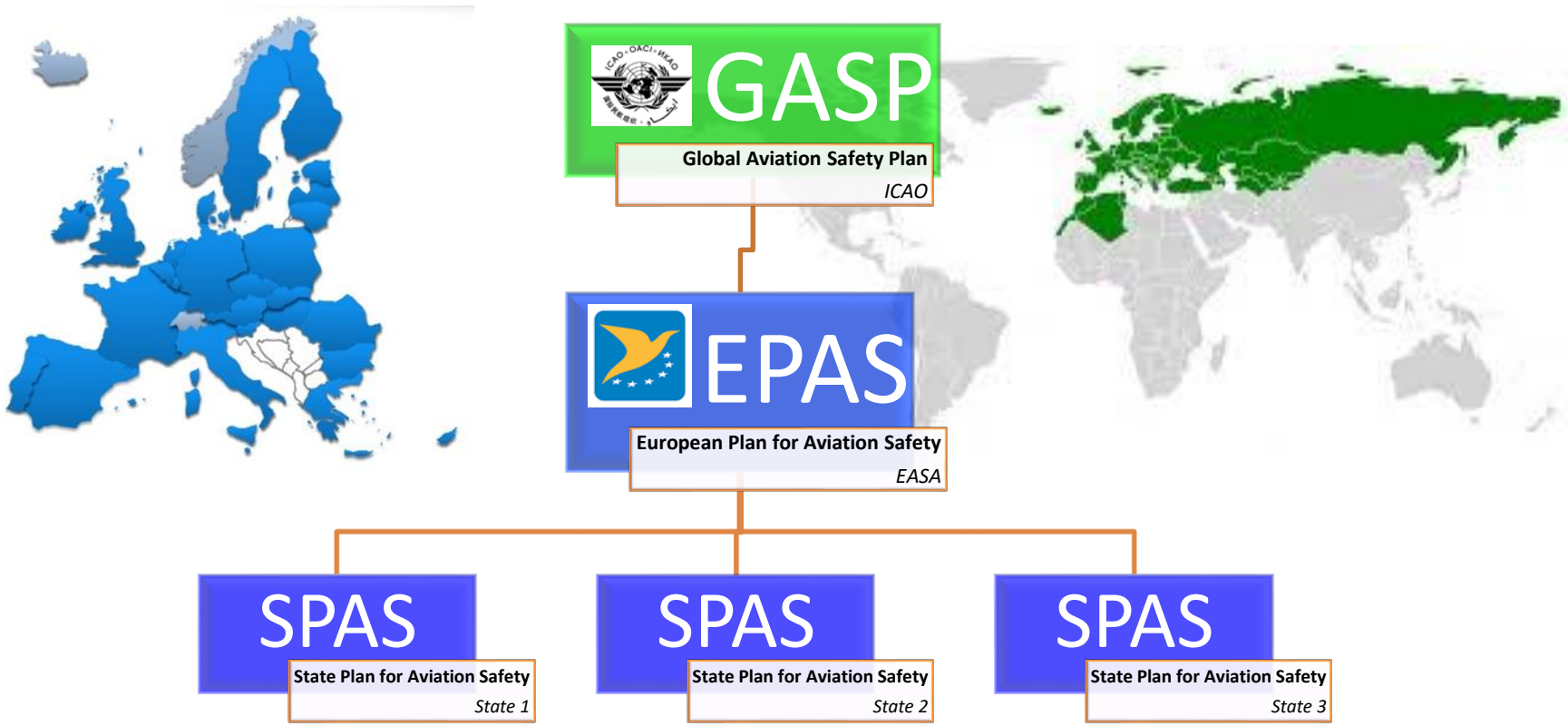


# Safety Promotion

# EBAA Safety Summit

**Your safety is our mission.**

# Safety Planning from Global to EU Level

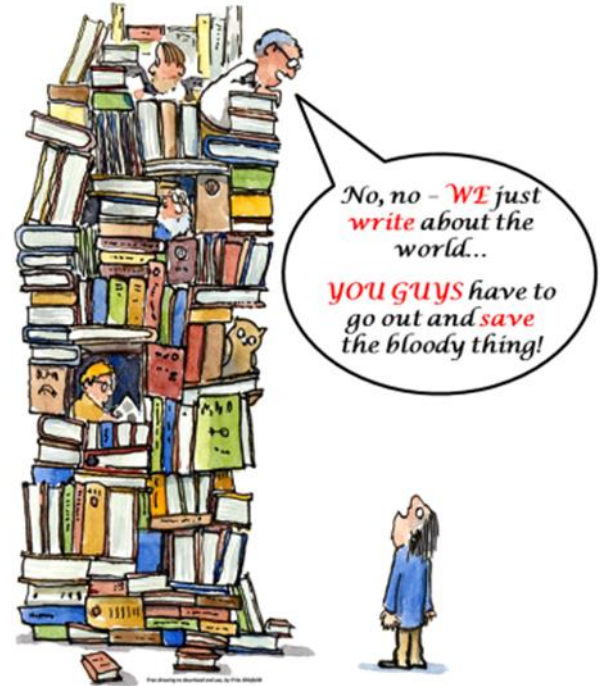


# Safety Management at European Level

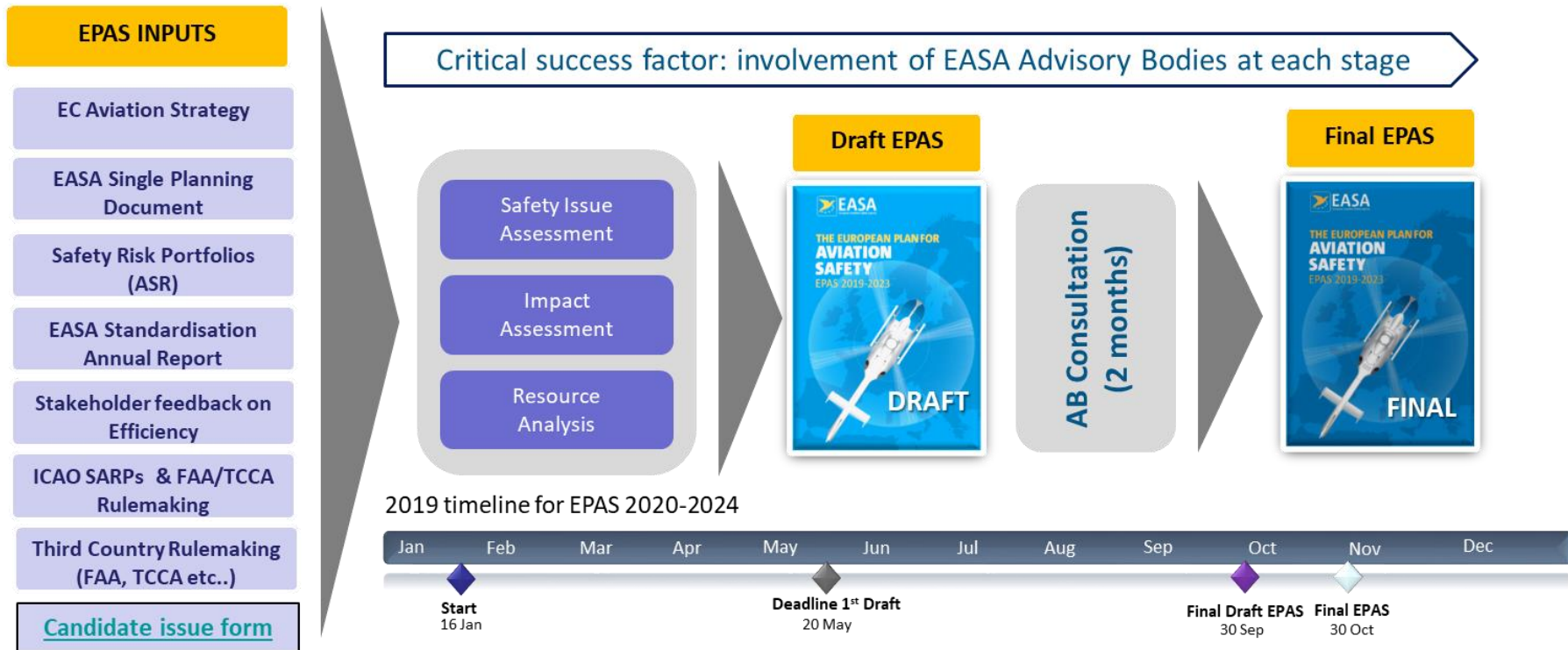


# Where Does the EPAS Come From?

- Many people think that EPAS is dreamed up by EASA in Cologne
- EASA decides and the aviation community have to deal with the consequences
- The reality is quite different



# How the EPAS Works in Reality



# The Safety Risk Management Process



# Building an Intelligence Picture

→ Engaging with Communities so we help solve their real problems



**Data Driven EPAS Decision Making**

**Collaboration Helps Answer Difficult Questions**



Industry  
Data



Authorities /  
States Data



Data



## What?

- Safety Promotion Material
- Regulation / Guidance

## How?

- Associations
- Social Media
- Conventional Media
- EASA & NAA Websites

## To Who?

- Safety Managers
- Pilots
- Maintenance Technicians
- Aircraft Owners
- Manufacturers
- CAMO's

