



International Civil Aviation Organization
South American Regional Office
Recovery Strategy SAM during COVID-19 Session 2
(Lima, Peru, 5 May 2020)

Agenda Item 2: Activity reports under the strategic plan

COMMUNICATIONS PLAN

(Presented by the Secretariat)

SUMMARY

This working paper presents the proposal of the communication plan as one of the crucial elements of the aviation recovery strategy for the South American Region in response to COVID-19.

During the first meeting of the aviation recovery strategic plan in the SAM Region, the working teams agreed that the establishment of a comprehensive communication strategy was essential to achieve the objectives of the strategic plan, therefore the development and implementation of a communication plan is a must.

Through this working paper the Secretariat presents the proposal of communication plan that will join the SAM aviation recovery strategic plan where it is proposed to clearly identify all interested parties, the means and the frequency in which the information related to the strategic plan for the recovery of aviation in the SAM region should be shared.

**ICAO
ESTRATEGIC
OBJECTIVES**

All ICAO estrategic objectives

1. INTRODUCTION

1.1. The first meeting for the development of the Strategic Aviation Recovery Plan for the South American region (PEA-SAM) was held virtually on April 29, 2020 in response to the conclusion of the extraordinary meeting of Directors of the SAM region (DGCA SAM RAAC/17), virtual meeting carried out on April 24, 2020 for the Region's Response to COVID-19, where it was requested that a strategic working group be established on the guidelines for a recovery strategy regional, which will include the collaborative effort between States, industry, regional organizations, SRVSOP, in close coordination with CAPSCA and other international organizations.

1.2. During the meeting, six multidisciplinary working teams were formed aimed to identify the essential activities that should be included in the Strategic Plan for Aviation Recovery in the SAM region.

2. DISCUSSION

2.1. One of the main activities identified during the first meeting refers to the establishment of a comprehensive communication strategy that joins the strategic plan. The strategy should be linked with the goals of the plan and should involve all the parties interested in the recovery of aviation in the region.

2.2. The Secretariat has developed a communication plan proposal that seeks to clearly identify all interested parties related to the strategic aviation recovery plan; as well as the means, frequency and risks related to the communication strategy.

2.3. It should be take into account that the Strategic Plan for the recovery of aviation in the SAM Region addresses many areas including transport, health, tourism, among others, so that as the recovery of air transport progresses, new interested parties may emerge, which is why the communication plan will be updated depending on the phase of the recovery strategy.

3. SUGGESTED ACTION

3.1. The Meeting is invited to:

- a) Take note of the information presented in this working paper;
- b) endorse the secretariat's proposal for the Communication Plan (see **Appendix**) that joins the Strategic Plan for the recovery of aviation in the SAM region;
- c) nominate a working team to conclude the communication plan;
- d) present the Plan during the next virtual meeting.

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