

Global Travel & Tourism industry unite to do MASSIVE GOOD

MASSIVEGOOD is an innovative fundraising technology solution, making it easy for business and leisure travellers to make a \$2, €2 or £2 micro-contribution when booking travel online or through an agent; a simple click is enough to do MASSIVE GOOD.

Together with key players in the travel industry, the Millennium Foundation for Innovative Financing for Health, committed to help fulfil the Millennium Development Goals for health, introduced on 23 September 2009, an ambitious global health movement: **MASSIVEGOOD**.



Populations in low-income countries face a severe health crisis, fuelled in particular by three main pandemics: HIV/AIDS, malaria and tuberculosis. These diseases are treatable; yet resources available to provide necessary treatments remain insufficient. The aim of the Millennium Foundation is to inspire and empower people travelling around the world to join a massive global solidarity movement with the goal of helping fight these three diseases.

For example, did you know that only \$2 could cure 2 children from Malaria? Travellers can choose to add these donations to their shopping basket each time they fly, book a hotel room or a rent a car. The money collected will not be imposed as a tax or a fare increase and is completely voluntary, with fiscal receipts delivered on request.

The role of the travel industry

The success of the Millennium Foundation's innovative funding is dependent on creating a global movement. The travel industry, through its travel booking systems and networks which span the globe, is in a real position to help collect voluntary contributions from people around the world who want to help provide healthcare in developing countries.

An innovative fundraising technology

Amadeus, an IT partner for this initiative, has developed the software that will enable the travel industry to support this important fundraising solution. Essentially, Amadeus has created a "donation engine" that can be integrated simply into the booking process of any travel seller or purchasing system.

The 3 main Amadeus customer solutions; Amadeus Selling Platform for travel agencies, Amadeus e-Travel Management for corporations, and Amadeus e-Retail for airline websites are all incorporated into this new functionality. Other travel industry players such as Sabre and Travelport have also embraced the project and have integrated this donation technology engine into their systems. The solution will also be available in Web Services and HTML for integration in other systems.

The donation engine is a standalone, system agnostic tool that will operate worldwide.

How will it work for you as a travel agency?

The donation solution will be available for leisure travel as from January 2010 and for corporate travel from June 2010. There are two ways for a traveller to carry out a donation: online via a

website or via a Self Booking Tool (SBT), or directly through a travel agent in just a few steps. Naturally, for business travel, the functionality will only be made available in the front offices if the corporation agrees to join the **MASSIVEGOOD** programme. In both cases, the merchant is the Millennium Foundation and therefore pays the merchant fees.

When managed by an agent, the transaction takes place directly between the consumer and the Millennium Foundation meaning there is no financial or legal responsibility and no invoicing to be undertaken by you as an agency or facilitating organisation.

Both methods are simple, fast and efficient and will not negatively affect the productivity of your agents as the donation engine will not interact with your mid and back offices.

What value will it bring to your business?

- **Social responsibility:** Participating in the program will enable you to position your service as socially aware and responsible.
- **Alignment with your customers' needs:** Your customer service will be improved as you will be able to respond to the wishes expressed by any of your customers who are also following the **MASSIVEGOOD** movement.
- **Increased customer loyalty:** By providing clients with an easy and positive opportunity to donate to a worthwhile charity, client travel satisfaction levels will increase, which will in turn raise customer loyalty and generate return business.
- **Complete transparency of funds raised:** Every participant will be able to monitor how much money they have been able to raise through the account management system that actors will access through the **MASSIVEGOOD** website.