Consultation



General Aviation  
Manufacturers Association





**Operators**

**Owners**

- Independent MROs
- Training Organisations
- CAMO's
- FBO's
- Service providers

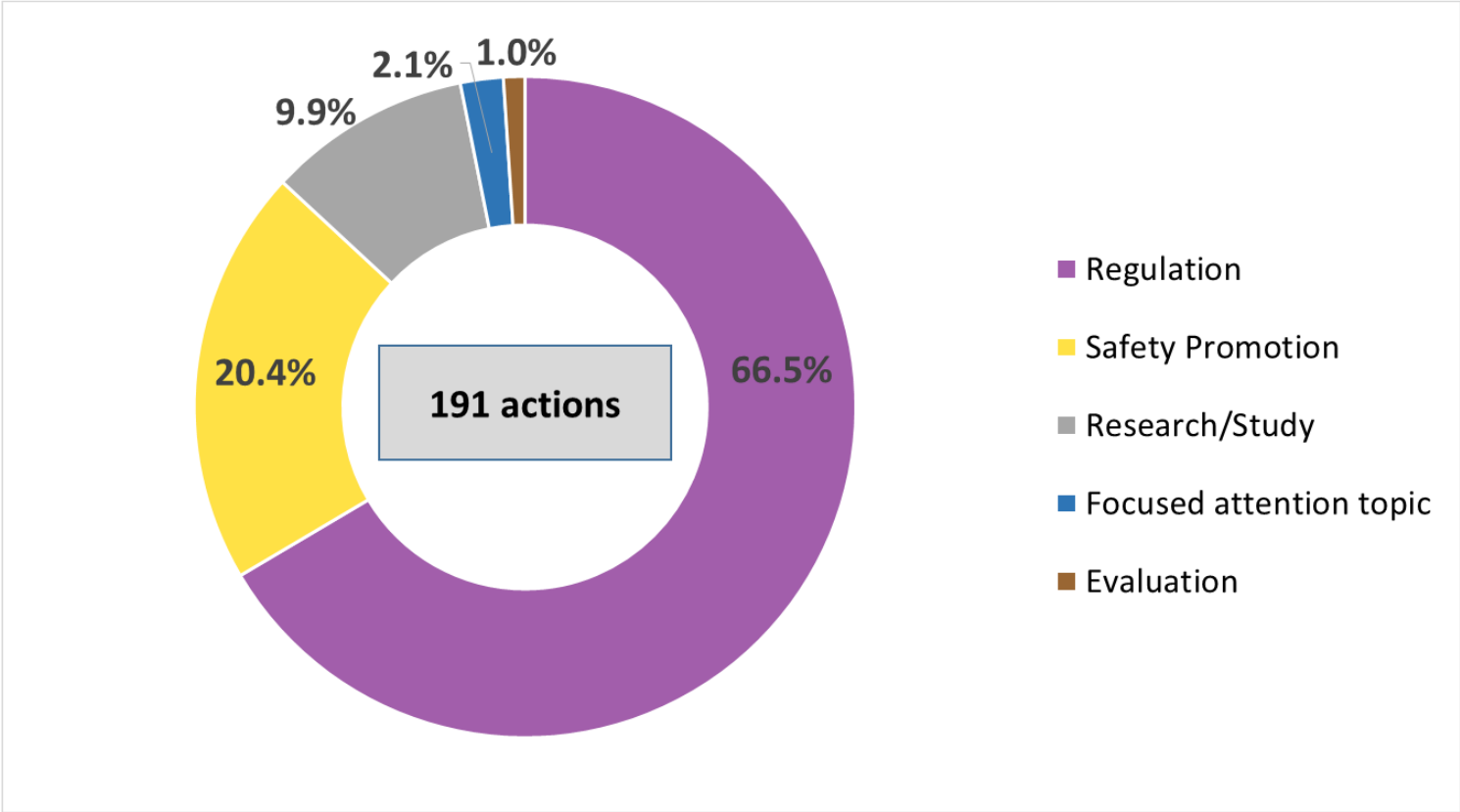


**General Aviation  
Manufacturers Association**

**Manufacturers**

**OEM Maintenance**

# Types of EPAS Action



# Business Aviation Community Liaison

- *Providing* the background information needed to fully *understand the impact of decisions* (data on hours/ movements)
- Helping understand how EPAS can *prioritise* safety *actions* which are *most efficient* in reducing risk levels
- *Engaging* with the work to *develop the actions* in the EPAS, specifically with regards to *Rulemaking and Safety Promotion actions*

