



FIDUCIARY MANAGEMENT OVERSIGHT GROUP

The purpose of this agreement is to facilitate the transfer of resources from one UN entity to another UN entity to carry out activities. This template agreement does not replace the current agreements under the following arrangements:

- 1. Joint Programmes, where the transfer of resources from one UN entity to another is undertaken through UNSDG agreed instruments, including the standard Memorandum of Understanding (MOU) for pass-through fund management arrangements and for pooled arrangements.**

The key difference is that under Joint Programmes, either donor(s) contribute to more than one UN entity and each participating UN entity is accountable to the donor(s) as defined in the UNSDG standard agreements (MOU/SAA under the Pass-Through fund management modality), or UN entities decide to pool funds together and entrust the fund management to one UN entity (Managing Agent under Pooled fund management modality), as governed by a standard UNSDG agreement.¹

- 2. Multi-Partner Trust Funds (MPTFs), where a UN Entity is appointed by Participating UN Organizations to act as an administrative agent for MPTFs.**
- 3. Arrangements between the CERF secretariat and eligible UN Entities.**

Under the arrangements listed above, Participating Organizations are accountable to the funding source(s) for the use of the funds.

- 4. UNDP arrangements with UN entities (mainly Specialized Agencies) under the Standard Basic Executing Entity Agreement (SBEAA).**
- 5. Arrangements among UN entities related to one programme or project funded by the Global Fund to Fight Aids, Tuberculosis and Malaria (GFATM).**
- 6. Arrangements between OCHA and eligible UN Entities.**

In all other cases, the Fiduciary Management and Oversight Group (FMOG) strongly recommends that this template agreement be used when one UN entity transfers resources to another UN entity.² As such, UN entities are strongly discouraged from agreeing to variations from this standard template.

Throughout the template agreement, the term “Contributing UN Entity” is used to refer to the UN entity that will transfer funds and the term “Recipient UN Entity” to the UN entity that will receive resources and implement activities/provide services to the other entity. The Recipient UN Entity has programmatic and financial accountability to the Contributing UN Entity for the Activities, which the Recipient UN Entity

¹ Available at: <https://unsdg.un.org/resources/standard-memorandum-understanding-between-participating-un-organizations-and-managing>

² This version of the template agreement was endorsed by the FMOG on 3 June 2021 and, as of this date, this version of the template agreement shall be used.

has agreed to undertake. The Contributing UN Entity has programmatic and financial accountability to the funding source(s) for the Activities.

This template provides an overall format and structure as well as options for the UN entities to select depending on the specific circumstances.

Please ensure to annex the budget, project document, work plan or relevant document describing the activities to be carried out/services to be provided.

Please delete this note and any footnotes after completing this document. The agreement starts from the next page.

UN TO UN TRANSFER AGREEMENT

A. SUMMARY OF ACTIVITIES

Title: Covid-19 Tourism Recovery Technical Assistance Cooperation Package – Facilitating Tourism Recovery in Aftermath of Covid-19 - TURKEY (the “Activities”)

Start/End Dates: Activities start date: 31 August 2022
Activities end date: 30 September 2022

Location: Turkey

Contribution Amount: 38,448 EUR (the “Contribution”)

Contributing UN Entity: World Tourism Organization (UNWTO). The contribution to be paid by UNWTO stems from the funds provided by EBRD under Call Off 2021.002897 and in accordance with the Framework Cooperation Agreement 1096 signed between the Parties. This Framework Cooperation Agreement is between EBRD and UNWTO and shall not be an integral part of this UN to UN Transfer Agreement.

Recipient UN Entity: United Nations Development Programme (UNDP)

Purpose: UNWTO is to partner with UNDP to implement a range of activities covering (i) Digital Marketing Assessment Report for Pilot Provinces; and (ii) a 3-day training and capacity building workshop will be organized aimed at raising capacities among the local tourism authorities of the pilot provinces.

