization
ICAO	International Civil Aviation Organization
OCHA	Office for the Coordination of Humanitarian Affairs
OIE	World Organisation for Animal Health
TERN	Tourism Emergency Response System
UN	United Nations

UNCAPAH I UN system Consolidated Action Plan for Avian and Human Influenza
UNSIC United Nations System Influenza Coordination
UNWTO World Tourism Organization
WHO World Health Organization