

Terms of Reference

Ukrainian Chapter: Tourism for Peace and Security

Traveller Safety Intelligence Category

UN Tourism Safe Destinations Challenge

Country of Execution: Ukraine and the European Region of UN Tourism

Title of the Project: Ukrainian Chapter: Tourism for Peace and Security – Traveller Safety Intelligence Category

1.) Introduction and Background:

The global security landscape is becoming increasingly complex for travellers, with conflicts, geopolitical tensions, and climate-related hazards disrupting travel across every single Region.

Despite international tourism recovering to 1.5 billion international tourist arrivals in 2025, travellers continue to rely primarily on static, country-level travel advisories that often fail to reflect rapidly changing local conditions. Meanwhile, today's travellers increasingly expect real-time, reliable and location-specific information to make informed decisions before and during their journeys.

Valuable and real-time safety data, including emergency alerts, infrastructure status, transport disruptions or road accessibility, are not effectively integrated into travel planning or booking services that should protect tourists. Bridging this gap presents a significant opportunity to enhance traveller safety, confidence and peace of mind while enabling more informed and responsible travel decisions.

This need is also reflected in the International Code for the Protection of Tourists (ICPT), adopted by the UN Tourism General Assembly through Resolution 732 (XXIV), which establishes minimum international standards for the protection of tourists in emergency situations and the safeguarding of consumer rights. The ICPT emphasizes the importance of providing timely, accurate and accessible information to tourists, not only by public authorities but also by tourism, travel and transport service providers, during emergencies. It further sets out principles for the protection of tourists in the digital environment, promoting a fair, safe, accessible and transparent digital tourism services, while recognizing the growing role of technology in protecting travellers before and during their journeys.

Ukraine officially adhered to the ICPT on 10 November 2025 in the framework of the 26th General Assembly and is currently integrating its principles and recommendations into its national tourism

policy and legal framework. This ongoing process creates an opportunity to foster innovative solutions that support the implementation of the Code, particularly through digital tools that enhance crisis communication, traveller information, and tourism safety.

About the UN Tourism SAFE-D:

The Safety of Destinations (SAFE-D) Initiative¹, led by UN Tourism, is a global effort to strengthen crisis preparedness, response, and recovery in destinations worldwide. The SAFE-D Europe Initiative, launched in early 2025 at the initiative of Czechia, is a direct response to this growing pattern of vulnerability. The initiative highlights the increasing frequency of crises affecting tourism, from floods, fires, and pandemics to cyberattacks, geopolitical instability, and infrastructure failure, and calls for enhanced preparedness, response, and recovery capacities among European destinations. With climate hazards intensifying and geopolitical tensions persisting, there is an urgent need to strengthen tourism crisis governance to ensure the sector's sustainability and resilience.

2.) The Challenge – The Ukrainian Chapter:

Upon the initiative of Ukraine, UN Tourism announce a Ukrainian chapter, a new human-centered category of the Safe Destinations Challenge: The Traveller Safety Intelligence. The main objective is identifying Ukrainian startups and the talent behind it working on the developing the next generation of travel safety intelligence solutions that empower travellers with trusted, real-time information to make safer, more informed decisions before and during their journeys.

By advancing solutions that support the objectives of the ICPT, the Safe Destinations Challenge – Ukrainian Chapter contributes to strengthening consumer protection, improving access to reliable travel information and enhancing the resilience of destinations. This challenge responds to that growing need by fostering innovative solutions that place the traveller at the centre while strengthening safe and responsible tourism worldwide.

Ukraine: first pilot project and Global Replication:

Since 2022, Ukraine has gained a lot of experience in digital crisis management, creating a unique ecosystem of real-time alerts and geospatial intelligence that provides an ideal living laboratory for piloting innovative travel safety solutions with global application.

While the first pilot will be implemented in Ukraine, the ambition is global. The solutions developed through this challenge should be scalable to support safer and more informed travel in any destination experiencing dynamic security conditions, including regions affected by health crisis, conflicts, natural hazards or rapidly evolving geopolitical crises. Every situation when travellers require timely, location-specific safety information.