Annexes: Annex I – Terms of Reference
Annex II - Budget

In the event that the terms in the Annex(es) are inconsistent with those in this Agreement, then the terms in the latter shall govern and prevail.

Expected outcome: Final Digital Marketing Report; 3-day training and capacity building workshop.

The Recipient UN Entity will be fully responsible for administering the Contribution in accordance with its financial regulations, rules, policies, procedures and administrative instructions, and for undertaking the Activities efficiently and effectively.

B. BUDGET

The total budget for the Activities is attached hereto as Annex II (“Budget”).

DS
PR

DS
MD

Summary of activities and Budget	Annual (Years 1, 2, X)	Total (all years)
Total programmable amount, including direct costs (incl. EUR 1,100.00 DPC)	EUR 35,600.00	EUR 35,600.00
Indirect support costs UNDP General Management Support (8%)	EUR 2,848.00	EUR 2,848.00
Grand total	EUR 38,448.00	EUR 38,448.00

The Contributing UN Entity will not be responsible for any financial commitment or expenditure made by the Recipient UN Entity that exceeds the Budget for the Activities, including but not limited to, expenses related to quarantine requirements or mandatory COVID-19 testing/certificates. The Recipient UN Entity will promptly advise the Contributing UN Entity any time when the Recipient UN Entity is aware that the Budget to carry out these Activities is insufficient to fully implement the Activities in the manner set out in the present Agreement, including its Annex(es). The Contributing UN Entity will have no obligation to provide the Recipient UN Entity with any funds or to make any reimbursement for expenses incurred in excess of the Budget as set forth herein.

The Recipient UN Entity and the Contributing UN Agency will respect the United Nations Single Audit Principle.

The Recipient UN Entity shall issue an official deposit request letter at the date of the signing of the agreement for the full amount of the agreement.

C. COSTS RECOVERY

The Recipient UN Entity's support costs, determined in accordance with its cost recovery policy, will be paid from the Contribution, in accordance with the Budget.

D. REPORTING

Narrative reporting:

The Recipient UN Entity will provide the Contributing UN Entity with a narrative report on the progress of the Activities on a regular basis, as set out below.

- Upon completion of Activity 1 and submission of Final Digital Marketing Report.
- Upon completion of Activity 2 and delivery of a 3-day training and capacity building workshop.

Financial Reporting:

The Recipient UN Entity will provide the Contributing UN Entity with the following financial reports, prepared in accordance with the Recipient UN Entity's financial regulations, rules, policies, procedures, and administrative instructions:

- Within six months after the date of completion or termination of this Agreement, a final report summarizing Project activities and provisional financial data;
- An annual certified report on financial data as of 31st December to be submitted no later than 30 June of the following year.

E. CONTRIBUTIONS

The Contribution paid by the Contributing UN Entity shall match the Budget and will be paid in one instalment upon signing.

The Contributing UN Entity acknowledges that the Recipient UN Entity will not pre-finance the Activities. If the Contribution, or any part of it, is not received in a timely manner, the Activities may be reduced or suspended by the Recipient UN Entity with immediate effect.

The Contribution will be paid into the following account:

Country Code	GBR
Country	UNITED KINGDOM
Bank name	BANK OF AMERICA - LONDON
Account name	UNDP Contributions (EURO) Account
Account number	600862722022
Currency	EUR
Address	Mail Code: 473-672-09-015 Canada Square London E14 5AQ, UNITED KINGDOM
IBAN/ABA	GB59BOFA16505062722022
SWIFT code	BOFAGB22
Additional account information	Sort code: 16-50-50

When making such transfers, the Contributing UN Entity will notify the Recipient UN Entity to the attention of Mr Bilgin Sezer, Resource Management Analyst, by email bilgin.sezer@undp.org of the following: (a) the amount transferred; (b) the date of the transfer; (c) that the transfer is from the Contributing UN Entity pursuant to this Agreement.

F. INTELLECTUAL PROPERTY RIGHTS

Unless otherwise agreed in writing, all intellectual property rights over materials which were developed by the Recipient UN Entity as a result of the Activities under this UN to UN Transfer Agreement will belong to the Recipient UN Entity.

