

# What is the ICAO Global Ambassadors Programme?

The **International Civil Aviation Organization (ICAO)** invites States to nominate distinguished nationals for the **Global Ambassadors Programme** – an initiative that draws upon the expertise of prominent aviation leaders to advance shared objectives in global aviation development. States will benefit from this programme through their designated “Ambassadors” and “Champions.”

Ambassadors will inspire the next generation of aviation professionals to strengthen aviation’s role and capabilities in connecting communities and driving sustainable development worldwide. They will engage with and through educational institutions, professional forums, and international platforms to showcase aviation’s critical role in economic development and global transport, and spark interest in pursuing a career in aviation.

Champions will participate in high-level industry dialogue and promote policy transformations and investment in areas related to aviation’s future workforce. This role provides a platform for thought leadership and meaningful engagement with global aviation industry while supporting the ICAO Strategic Plan 2026–2050.

The programme offers States an opportunity to see their aviation expertise represented at the highest international levels while contributing to the global advancement of civil aviation.

**We invite your State to consider nominating qualified candidates who can contribute to this important initiative.**



## How to Get Involved

**We invite:**

- **States** to nominate qualified professionals from government, aviation authorities, industry, and academia as communicated in official letters on this matter;
- **Organizations and companies** to reach out to ICAO and the Ambassadors and Champions of their respective State or region to identify opportunities for collaboration;
- **Individuals interested in the role of Ambassadors and Champions themselves** to contact ICAO or their civil aviation authority to obtain more information about how to engage.



For more information, contact the ICAO Global Ambassadors team at:  
**IGAP@icao.int**

Or visit: **[www.icao.int/igap-programme](http://www.icao.int/igap-programme)**



## ICAO Global Ambassadors

# PROGRAMME



# Why This Programme Matters

**Aviation is vital to economic development and a powerful catalyst for international cooperation.**

Safeguarding and expanding the crucial role it plays will however depends on ensuring everyone who has the ability and the motivation is recruited into our workforce in every country. Mature aviation markets are facing demographic shifts, while the emerging economies where most growth in air connectivity is happening are facing a variety of challenges.

Today, too many young people – especially girls and youth in developing regions – are unaware of the many extremely rewarding careers available in aviation, or even if they are aware of them, how to access them. At the same time, the sector faces growing workforce shortages that limit its full potential.

## The ICAO Global Ambassadors Programme aims to:

- **Engage, inspire and call upon all people**, notably women and youth, to consider careers in the aviation industry;
- **Help amplify the work of ICAO** and the vision laid out in its Strategic Plan 2026–2050 to support the future growth of aviation through raising awareness and mobilizing support from States, donors and partners;
- **Reach new target audiences** to educate and inform on available career choices in the aviation industry and how the sector is contributing to a better future; and
- **Increase widespread participation** in the aviation sector, especially in leadership and technical roles.

# Who Are the Ambassadors and Champions?

**ICAO Global Ambassadors and Champions are prominent individuals, experts, and role models nominated by States. They serve in their personal capacity and are chosen for their expertise, integrity, and passion for outreach.**

Candidates for the role of Ambassador include aviation professionals and inspirational figures who can engage emerging talent, notably youth and marginalized groups (e.g., pilots, air traffic controllers, engineers, safety and environment experts, aviation lawyers, etc.)

The ideal Ambassador is a technical expert and a skilled communicator who can effectively inspire, advocate, and mobilize action. In addition to knowledge, credibility, and integrity, these individuals should have a proven ability to reach and engage with youth, industry, government officials, and the media. This includes comfort with public speaking, media interviews and adapting messages to varied audiences and diverse communities, as well as an appreciation of ICAO's mandate and priorities.

ICAO Champions are leaders and decision-makers who engage with the aviation community at the highest levels. They participate in international forums, contribute to policy discussions, and connect with leaders across government, industry, and civil society.

**Ambassadors and Champions reflect the diversity of the global aviation community and help open doors for others to follow.**

# What Do They Do?

## 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:

- **Undertake** speaking engagements or personal appearances at high profile, high-level events;
- **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; and
- **Collaborate with ICAO** on their work and report on progress and impact.

## All designated Ambassadors and Champions receive:

- Official recognition from ICAO as an international aviation leader, and promotion through ICAO's **website, social media, and communications channels**.
- A comprehensive **onboarding package** and ethics training;
- A dedicated **support team** at ICAO;
- Access to **outreach materials, videos, and presentation tools**; and
- A platform to **connect with other Ambassadors** via Microsoft Teams.