¹ [https://www.unwto.org/technical-cooperation/safe-d#:~:text=The%20Safety%20of%20Destinations%20\(SAFE,and%20recovery%20in%20destinations%20worldwide.](https://www.unwto.org/technical-cooperation/safe-d#:~:text=The%20Safety%20of%20Destinations%20(SAFE,and%20recovery%20in%20destinations%20worldwide.)

3.) Who can apply?

The challenge is open to startups, scale-ups, and SMEs from Ukraine and the [European Region](#). Additionally, Ukrainian research institutions and universities, as well as public-private partnerships developing solutions that improve traveller safety through digital innovation may participate in the challenge.

They should meet the following criteria:

- Have an innovative and/or disruptive nature;
- Leverage new technologies and innovative solutions in traveller safety;
- Have a potential for growth, scalability, and application;
- Have a structured business plan;
- Contribute to the achievement of the Sustainable Development Goals (SDGs).

4.) What are we looking for?

The challenge seeks innovative solutions that leverage AI, geospatial intelligence, digital public infrastructure, satellite technologies and real-time data integration to provide travellers with trusted, real-time safety intelligence before and during their journeys.

While Ukraine could serve as the pilot environment, solutions should be designed for global deployment, supporting safer travel in destinations affected by conflict, natural disasters, infrastructure disruptions or other dynamic security conditions.

Applicants should demonstrate solutions that:

- Provide travellers with reliable, real-time safety information and route guidance;
- Offline / low-bandwidth mode: critical in areas with damaged infrastructure; ability to store shelter maps and protocols locally.
- Integrate verified public safety data (e.g. emergency alerts, infrastructure status, transport disruptions, road accessibility or hazard information) into travel services;
- Leverage emerging technologies such as AI, predictive analytics, geospatial intelligence and digital mapping;
- Implementation-ready concept or an MVP;
- Demonstrate multilingual solutions, strong scalability and replication potential across global destinations.
- Support the implementation of the UN Tourism's International Code for the Protection of Tourists, particularly its principles on the protection of tourists in digital tourism services

The potential pilot could include a Progressive Web Application (PWA) featuring:

- Live safety and risk mapping;
- Dynamic routing avoiding high-risk areas;
- Real-time traveller alerts and notifications;
- A demonstration route (e.g. Kyiv–Lviv) integrating multiple verified data sources.

5.) Exclusion from participation

Participants who initially or at any moment during the Challenge fail to comply with any of the requirements established in these terms and conditions shall be excluded from said Challenge and from any potential service or prize they would have received through their participation.

Employees of UN TOURISM may not participate. Minors are excluded from participating in the challenge.

UN TOURISM shall not be liable for any false, inaccurate, obsolete, incomplete or erroneous data submitted by the participants. In such cases, the participant shall be automatically excluded from the challenge and lose the right to the enjoyment of the prize.

UN Tourism reserves the right of accepting or removing from the Challenge, without prior notice, any participants who, in their opinion, act fraudulently, in an abusive manner, or in a manner contrary to the spirit of the Challenge, the principles of the United Nations or the law, third-party rights and/or good faith. Likewise, any participant or related person whose action may be contrary to the reputation or good name of UN Tourism may be removed from the Challenge. None of the abovementioned actions shall entitle any potential or excluded participants to make claims against UN TOURISM for any damages, expenses incurred, or otherwise.

6.) Application Process

Startups which comply with all the requirements described in section 4 “What are we looking for”.

Although projects commonly contribute to more than one SDG, the one in which the positive impact is expected to be stronger should be selected. To become a Participant, applicants shall complete the Online registration form available on the website.

Applicants shall complete in English all required fields requested in the form. The data that participants provide when registering in the program must be true, and therefore any participants whose data is incorrect, or incomplete shall lose any option to participate in the program and to receive any service.

UN TOURISM will use the contact information provided through the online registration to contact participants. UN TOURISM will not be responsible for incomplete or incorrect contact information.

7.) Tentative Schedule:

13-15 August 2026:

Launch of Call for Applications: Announcement and opening of the application process for the startup Challenge.