The Contributing UN Entity and the European Bank for Reconstruction (EBRD) will enjoy a perpetual, royalty-free, worldwide, non-exclusive and non-transferable license in the intellectual property that was developed by the Recipient UN Entity as a result of the Activities under this UN to UN Transfer Agreement.

G. CORRESPONDENCE

All correspondence regarding the implementation of this Agreement will be addressed as follows:

World Tourism Organization (UNWTO)

To the attention of Marcel Leijzer, Manager, Technical Cooperation and Silk Road Department

Address:

Calle Poeta Joan Maragall 42

28020 Madrid

Spain

mleijzer@unwto.org

DS
PR

DS
MD

United Nations Development Programme (UNDP) in Türkiye, Country Office

Address:

To the attention of Louisa Vinton
Oran Mah. Mustafa Fehmi Gerçeker Sokak,
No:12, 06450, Çankaya, Ankara / Türkiye
Tel: +90 312 454 1100
E-mail: registry.tr@undp.org

H. AMENDMENTS

The present Agreement, including its Annex(es), may be modified or amended only by written agreement between the two UN Entities.

I. COMPLETION OF THE ACTIVITIES

The Recipient UN Entity will notify the Contributing UN Entity when all Activities have been completed.

The Recipient UN Entity will continue to hold any part of the Contribution that is unutilized at completion of the Activities until all commitments and liabilities incurred in the carrying out of the Activities have been satisfied and all arrangements associated with the Activities have been brought to an orderly conclusion.

J. EXPIRY AND TERMINATION OF THIS AGREEMENT

This Agreement is subject to and will enter into force upon signature of the Call off 2021.002897 between the UNWTO hereby acting as Contribution Agency and the European Bank for Reconstruction and Development (EBRD).

This Agreement will expire upon satisfaction of all commitments and liabilities incurred in carrying out the Activities and the orderly conclusion of all arrangements associated with the Activities.

This Agreement may be terminated by either UN Entity at any time by written notice to the other. Termination will be effective thirty (30) days after receipt of the notice. In the event of termination under this paragraph, the UN Entities will cooperate to ensure completion of the Activities, satisfaction of all commitments and liabilities, and the orderly conclusion of all arrangements associated with the Activities.

K. REFUNDS OF UNSPENT BALANCES

Upon expiry or termination of this Agreement and following the submission of the final financial report, any unspent balance from the Contribution will be returned to the Contributing UN Entity, unless otherwise agreed in writing by the UN Entities.

M. DATA PROTECTION

The UN Entities will ensure an appropriate protection of personal data in accordance with their respective regulations, rules, policies, and procedures with due regard to the Personal Data Protection and Privacy Principles.³ The UN Entities acknowledge and agree that “personal data” is defined as information relating

³ For UNWTO: Available at: www.unsceb.org/personal-data-protection-and-privacy-principles.

DS
PR

DS
MS

to an identified or identifiable natural person (data subject) that is processed by, or on behalf of, the respective UN Entities concerned.

N. SETTLEMENT OF DISPUTES

The UN Entities will use their best efforts to promptly settle through direct negotiations any dispute, controversy or claim arising out of or in connection with this Agreement or any breach thereof. Any such dispute, controversy or claim which is not settled within sixty (60) days from the date either UN Entity has notified the other UN Entity of the nature of the dispute, controversy or claim and of the measures which should be taken to rectify it, will be resolved through consultation between the Executive Heads of each of the UN Entities.

O. ENTRY INTO FORCE AND VALIDITY

This Agreement will enter into force upon its signature by the authorized representatives of the UN Entities and remain in force until it expires or is terminated in accordance with Section J above.

P. PRIVILEGES AND IMMUNITIES

Nothing in or relating to this Agreement shall be deemed a waiver, express or implied, of any of the privileges and immunities of the UN Entities.

