

ASSOCIATION OF AFRICAN AVIATION TRAINING ORGANIZATIONS (AATO)

ADVOCACY GUIDELINES



“Committed to the provision and sustainability of aviation training excellence in Africa”

I. Introduction

The Association of African Aviation Training Organizations (AATO) is an association whose aim is to standardize and harmonize aviation training in Africa, by designing and developing the criteria and procedures for accreditation of training centers; cross border diploma and certificate recognition; promoting cooperation and value sharing and; being the voice of African Aviation Training Organizations in relation with other industry stakeholders.

The Association's vision and mission is to promote the standardization and harmonization of aviation training through cooperation and sharing of expertise and resources for safer African skies. In this regard it is fundamental that Advocacy is employed as a strategy to influence policy makers when they make laws and regulations, distribute resources, and make other decisions that affect the industry.

Advocacy is defined as a set of measures taken by a group of individuals, associations or organizations committed to introducing, changing or obtaining support to a policy, a program, some regulations, standpoints or specific cases. Advocacy differs from information or communication efforts aiming at educating or changing people's habits. Even though advocacy, information and communication use the same techniques to approach an issue, to define it and identify the audience and build appropriate strategies to reach the target population produce unique results. Advocacy has more to do with influencing people and organizations with power, systems and structures at different levels for the betterment of those affected by the advocacy issue.

II. Applicable Framework and Objectives of the Guidelines

The Interim Council agreed that the Managing Authorities of the programme have to draw up the Advocacy Tools and Guidelines for the execution of Article 2 of the Association's Regulation.

The principal aim of advocacy is to create policies, reform policies, and ensure policies are implemented. The Advocacy Tools and Guidelines as well as the annual work plan shall be implemented by the Secretary- General.

III. Advocacy Guidelines

The implementation of the objectives, strategies and activities will be guided by the Vision; Mission; and Strategic Objectives detailed below.

Vision



AATO's Vision



“To promote the standardization and harmonization of aviation training through cooperation and sharing of expertise and resources for safer African skies”.

