Agenda item 5: Report of the Working Group for the Agenda for Europe

Executive Summary

The 69th meeting of the Commission for Europe, through conclusion and recommendation CEU/CR/6 (LXIX), adopted the draft Agenda for Europe as presented by the working group; and requested the 119th session of the Executive Council to endorse and the 25th session of the General Assembly to approve the Agenda for Europe as an integral part of the Draft Programme of Work 2024-2025.

The 119th session of the Executive Council, through decision CE/DEC/3(CXIX), paragraph 4, recommended the General Assembly to approve the process of the UN Tourism Agenda for Europe 2030.

The 25th session of the General Assembly, through resolution A/RES/757(XXV), paragraphs 6-7, further approved the process of such Agenda and requested the Secretary-General to support the process, including through fundraising efforts with a view to implementing activities responding to the Agenda.

The working group (Armenia, Cyprus, Greece, Lithuania, Spain, Switzerland, Ukraine), agreed on the draft Rules of Procedure of the Working Group for the Agenda for Europe and a document outlining Project Selection Criteria and Key Performance Indicators. The Chair of the Commission, on behalf of the working group, submitted the documents to the Secretariat for revision.

The Secretariat provided a comprehensive set of comments and proposals for amendments, focusing on the legal aspects to ensure compliance with the broader legal framework of the Organization. After further exchanges, the Secretariat and the working group agreed on the version presented below, which the Chair of the Commission, on behalf of the working group, submits to the Commission for Europe for consideration and approval.
Annex I:
Rules of Procedure of the Working Group for the Agenda for Europe

Preamble

The Working Group for the Agenda for Europe (hereinafter Working Group) is established in virtue of the conclusions and recommendations CEU/CR/6 (LXIX) of the 69th meeting of the Commission for Europe, decision CE/DEC/3 (CXIX) of the 119th session of the Executive Council and resolution A/RES/757(XXV) of the 25th session of the General Assembly, to facilitate the development and implementation of the UN Tourism Agenda for Europe 2030 – Tourism Leading the Change.

Rule 1: Function

1. The function of the Working Group is to be the main instrument of the Commission for Europe to:
   - Identify Key Performance Indicators for the implementation of the Agenda for Europe, in agreement with the Secretary-General, and present them to the Programme and Budget Committee for endorsement and to the Executive Council for approval,
   - Elaborate the Workplans with the support of the Secretariat and present them to the Commission for Europe and the Programme and Budget Committee for endorsement and to the Executive Council for approval,
   - Review periodic operational reports, prepared by the Secretariat,
   - Report on the results of the implementation of the Agenda for Europe to the Commission for Europe.

Rule 2: Composition

1. The Working Group shall be comprised of a maximum of seven (7) members of the Commission for Europe.
2. The Chair of the Commission for Europe shall act as the chair of the Working Group.
3. One or two regional representative(s) from Europe in the Programme and Budget Committee shall be a member of the Working Group.
4. In the case that only one regional representative in the Programme and Budget Committee confirms its availability for the membership in the Working Group, the Commission for Europe shall elect, from among its members, up to five (5) other members of the Working Group for a non-renewable term of 2 years.
5. In the case that both regional representatives in the Programme and Budget Committee confirm their availability for the membership in the Working Group, the Commission for Europe shall elect, from among its members, up to four (4) other members of the Working Group for a non-renewable term of 2 years.
6. Election of the members of the Working Group, if necessary, shall be carried out in accordance with the relevant provisions of the Rules of Procedure of the General Assembly of the World Tourism Organization and the Guiding Principles for the Conduct of Elections by Secret Ballot.
7. Account shall be taken of the need for a balanced composition of the Working Group from a subregional perspective.
8. Associate Members and Permanent Observer may choose from among themselves up to one (1) representative, that shall be invited to the meetings of the Working Group as an observer.
Rule 3: Terms of office

1. The term of office of the Chair of the Commission for Europe shall begin immediately following its election by the Commission for Europe and shall end on the election of its successor.
2. The term of office of the regional representatives in the Programme and Budget Committee shall begin immediately following their confirmation in the Working Group by the Commission for Europe.
3. The term of office of the elected members of the Working Group shall begin immediately following their appointment by the Commission for Europe and shall end on the appointment of their successors.
4. If a member ceases to belong to the Working Group before its term of office expires, a by-election shall be held at the following meeting of the Commission for Europe until the end of its term of office.