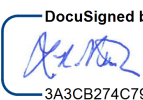
IN WITNESS WHEREOF, the undersigned, being duly authorized thereto, have signed the present Agreement in duplicate.



Signed:

Date: 31 August 2022

On behalf of the World Tourism Organization (UNWTO)
Mr. Zurab Pololikashvili
Secretary-General

Signed:  DocuSigned by:
3A3CB274C79149D...

Date: 19-Sep-2022

On behalf of the United Nations Development Programme (UNDP) Turkey

Ms.Louisa Vinton
Resident Representative , UNDP Turkey

Annex I: Terms of Reference

**UNDP support to
Covid-19 Tourism Recovery Technical Assistance Cooperation Package – Facilitating Tourism
Recovery in Aftermath of Covid-19
TURKEY**

1. Background

UNWTO is to partner with UNDP to implement a range of activities detailed in the Terms of Reference between EBRD and UNWTO “Covid-19 Tourism Recovery Technical Assistance Cooperation Package: Facilitating Tourism Recovery in Aftermath of Covid-19 in Turkey”.

Following activities are:

- (i) **Digital Marketing Assessment Report for Pilot Provinces:** Review the digital marketing efforts and initiatives and impact of a limited number of pilot provinces within the country. The review shall consider current COVID-19 tourism challenges and provide a set of recommendations based on the latest digital marketing trends. Consonance with the national digital tourism strategy of the country shall also be ensured.

The technical assistance activities will aim to boost regional tourism demand, strengthen product development and marketing strategies, and will include a review of current demand trends and support activities in the area of digital marketing. A Digital Marketing Assessment Report, as final deliverable, will highlight all areas assessed.

- (ii) Following the finalization of the report, a **3-day training and capacity building workshop** will be organized aimed at raising capacities among the local tourism authorities of the pilot provinces.

The trainings will focus on local tourism officials and selected tourism stakeholders in charge of implementing proposed marketing strategies and approaches. To combine theory and practice, the trainings are to have a learn-by-practice and train-the-trainer approach, thus ensuring long-term applicability.

The Scope of Work and the role to be played by UNDP is detailed below.

Pillar: Marketing and Promotion

Activity overview:

- | |
|--|
| (i) <u>Supporting and Strengthening Digital Marketing Efforts</u> |
|--|

Activity	Possible remotely	Partly possible remotely
Identify opportunities to boost tourism demand, with a specific focus on the provincial domestic market and cultural tourism products, and their digital marketing potential.	X	
Cultural tourism product development within the provinces: with the onsite support of UNDP, assess the quality of available cultural tourism products and services, and provide recommendations on digital marketing use.		X
Assess the current use of digital marketing tools and identify opportunities to strengthen products and packages through the use of digital platforms. Analyze travel patterns and marketing trends and identify opportunities to stimulate demand.	X	
In light of COVID-19, provide recommendations for enhancing/improving digital marketing activities, if applicable, review and support the formulation of new digital marketing strategies, with a specific focus on cultural and rural tourism products. This will include recommendations on use of innovative promotion and communication channels.	X	

- This activity will be implemented through 1 expert specialized in digital marketing who will provide services through remote technical assistance (home-based). The international expert will be supported by UNDP Turkey, who will provide on-site assistance throughout the activity. A total time input of 10 work weeks, spread over an elapsed time period of 14-16 weeks, is envisaged.

Activity breakdown:

Weeks 1 and 2: In view of the quantitative analysis of the impact of COVID-19 and available Action Plans and/or strategy papers elaborated by the tourism authorities, conduct detailed consultations through teleconferences or other online communication tools with major stakeholders to obtain their views on the strategy and program to be developed, with a specific focus on the domestic, nearby, and other key source markets and through digital means. The consultations would include professional associations in the tourism value chain (such as accommodation, food and beverage, travel agencies, museums, cultural heritage sites managers, etc.), local industry leaders, opinion and decision makers and destination management/marketing organizations (DMOs) to be followed by further consultations with other players such as tour guides, major souvenir outlets and local transporters. The objective will be to undertake an analysis of the challenges faced by the tourism sector in terms of understanding the domestic, nearby and other key source markets, their access to these, their communication and promotion channels, with a specific focus on digital marketing tools and strategies, and their product and packaging policies. An additional focus will also be placed on the tourism potential of cultural heritage sites and their rural connectivity, including their overall visibility, marketing and promotional activities. Submission of a details Work Plan by week 2.