# EASA Has a New Safety Promotion Strategy

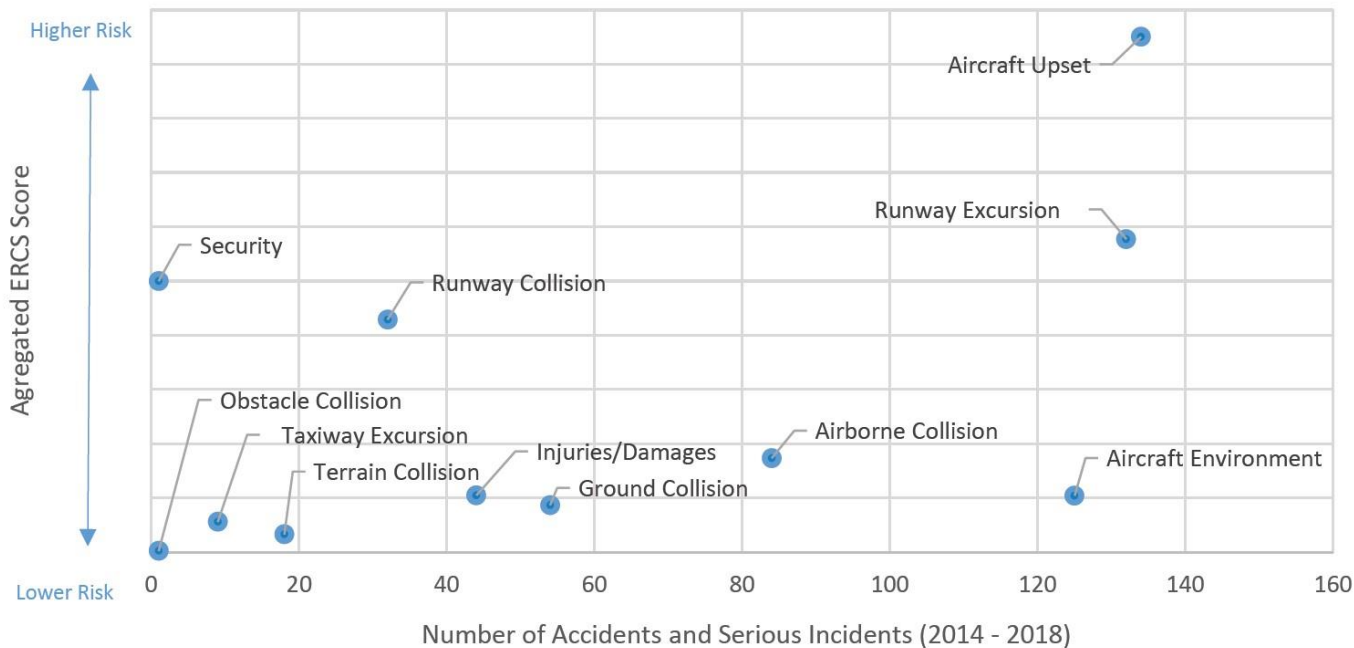


# Promoting Safety with the Community

- Safety Promotion on the current EASA website from now
- Delivery of a new Safety Promotion website in 2020
- Working together to develop the material needed at Domain Level within Together4Safety
- The question is how we do that (Kahoot/ Slido survey in the room)

# What Will We Be Promoting?

→ Understanding our Challenges and Priorities



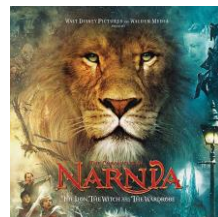
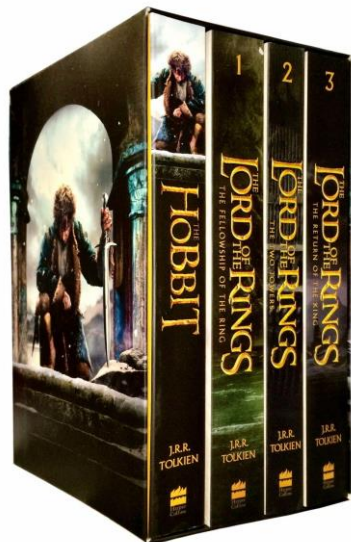
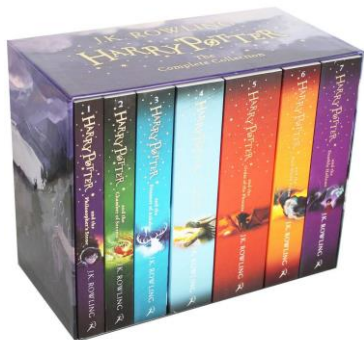
# What Will We Be Promoting?

- Dealing with a continually changing system (Helping people keep up with what is happening/ changing, when and why?)



