DIRECTORS GENERAL OF CIVIL AVIATION-MIDDLE EAST REGION

Sixth Meeting (DGCA-MID/6)
(Abu Dhabi, UAE, 1-3 November 2022)

Agenda Item 3:   **Global and Regional Developments**

GOVERNMENT FOR BUSINESS (G4B)

(Presented by UAE)

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SUMMARY

This paper presents Government for Business (G4B) is a model that creates a supporting ecosystem which has been introduced to the United Arab Emirates Aviation Industry. Through this model the government activities, processes, policies are designed and executed while having in mind creating a supporting ecosystem that has end-user success as a central component while achieving the required mandate expectation. Through implementing G4B

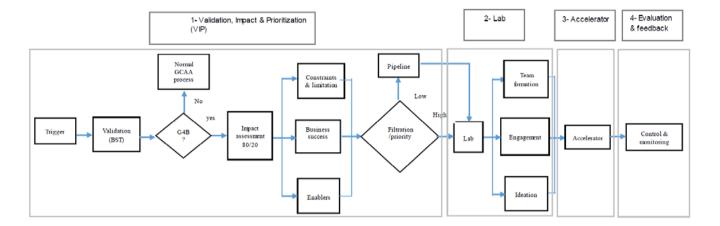This Information Paper Details how does this Model works

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1.   **INTRODUCTION**

1.1   UAE appreciates its responsibility towards the the aviation community. In this regard, it has decided to step up its support to the industry from a G2B level to a level where the end-user success is a central component while achieving the required mandate expectation. The UAE has therefore established an Initiative called Government for Business (G4B), since it is not enough to attract and retain customers through traditional customer service and support approach. The General Civil Aviation Authority (GCAA) in its continuous endeavours to exceed customers' needs has adopted a novel methodology that would go beyond achieving customer happiness and satisfaction to being part of customer success. The central focus of this Model is not only on mitigating risks, but also on opportunities and client success.

1.2   The scope of the program goes beyond the concept of customer service and happiness, to focus on supporting the success of the business of strategic partners, which contributes to the growth and sustainability of the aviation sector

2.   **DISCUSSION**

The G4B Concept of Operation

2.1   The G4B model consist of four phases

    A. Validation, impact & prioritization (VIP)
    B.   Lab (Ideation)
    C.   Accelerator (Implementation)
    D.   Evaluation & Feedback

Triggers, Validation, Impact Assessment & Filtration and prioritization

2.2   The communication channels, or platforms that can generate a G4B case have been established. The objective of identifying the channels is to better manage the sources and therefore manage the rest of the G4B model. Under this phase, all the identified sources within the GCAA will have a provision that will link it to G4B process.

2.3   The routed cases from the identified trigger sources (such as Future Foresight research, Stakeholder feedback, Government directions, EFOD, etc) will be properly assessed and validated by the Business success Team. The objective of this phase is to validate the information received, this involves assessing validity of the actual assumption. The outcome of this phase will determine if this is a G4B case or not and whether the solution should involve a lab or it is a straightforward solution.

2.4   Before searching for solution, the cases will be further assessed thoroughly to discover the constraints and the impact of the case on customer success by looking- for example - at the cost vs. revenue implications, time saving gains, ease of hiring and resources allocation, coping with competition and increasing market share, etc.

2.5   The above information will be filled on the Success charter by the concerned BST members. Qualified G4B cases shall be prioritized based on feasibility and impact.

2.6   In order to manage the cases, filtration will be done to prioritize and differentiate between long-term and short-term solutions.

2.7   The outcome of the VIP phase will be fed into the Lab phase to start engaging concerned customer and finding the appropraite solution.

LAB

2.8   The lab stage is where ideation and solution design is done. It could be done using internal resources or in conjunction with the customers and stakeholders. To help in the ideation and design phases, the lab is equipped with the necessary tools.

Ideation

2.9   In this stage, a divergent lateral way of thinking is employed and judgement on ideas is suspended. In this phase the focus is on "what" are the possible solutions. This is followed by a convergent critical thinking where feasible ideas are selected or a combination thereof.

Design studio

2.10   A design studio or drawing office is a workplace for conceiving, designing and developing solutions.

2.11   The Studio involves a rapid iterative process that allows teams of varied individuals to work together to solve design problems. Here, the "how" part of the implementation side for the ideas which emerged from the ideation phase are developed.

2.12   The most appropriate option/ or combination of options for the implementation will be shortlisted based on feasibility, ease of implementation, side effects, acceptability, and the level of compliance with applicable standards.

2.13   Examples of the range of solutions may include:

- Delegation to customer,
- Provision of consultation,
- Merging of services,
- Amendment, deletion, development of regulations, policies, processes or services
- How to effect behavioural changes

Accelerator

2.14   A project management approach is employed where the team defines the expected target dates for design rollout including any prototyping, or testing necessary to ensure undesired effects are minimized. A progress meeting is held to ensure deadlines are met and obstacles are managed. During this phase the Success Team will also define the way of measuring the outcome of implementation.

Evaluation & feedback

2.15   Certain large-scale changes require post implementation monitoring to see how much the objective of the change has been achieved so that necessary corrective actions can be taken.

2.16   The BST, during the accelerator phase determines the need for monitoring, what is to be monitored, how it is monitored, the frequency and the time-frame.

2.17   For monitoring purposes, success metrics such as quantitative data reflecting amount of money, time, resources saved, increase in market share, or qualitative metrics such as customer satisfaction level of the solution, customer's improved ability to be competitive are employed

2.18   The monitoring may be done through:

- Tailored surveys concerning the specific design
- Feedbacks through online communities, user groups, customer summits
- Face to face meetings
- On-site visits

Results & Outcomes

2.19   During the experimentation phase of the G4B concept, several success cases have been achieved. Examples can be shown upon request.

3.   CONCLUSION

3.1   The United Arab Emirates will share detailed information about the concept to interested organisations.

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