Weeks 3-8: Analyse the current marketing trends and travelling patterns both on the external and internal tourism ecosystem of Turkey, with a specific focus on those selected pilot provinces. Explore the digital tourism potential and outreach of the selected provinces and ensure alignment with available action plans and strategy papers. Formulate detailed proposals on product packaging capable of being marketed and supported through digital means. The package would include recommendations for cultural tourism and cultural heritage site visitation.

Together with UNDP Turkey and under the umbrella of a digital marketing assessment, the following cultural areas will be assessed:

- Assessment of the quality of available tourism products and services.
- Assessment of primary and secondary tourism attractions within the country, including identification of respective tourist attraction features, and
- Evaluation of existing, as well as potential tourism resources and circuits (including thematic routes), with recommendations on their digital development.

By week 8, submission of a draft Digital Marketing Report for the pilot provinces aimed at (i) Assessment of current use of digital marketing tools and recommendations on how to improve outreach in terms of channels utilised and messages conveyed; (ii) identifying opportunities to boost tourism demand towards the selected regions, with a specific focus on cultural and rural tourism, the domestic market and through the use of digital platforms; (iii) identifying opportunities to strengthen products and packages that could be of appeal to domestic and nearby markets, and through the use of digital platforms; (iv) identification of relevant target groups and means to improve outreach; (v) country specifications (for example, digital differences between the European and Chinese market); and (vi) formulation of new digital marketing strategies and/or strengthening existing digital strategies for domestic and other nearby source markets. The potential of cultural tourism products and their provincial implementation will be strongly reflected herein. All proposals should take into account the digital-readiness of the selected provinces and the need for mobile-friendly digital tools.

Weeks 9-10: Ongoing consultations and review of the draft report by EBRD, the Government and selected tourism stakeholders. Based on the feedback received, finalization of the Digital Marketing Report and presentation through awareness-raising seminar attended by a limited number of local stakeholders.

(ii) Training and Capacity Building Workshops		
Activity	Possible remotely	Partly possible remotely
Based on the main findings from the Digital Marketing report, organize a 3-day training and capacity building workshop <ul style="list-style-type: none"> • Approximately 3-day training and capacity building workshop. • Focus on officials and other public and private stakeholders from the selected provinces. 	X	

<ul style="list-style-type: none"> • Combination of theoretical and practical training focused on raising overall capacities, ensuring correct implementation of proposed recommendations, and long-term applicability and monitoring of activities. • Proposed modules, to be further defined, include: <ul style="list-style-type: none"> ○ Cultural Tourism: new aspects of interpretation and showcasing of cultural and natural heritage through virtual reality experiences. ○ Digital Marketing Strategies and Communication Tools ○ Digital Platforms and overall applicability. 		
--	--	--

The objective of this second component is to equip local tourism official and representatives with the latest knowledge, frameworks and tools on Product Development and Packaging and Digital Marketing, both from a theoretical and practical perspective.

The trainings are to be provided in collaboration with the UNWTO Academy according to the UNWTO Executive Education (UNWTO.ExEd) methodology, which is a highly interactive learning experience that blends presentations, case studies, discussions, debates and practical activities.

Weeks 1 and 2: Preparation of course material and content, and identification of main participants. By week 2, submission of training programme and course details.

Weeks 3 and 4: Implementation of a 3-day training and capacity building workshop. Approximately 4-hours course content per day.