# What Will We Be Promoting?

→ Making sense of the regulatory framework

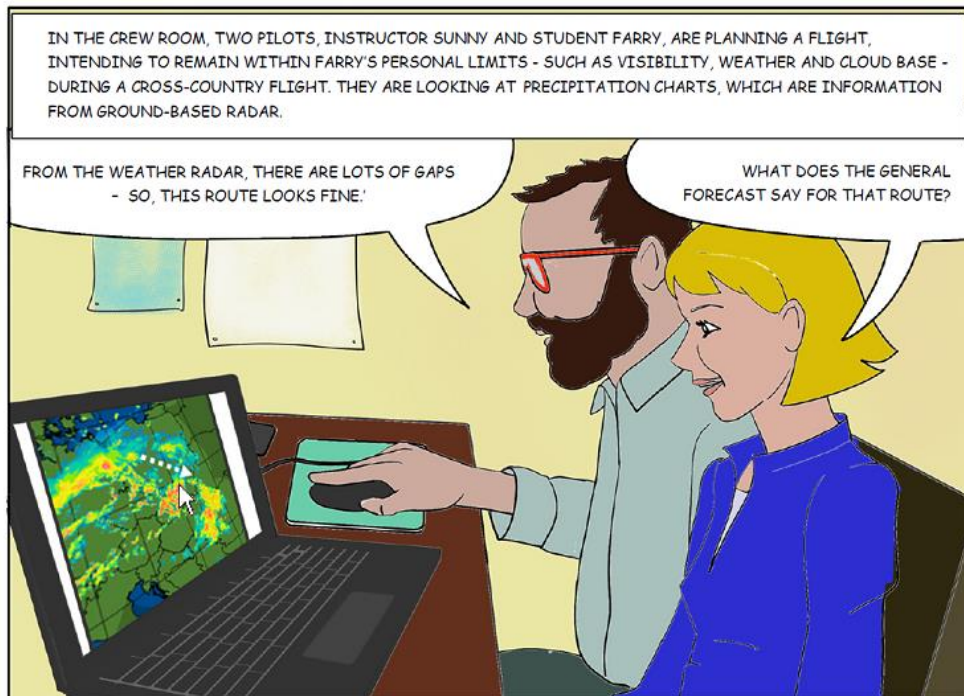


An average safety manager has over 12,000 pages on information to understand



# What Will We Be Promoting?

→ Solving our safety issues together



# Different Audiences – Different Approaches


neue T-Cross  
33.538 inkl. MwSt.

Than1Thing BTS Design R-Line Design-Pakete Individualisierung Komfort Infotainment Assistenzsysteme Ausstattungsvarianten Angebote und Aktionen

## Facettenreich und vielseitig.

Cara Delevingne ist vielseitig. Genau wie der neue T-Cross überrascht sie jeden Tag mit einer neuen Facette. Cara und der neue T-Cross. Zwei, die vor allem eins sind: #MoreThan1Thing

Modell Surferin Drummerin Regisseurin Schauspielerin Boxerin Fotografin




Cara, das Model  
„In der Mode geht es darum, mutig zu sein. Es gibt keine Regeln.“  
Was Cara über Fashion, Grenzen und Schubladen denkt? Hier geht's zum Interview.

Video ansehen

Der Tiguan Allspace  
Ab 33.855 EUR inkl. MwSt.

Design R-Line Konnektivität Assistenzsysteme Komfort Driving Experience Ausstattungsvarianten Angebote und Aktionen

# Der Tiguan Allspace.



Jetzt konfigurieren

**Viel Raum für Abenteuer.**

Vom Bergpass bis zur Küstenstraße – mit dem Tiguan Allspace sind Sie in vielen Welten zu Hause. Souverän, stark und immer stillich.

# What This Means for Safety Promotion?

- Our task is to sell “Safety” to help solve people’s real problems
- So we have to focus on the “Who” – the Audience
- Because this determines many different things:
  - The deliverables we need
  - The messages
  - How we speak - tone of voice and translation into local languages
  - The channels we use to get the material to the people
- We are developing the right material and channels for each of the operational Domains

# What Are Your Safety Promotion Needs?

- Support for Implementation of Safety Management
- Material for you to use in your organisations
- Promotion directly from Together4Safety to your staff

# Questions?

**Your safety is our mission.**

Panel Name here (eg: Collaborative Mitigations, 360° - xxx)

Sli.do: #SAFE2019, #SAFE2019FDM, #SAFE2019REPORTING (keep only the one needed)

[easa.europa.eu/connect](https://easa.europa.eu/connect)



**Your safety is our mission.**

An Agency of the European Union 