13 August – 30 September 2026:

Promotion and Outreach: Active promotion of the Challenge through various channels to attract high-potential startups.

Webinars and Info Sessions: Conduct webinars and information sessions to guide potential applicants on the application process and Challenge details.

30 September 2026:

Application Submission Deadline: Closing date for startups to submit their applications.

1-14 October 2026:

Initial Screening: Review and initial screening of all submitted applications to shortlist high-potential startups.

Announcement of Shortlisted Startups: Public announcement of the startups that have been shortlisted for the next round.

End of October 2026:

Online pitch event together with the finalist of the Safe Destinations Challenge – Ukrainian Chapter

8.) Selection Process and Criteria

8.1. A panel of experts from UN TOURISM will evaluate the proposals based on innovation, sustainability, inclusiveness, and green solutions for social impact.

8.2.) Evaluation Criteria

Each criterion is scored from 1 to 4 with 1 being the lowest and 4 the highest:

Criteria	Details	Score de 1 a 4
1. Innovation and Creativity	• Originality of the Project: Degree of innovation and creativity in the proposal. • Integration of Technology: Digitalization of the project and use of technologies. • Disruptive Business Models: Implementation of business models that could transform community tourism. • Prototype Implemented and Validated: Whether it has a robust or light prototype, but one that presents iteration and improvement opportunities with users/communities.	
2. Sustainability	• Ecological Impact: Measures to reduce carbon footprint and protect local ecosystems. • Conservation Practices: Strategies to promote biodiversity and the conservation of natural resources. • Use of Renewable Energy: Implementation of clean and sustainable energy sources.	

	• Alignment with the SDGs: Contribution of the project to at least one of the SDGs established by the UN. • Impact Measurement: Availability of metrics and indicators to evaluate the impact on the SDGs. • Long-Term Sustainability: Potential of the project to generate lasting positive effects on the SDGs.	
3. Benefits for the local community	• Local Job Creation: Potential of the project to create jobs in the community. • Community Empowerment: Level of participation and decision-making of community members. • Improvement of Community Quality of Life: Contributions to the wellbeing and quality of life of local residents. • Building Resilience: Measures to strengthen community resilience to economic, social, and environmental impacts.	
4. Scalability and Internationalisation	• Expansion Potential: The project's ability to grow and be replicated in other areas and countries. • Adaptability to Different Contexts: Flexibility of the model to adapt to different communities and regions. • Resource Efficiency: Optimization of resource use for expansion. • Implementation Plan: Clarity and robustness of the execution plan and schedule. • Ability to Attract Partners: Potential to involve strategic partners and stakeholders and have clear investment amounts and return indicators. • Market Analysis: Understanding of the target market and its behaviour.	

8.3. Based on the above-mentioned criteria, initial screening and filtering of all applying entities will be carried out through the UN Tourism website. The first pre-selection will yield between 10-20 startups and corporations that will go through the next step.

8.4. An Expert Committee will be appointed by UN TOURISM. It will be composed of an international network of investors, entrepreneurs and experts from other UN agencies, UN TOURISM Member States, Affiliate Members and other strategic allies. The Committee members will be decided based on the final number of applications received. This Committee will evaluate the filtered projects and will carry out the selection of each winner. Decisions made by the Committee are final.

8.5 The evaluation process is strictly based on the specific project, not on other initiatives developed by the participants or their previous background. If the evaluation of the specific project reveals irregularities, the application will be disqualified.

9.) Benefits

The selected finalists of this new category will take part in a joint online pitching session with the finalists of the Ukrainian Chapter of the UN Tourism Safe Destinations Challenge.