Rule 4: Meetings of the Working Group

1. The Working Group shall be convened by the Chair of the Commission for Europe at least three (3) times per year, either in-person or virtually.
2. Meetings shall be convened at dates decided by the Working Group, in consultation with the Secretariat, taking into account the calendar of conferences and meetings. At least one meeting of the Working Group shall take place no sooner than three (3) months and no later than two (2) months before the date of the meeting of the Commission for Europe.
3. The provisional agenda of each meeting of the Working Group shall be drawn up by the Secretariat in agreement with the Chair of the Working Group.
4. The Secretariat shall facilitate the communication among the members of the Working Group between meetings, including by using electronic means.

Rule 5: Conduct of Business

1. The official working language of the Working Group shall be English.
2. The Regional Department for Europe shall act as the Secretary of the meetings of the Working Group.
3. The presence of a majority of the Members of the Working Group shall be necessary to constitute a quorum at meetings of the Working Group.
4. The UN Tourism Secretariat will not cover the cost of participation of the Working Group’s members, either virtual or in person. UN Tourism shall not be responsible for any fees, costs or expenses related to or incur any liabilities in connection with the participation of members in the Working Group or invited guests. The cost of participation at the meetings of the Working Group shall be borne by the Members or invited guests themselves.
5. Within one week of each meeting, the Secretariat shall provide the minutes of the meeting.

Rule 6: Decision-making

1. The Working Group shall receive project proposals from the members of the Commission for Europe, to be included in the annual workplan, until 31 January of each calendar year.
proposals shall include information about the project background, vision, SWOT analysis, scope and goals, activities, budget and resources mobilization, and timeline.

2. The Working Group shall select project(s), to be included in the annual workplan, based on the adopted selection criteria, and evaluate the project(s) against the adopted set of Key Performance Indicators.

3. All decisions taken by the Working Group should so far as possible be taken by consensus.

4. If a vote is taken, it will be on roll call. Given the partially virtual nature of the meetings, no decision shall be taken by show of hands or by secret ballot.

5. Matters concerning the Programme of Work or Budget of UN Tourism, as approved by the General Assembly, and for which, approval by the Programme and Budget Committee or the Executive Council may be required in accordance with the Statutes, the Rules of Procedure of the Executive Council or the Rules of Procedure of the Programme and Budget Committee shall be submitted first to the corresponding body for consultation or approval, as appropriate.

Rule 7: Final provisions

1. These Rules of Procedure shall enter into force on the date of their adoption by the Commission for Europe and shall be ratified by the Executive Council.

2. They may be amended by the Working Group as necessary, subject to Rule 6 above. Amendments may be proposed by the Secretary-General, or by any voting Member of the Working Group. The text of proposals for amendments shall be transmitted to the Members of the Working Group by the Secretariat at least 15 days before the Working Group meeting at which they are to be considered.
Annex II:

Project Selection Criteria and Key Performance Indicators

Purpose
The purpose of this document is to outline the criteria for the selection of project eligible for funding from the UN Tourism Agenda for Europe 2030 – Tourism Leading the Change and determine key performance indicators (KPIs) to measure the impact of these projects. The overarching goal is to ensure that the projects align with the objectives of the Agenda for Europe, and more widely the UN Tourism Programme of Work, and contribute effectively to the reinforcement of the programmatic priorities in a way that corresponds to the specific needs of the members in the region Europe.

The objectives of the Agenda for Europe have been defined as follows:

– Returning value to the members and enhancing a regional focus
– Building partnerships and fundraising
– Attracting new members

Within the broader context of the programmatic priorities, including sustainability and inclusiveness, education and training, competitiveness, investments and innovation, and policy guidance and governance, the Agenda for Europe is meant to amplify the following areas of work:

– addressing the impact of climate change, including natural disasters, and economic volatility on tourism in Europe, mitigating the consequences and increasing resilience of the tourism sector in Europe;
– assessing the impact of Russia’s war of aggression against Ukraine on tourism in Europe, developing and implementing measures to overcome the consequences of military aggressions and civil unrests and restore tourism in the region, with a special focus on Ukraine, neighbouring countries and countries bordering Russia but not excluding any other territory harmed by existing or potential future conflicts arising in the region;
– implementing projects that benefit European members directly through knowledge creation, events, and resource mobilization, open for collaboration with and participation of other regions to ensure wider relevance and benefits;
– enhancing multilateral cooperation and opportunities as well as synergies within the UN Tourism and with European and other regional institutions and the European Travel Commission;
– supporting less privileged areas of the region to address market challenges and increase competitiveness.