2. TIMETABLE AND DELIVERABLES

The Country Assignment is expected to be implemented by 30 September 2022 unless extended through mutual endorsement of both parties. This should enable the project partners to provide a timely technical assistance to Turkey for when the restrictions on travel / movement are lifted and tourism resumes.

The final deliverables will be provided in English and in Turkish. Awareness-raising seminar and trainings will be delivered by UNWTO in English and Turkish (or with interpretation in Turkish). Specific communications protocols will be agreed at the kick-off discussion with EBRD.

The deliverables under the Country Assignment are summarized below:

Activity (i)		Timing
Supporting and Strengthening the Marketing Efforts	Submission of Initial Work Plan	Week 2
	Draft Digital Marketing Report	Week 8
	Final Digital Marketing Report	Week 10

Activity (ii)		
3-day training and capacity building workshop	Submission of training programme	Week 2
	Delivery of a 3-day training and capacity building workshop	Between Week 3 and 4

3. ROLE OF UNDP TURKEY

As to local support to be provided by UNDP Turkey, UNWTO will engage its sister agency for following overarching tasks that will be concretised through a separate Terms of Reference:

- Assist UNWTO in gathering relevant expert profiles, search for potential candidates and submit Expert CVs to UNWTO Academy for assessment.
- Liaising between UNWTO, EBRD and MOCT and additional stakeholders
- Mobilization of local tourism stakeholders, both public and private.
- Support the expert in gathering information and setting up relevant meetings.
- Input to the draft and final Digital Marketing Report, primarily in regard to cultural tourism input and cultural tourism assessment.
- Content input, especially in regard to cultural tourism assessment obtained from Activity 1.
- Active promotion of outputs to local stakeholders, both public and private
- Logistical assistance in contracting a seminar room and ensuring that all technical needs are met.
- Arrange necessary teleconferences and stakeholder meetings / interviews.
- Arrange pre-inception meetings with official Turkish stakeholders, EBRD and other relevant local stakeholders
- Take notes and minutes of relevant teleconferences and meetings
- Translation of all necessary documents.

Annex II – Budget

EXPECTED OUTPUTS	PLANNED ACTIVITIES	Role of UNDP	2022		RESPONSIBLE PARTY	Funding Source	Atlas code	Budget Description	Amount (EUR)
			08-09/22	08-09/22					
			Covid-19 Tourism Recovery Technical Assistance Cooperation Package – Facilitating Tourism Recovery in Aftermath of Covid-19						
Activity 1: Supporting and Strengthening Digital Marketing Efforts									
1 expert (home based, Marketing/Product Development Expert will be supported by UNDP Turkey) Outputs: Digital Marketing Report (including Cultural tourism needs assessment/SWOT analysis) Presentation through an awareness raising seminar	As detailed in Annex I	As detailed in Annex I	x	x	UNDP	UNWTO	71400	Contractual Services – Individuals (Project Staff)	6,500.00
							71600	Travel	2,000.00
							74200	Translation Costs	5,500.00
							75700	Trainings, Workshops and Conference	1,500.00
							7220	Machinery and Equipment ⁴	2,000.00
Activity 2: Training and Capacity Building Workshops									
Same expert will deliver a 3-day trainings.	As detailed in Annex I	As detailed	x		UNDP	UNWTO	71400	Contractual Services – Individuals (Project Staff)	7,000.00

⁴ Assets purchased for UNDP support to Covid-19 Tourism Recovery Technical Assistance Cooperation Package – Facilitating Tourism Recovery in Aftermath of Covid-19 will be treated as UNDP assets and be retained as UNDP assets after completion of the Project.

		in Annex I					71600	Travel	2,000.00
							74200	Translation Costs	5,000.00
							75700	Trainings, Workshops and Conference	1,500.00
							74500	Miscellaneous Expenses	1,500.00
							74596	Delivery Enabling Services provided by UNDP	1,100.00
							Total Project Budget		35,600.00
							UNDP General Management Support (GMS) (8%)		2,848.00
							Total Contribution - EUR		38,448.00

DS
PR

DS
MD