In addition:

- Mentorships by UN Tourism Partners;
- Global visibility, including media promotion and branding on the UN Tourism media channels;
- Tailored support for the project;
- Opportunities to pilot or scale solutions with partner destinations;
- Become a member of the UN Tourism Innovation Network;
- Scholarship opportunities for the UN Tourism Online Academy
- Become a signatory of the tourism stakeholders' commitment to the International Code for the Protection of Tourists (ICPT)

10.) Industrial and Intellectual Property and Personal Data Protection

In case the processing of personal data is required due to the development of the Program, the organizers of this Program assume the following commitments:

- To use the data provided only for the purpose of the call.
- To ensure that authorized persons for processing personal data (UN TOURISM) will commit to respecting confidentiality and that the data will not be shared with third parties without the participants' authorization.
- To take all necessary measures to offer an appropriate level of security to the risks that may arise from processing personal data, ensuring their security and integrity, as well as preventing their alteration, loss, accidental or unlawful destruction, processing, disclosure, or unauthorized access.

In case there is another data processor, the same protection obligations established by applicable regulations will be imposed. The participant may exercise their rights of access, rectification, cancellation, and opposition by sending a postal mail to the Organizer's address provided in the header of these Terms and Conditions or by sending an email to comm@UNTourism.org to contact the Organizer, indicating the right they wish to exercise and attaching a copy of their Passport, National Identity Document (DNI), or equivalent documentation.

- The participant expressly consents, solely by participating in the Program presented here, that UN TOURISM may use their name for the purpose of announcing the winning project to the other participants, without any remuneration in their favor.

When submitting applications, project promoters guarantee that:

- The projects are original to their authors and/or they have free disposal or ownership over them. Participants agree to indemnify and hold the organizers harmless against any legal actions, claims, or demands regarding intellectual property rights or personal data of third parties related to the projects they present.
- If the projects result from the collaboration of several participants, the project will be treated as a collaborative work, with the resulting rights belonging to all of them as co-authors.

- The participant authorizes UN TOURISM to upload the project summaries to their respective official websites and agrees that website visitors will have access to such information according to the website's terms of use.
- The participant authorizes UN TOURISM to use the name and title of their project, with no time limit, to be mentioned on the website or for any actions or events related in any way to UN TOURISM, as well as for inclusion in UN TOURISM's historical records and various media linked to the program.
- UN TOURISM will not claim any ownership of the information provided or any industrial or intellectual property it may contain. The participant does not assign any industrial or intellectual property rights derived from the projects to UN TOURISM.
- The participant expressly authorizes UN TOURISM to use their data to provide information about events and activities that may be of interest.
- Participants accept the transfer of their data to UN TOURISM after the competition ends.

11.) Final Considerations

This Program may be modified, interrupted, and/or cancelled if justified circumstances require it. Likewise, UN TOURISM reserves the right to declare all or some of the benefits void if no project meets the expected quality according to the decision team's criteria. UN TOURISM is not responsible for any deficiencies in the platform or problems related to computers, networks, or any other cause that may result in the loss, damage, or delay of entries.

12.) Applicable Law and Dispute Resolution

These Terms and Conditions will be interpreted in accordance with the general principles of international law, excluding any specific national law.

Nothing within these Terms and Conditions or related to them shall be understood as a waiver of UN Tourism's prerogatives and immunities.

13.) Use of Name, Emblem, and Logo

Participants will not use in any way the name, emblem, or official seal of UN Tourism or the United Nations, or any abbreviation of the name of UN Tourism or the United Nations, in relation to their businesses or any other domain, without prior written authorization from UN Tourism. Under no circumstances will authorization be granted to use the name, emblem, or official seal of UN Tourism or the United Nations, or any abbreviation of their names, for commercial purposes. This obligation does not end with the termination of the Challenge.

14.) Indemnity and Limitation of Liability

UN Tourism will not be responsible under any circumstances for loss, direct, indirect, or accidental damage, liability, or expense incurred or suffered by the participant and alleged to be a consequence of the Challenge or related to it.

Participants agree to indemnify UN Tourism and hold it harmless from any legal responsibility, claims, losses, damages, and expenses that may arise, directly or indirectly, as a result of this Challenge or in relation to it, including but not limited to any infringement of intellectual property rights or other rights of third parties related to the submitted projects.

15.) Acceptance of Terms and Conditions

Participation in the Challenge implies full acceptance of these Terms and Conditions. The failure to accept any part of these Terms and Conditions will result in non-participation in the challenge, and if selected and/or awarded, automatic renunciation of recognition.