By adopting and following these project selection criteria and KPIs, the Working Group for the Agenda for Europe will ensure the successful implementation of impactful projects aligned with the broader strategic framework.
## Project Selection Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Score</th>
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<tbody>
<tr>
<td>1. Alignment with the UN Tourism programmatic priorities</td>
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<tr>
<td>1.1. Sustainability and inclusiveness</td>
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<td>1.2. Education and training</td>
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<td>1.3. Competitiveness</td>
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<td>1.4. Investments and innovation</td>
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<td>1.5. Policy guidance and governance</td>
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<tr>
<td>2. Project scope and goals</td>
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<tr>
<td>2.1. Project scope and goals defined</td>
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<td>2.2. Feasibility of the timeline</td>
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<td>2.3. Project incorporates innovative approaches</td>
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<td>2.4. Risk assessment, risk mitigation and contingency planning</td>
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<td>3. Activities</td>
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<td>3.1. Relevant for more than one member</td>
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<td>3.2. Relevant for non-members in the region</td>
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<td>3.3. Relevant for members in other regions</td>
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<td>4. Resource mobilization</td>
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<td>4.1. Project budget defined</td>
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<td>4.2. Human resources defined</td>
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<td>4.3. Demonstrated internal capacity for delivery</td>
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<td>4.4. External partners defined</td>
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<td>4.5. Eligibility for external funding</td>
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### Key Performance Indicators for project evaluation

1. Returning value to the members and enhancing a regional focus

   1.1. Percentage of members engaged in the project
   1.2. Number of direct beneficiaries
   1.3. Estimated number of indirect beneficiaries (community impact)
   1.4. Percentage of final project evaluation score “Satisfactory” or “Very satisfactory”

2. Building partnerships and fundraising

   2.1. Number of external partners engaged
   2.2. Number of other UN entities engaged
   2.3. Percentage of external funding of the project
   2.4. Total external funding

3. Attracting new members

   3.1. Percentage of non-members engaged in the project
   3.2. Percentage of final project evaluation score from non-members “Satisfactory” or “Very satisfactory”
   3.3. Number of leads for membership negotiation
Conclusions and Recommendations CEU/CR/5 (LXX)\(^1\)

The Commission for Europe,

- Having examined the draft Rules of Procedure of the Working Group for the Agenda for Europe, the Selection Criteria and Key Performance Indicators for the evaluation for the projects supported through the Agenda for Europe,
- Having heard the Report of the Working Group for the Agenda for Europe, delivered by Ms. Mariana Oleskiv, Chair of the State Agency for Tourism Development of Ukraine, in her capacity as the Chair of the Working Group,
- Having heard the intervention(s) of the delegations of XXX,

1. Approves the Rules of Procedure of the Working Group for the Agenda for Europe and requests the Secretary-General to submit them to the Executive Council for ratification;
2. Further approves the Selection Criteria and Key Performance Indicators as adopted by the Working Group for the evaluation of the projects supported through the Agenda for Europe;
3. Requests the Working Group to prepare the workplan for 2024;
4. Authorizes the Chairman of the Commission to circulate, after consultation with the Secretary-General, a draft decision to all its Members with the workplan as prepared by the Working Group and to place it under a silence procedure of at least 72 hours; and further decides that, if the silence is not broken, the decision shall be considered adopted, and the Commission shall take note of it at its next session;
5. Requests the Secretary-General to submit the approved workplan to the appropriate governing bodies of the Organization, as required under Rule 6.5 of the Rules of Procedure of the Working Group; and
6. Appoints the following members to the Working group until an election is held during the 71\(^{st}\) Meeting of the Commission for Europe in 2025: Ukraine (Chair of the Commission for Europe), Spain and Switzerland (members of the Programme and Budget Committee), Armenia, Cyprus, Greece and Lithuania.

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\(^1\) This is a draft of the conclusions and recommendations for the corresponding agenda item. For the final text adopted by the Commission, please refer to the Conclusions and recommendations document issued at the end of the session.