



**WORKING PAPER**

**ASSEMBLY — 39TH SESSION**

**TECHNICAL COMMISSION**

**Agenda Item 33: Aviation safety and air navigation monitoring and analysis**

**DRONE LEGAL CAMPAIGN - BRAZIL**

(Presented by Brazil)

**EXECUTIVE SUMMARY**

Brazil aims to promote a safety culture regarding UAS operation, by making information available to all parties involved, through two communication campaigns. The first, called “Drone Legal”, focus on alerting users about the risks and responsibilities of operating UAS through social networks, institutional websites of public agencies, associations and private companies in the sector and in Brazilian airports. The second consists on the edition of the “*Guide for Surveillance of Unmanned Aircraft Operation*”, to make information available and support enforcement actions.

**Action:** The Assembly is invited to recommend that ICAO encourages the States Parties to deploy educational campaigns in order to promote the safety and aviation culture to all involved in operation of UAS.

<i>Strategic Objectives:</i>	This working paper relates to all Strategic Objectives.
<i>Financial implications:</i>	None
<i>References:</i>	Cir 328, <i>Unmanned Aircraft Systems (UAS)</i> , 2011

## 1. INTRODUCTION

1.1 Brazilian Civil Aviation Secretariat, in a collaborative decision making with another nine entities, like other countries, is updating its Unmanned Aircraft Systems (UAS) regulations, considering the interests of the State, industry, research institutions and citizens as well as the diversity of uses of such equipment.

1.2 UAS operators are often unaware of the responsibilities and risks related to that the operation. Therefore, several States are working on educational campaigns that are primarily intended to alert the new users on existing regulations, the risks and responsibilities of the operation, and the promotion of safety culture.

1.3 In order to provide UAS centralized information, to promote public awareness of aviation issues and to help the development of a safety culture by these new users, all parties involved, started an educational campaign called “*Drone Legal*” to inform legal issues, safety recommendations, essential rights and obligations under the UAS regulation, among others.

## 2. EDUCATIONAL CAMPAIGN *DRONE LEGAL*

2.1 Brazil started in September of 2015, an educational campaign with the objective of making the population aware of the UAS appropriate use, primary care, risks, rights and duties to be observed by the users of such equipment controlled remotely. Advertising pieces are being published on social networks, institutional websites of public agencies, associations and private companies in the sector and in Brazilian airports.

2.2 The first step of the *Drone Legal* campaign (**Figure 1**) was adopting the name drones, known by the user, rather than the technical term UAS or RPA. Thus, it was possible to expand the target audience of the campaign, providing information for those who really are unaware of its dangers and peculiarities.



**Figure 1: *Drone Legal***

2.3 The first published piece was an animation that explained, in a simple and didactic way, the responsibilities and dangers by using a drone. The video (**Figure 2**), with Brazilian Portuguese narrator, also has a version with English subtitles. In the sequence, were publish cards (**Figure 3**) about curiosities and UAS information in the social networks.



Figure 2:  
Launch video frame Campaign



Figure 3: Card Drone Legal

2.4 In February 2016, the Secretariat published the *Drone Legal* page <http://www.aviacao.gov.br/assuntos/drone-legal> (Figure 4) which concentrates the information of the regulatory bodies and explains the differences between the ways to use the equipment and its legal requirements, such as recreational and not recreational use, existing rules, etc.

2.5 Due to *Aedes aegypti* virus epidemics in the country, a fast track was produced (Figure 5) in order to assist and expedite the approval process for government agencies that would use UAS in the fight against mosquitoes, reducing the average time for approval by regulatory bodies from 60 to 9 days.

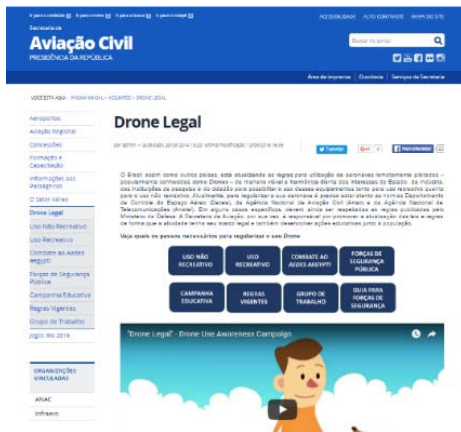


Figure 4: Drone Legal page

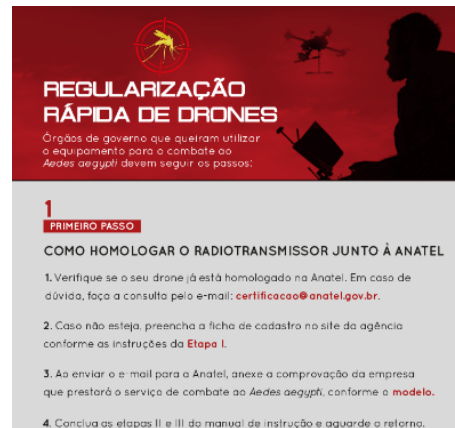


Figure 5: Aedes aegypti fast track

2.6 Focusing on the Olympic and Paralympic Games Rio 2016, in addition it has produced a *Guide for Surveillance of Unmanned Aircraft Operation* (Figure 6) which supports enforcement actions with the necessary documentation, airspace restriction areas (Figure 7) and legal frameworks, if they do not comply with the regulations in force.



2.10 Since the start of the campaign until early May 2016, more than 50 social network pieces were produced by the Civil Aviation Secretariat and other agencies related to the theme, among them, animations, cards and videos besides the articles in the Drone Legal page related both to the issue of regularization and the awareness for the Olympic and Paralympic Games Rio 2016.

2.11 The campaign reached more than 1 million people in social networks, a public beyond the reach of newspapers articles in the country. It was found that there is, in fact, a public that is unaware of the aviation sector, that are interested in operating in a safe and responsible way and due to the novelty of the subject, technology and regulation, the theme can generate many questions, and therefore requires orientation of actions.

### 3. **CONCLUSION**

3.1 Given that the rules are changeable and constantly updated, there is the possibility that operators may be unaware of aviation and safety concepts; Brazil recommends that the ICAO encourages the States Parties to deploy educational campaigns in order to promote the safety and aviation culture to all involved.

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