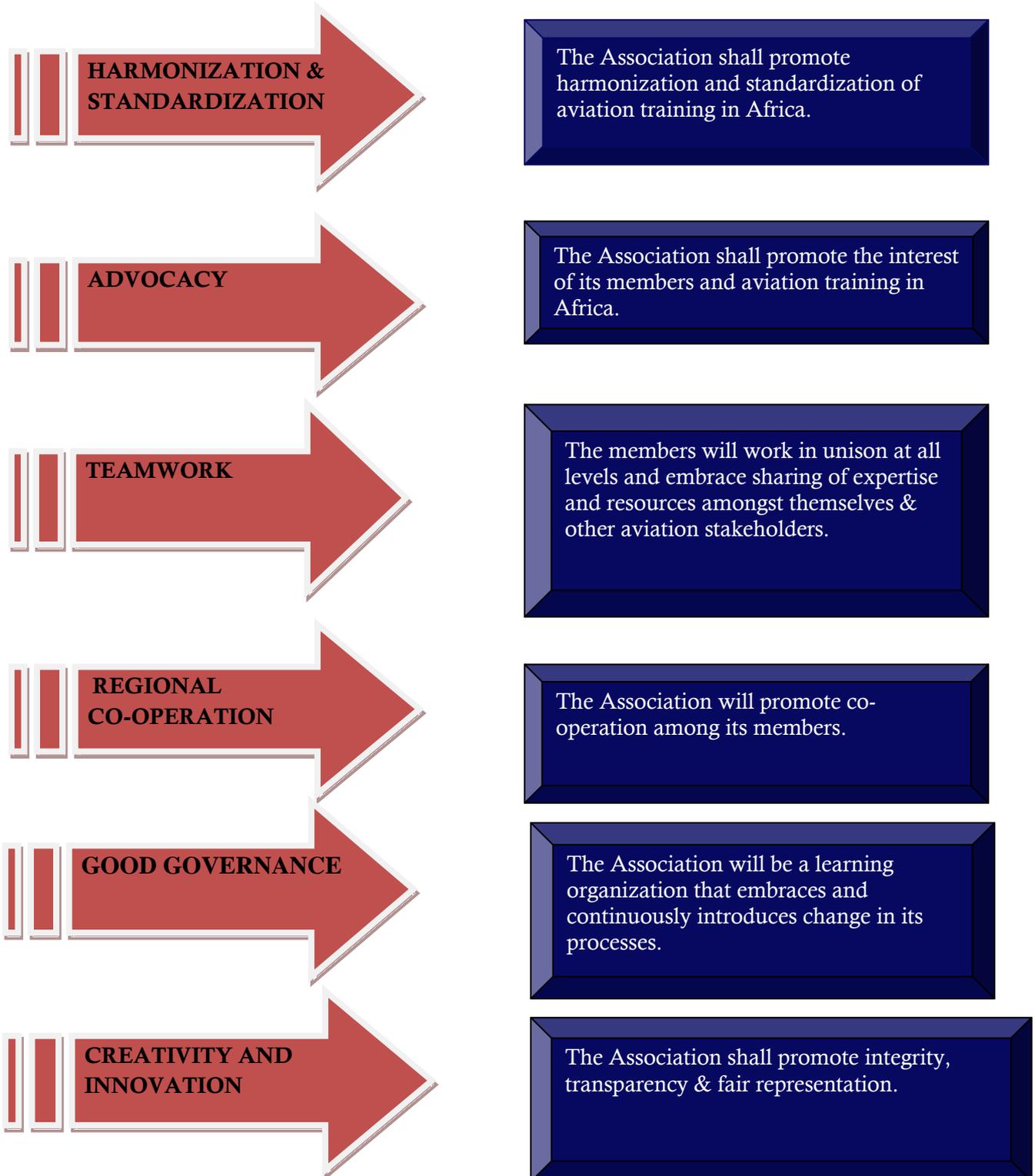
Mission



AATO's Mission

Strategic Objectives

The Association is committed to pursuing the following strategic objectives:



IV. Association of African Training Organizations Advocacy Strategies

Our vision and mission acknowledge promoting the standardization and harmonization of aviation training through cooperation and sharing of expertise and resources for safer African skies, and that influencing policy decisions should be part of our efforts to achieve lasting change. Advocacy can be a powerful tool. It complements our work via direct service delivery, capacity building, and technical assistance to support tangible improvements in the safety of the African skies. The key point is that, as key stakeholders who bear responsibility for the needs and rights of the member states we serve, it is appropriate to target the actions of policy makers. This new dimension of AATO's approach is aimed at broadening the scope of our analysis and devising interventions with more substantial impact.

There are a variety of advocacy strategies, such as discussing problems directly with policy makers, delivering messages through the media, strengthening the ability of local organizations to advocate. These Tools and Guidelines provide a step by step guide for planning advocacy initiatives, as well as advice for successful implementation

V. AATO Advocacy Criteria

The following criteria shall be adopted by AATO in regard to advocacy issues which are presented in order of priority:

- The issue must be relevant to AATO's Constitution and objectives.
- Justification has to be provided for the human resource requirements in regard to the advocacy issue.
- Understanding the member state concerns and if there is a place for AATO or its partners in advocacy
- Analyzing the issues and making informed judgments.
- Developing of Action Plans with clear timelines and responsibility centres.
- Availability of both administrative and financial resources for the advocacy issue.

Advocacy strategies will enable AATO to:

- Influence policy makers as a means of addressing policy on standardization and harmonization of aviation training through cooperation and sharing of expertise and resources for safer African skies.
- Contribute more effectively on standardization and harmonization of aviation training through using a wider range of interventions.
- Reach a large segment of the population and broaden the scope of our impact.

VI. Advocacy Process

The following steps provide a procedure for carrying out AATO advocacy activities:

- 1) An AATO member or a group of members raises a formal concern or an issue.
- 2) The Council examines the matter on the basis of the following:
 - a) Relevance of the issue as per AATO's objectives
 - b) Value addition to AATO by defending such a position
 - c) Members opinion on the issue
 - d) Risks/advantages ratio analysis for choosing to defend an issue
 - e) If the council says the case is worth defending, the Secretary General may be asked to consider the following options;
 - Submit the point for further discussion
 - Make an independent decision.

VII. Key Actors and Institutions

No.	Member States	Government Institutions	Aviation Training Organizations	International & Regional Organizations	Others
		Civil Aviation Authorities (CAA) Metrological Departments		<ul style="list-style-type: none"> ▪ International Civil Aviation Organization (ICAO) ▪ World Metrological Organization (WMO) ▪ African Civil Aviation Commission (AFCAC) ▪ African Airlines Association (AFRAA) ▪ Airport Council International (ACI) ▪ International Air Transport Association (IATA) ▪ Air Navigation Service Provider (ANSP) 	Media

VIII. AATO Representatives

AATO representatives must ensure that letterheads, logos and other headers are used only for advocacy purposes by authorized persons in accordance with AATO policies and guidelines. It must also be stated that when defending AATO's position the Secretary General or any appointed representative shall avoid presenting personal views.

IX. Monitoring and Evaluation

Monitoring will be cardinal to the effective and efficient implementation of the Advocacy guidelines. Performance Indicators should be set up to evaluate the extent the advocacy initiative has achieved. Periodic evaluation of programme processes with a view to using the findings for programme improvement and planning, and impact assessment will be an integral part of the design, development and implementation of the Advocacy guidelines