

ICAO Champion for EUR/NAT Work Plan 2026 Ana Vieira da Mata



Ana Vieira da Mata
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ICAO Champion for EUR/NAT



Once designated, ICAO Ambassadors:

- Engage with youth through school visits, university talks, STEM fairs, and mentoring;
- Promote aviation at local, national, and global events and forums;
- Raise awareness through media interviews and social media campaigns;
- Collaborate with ICAO on annual work plans aligned with outreach priorities;
- Report quarterly on progress and impact.

ICAO Champions upon designation will:

- Use their influence to advocate for organizational transformation, steer strategic dialogue about the growth of the sector as well as investment in the future workforce of aviation in appropriate forums;
- Support and/or take on an active role in initiatives related to promoting youth and women in aviation;
- Actively engage in fundraising where appropriate;
- Collaborate with ICAO on their work and report on progress and impact.

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Workplan – Main goals



- Strengthen strategic advocacy across ICAO, EUR/NAT, EASA, and national authorities, ensuring alignment with the ICAO Ambassador Programme and the ICAO Strategic Plan 2026–2050;
- Promote high-level engagement on talent development, diversity, and gender equality;
- Advance regional cooperation and capacity-building initiatives by leading workshops, meetings and campaigns;
- Expand public outreach and societal awareness of aviation careers, leveraging digital campaigns, school roadshows, university partnerships, national aviation open days, and Lusophone-wide communication initiatives to increase visibility among young people and women;
- Build and consolidate leadership networks in aviation, through executive mentorship programmes, fostering career progression and improving female and youth representation across the sector.

ICAO Champion for EUR/NAT Workplan – 2026

1. **High-level meetings with DG Civil Aviation/Authorities** [June 2026 - Increased convergence of national aviation authorities' approaches to talent management and gender equality, aligned with ICAO, ECAC and UN Sustainable Development Goals (SDG 5)];
2. **Workshop JAA-TO/EUR-NAT** [June 2026 - Best-practice sharing and a regional level on attracting/retaining professionals];
3. **Participation in ICAO Global Aviation Gender Summit** [July 2026 - Contribute to a measurable Call to Action for EUR/NAT];
4. **Keynote at EATS – European Airline Training Symposium** [November 2026 - Elevate IGAP messaging within the training and airline community];
5. **Lusophone campaign (CAACL)** on careers and equality in aviation;
6. **Annual meeting with governance body of the "Your Wings Start Here" campaign** [strategic alignment and annual review of national aviation outreach goals];
7. **Collaboration with SITEMA – ATACA STEM & Aviation Campaign** [Increased awareness among secondary and university students about aviation careers]
8. **University Partnerships Expansion (Portugal)** [Formal collaboration agreements with Portuguese universities for aviation career pathways.]

