



International Civil Aviation Organization  
South American Regional Office  
**Second Virtual Meeting of Civil Aviation General Directors of the South  
American Region on the Response to COVID-19**  
(Lima, Peru, 22 May 2020)

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**COMMUNICATIONS PLAN FOR THE STRATEGIC FRAMEWORK FOR THE  
RECOVERY OF INTERNATIONAL AIR TRANSPORT IN THE SAM REGION IN  
RESPONSE TO COVID-19**

(Presented by the Secretariat)

**SUMMARY**

This working paper presents the progress proposal of the Communication Plan for the Strategic Framework For The Recovery of the International Air Transport as an essential element for the aviation recovery in the South American Region in response to COVID-19.

During the first meeting for the development of the Recovery Framework, the teams agreed that establishing a comprehensive communication strategy was essential to achieve the objectives of the strategic framework.

Considering the above, the Secretariat presents at the second meeting the proposal of the Communication Plan that would support the SAM aviation recovery Strategic Framework , the progress of the communication Plan is addressed in this Working Paper. .

**1. INTRODUCTION**

1.1. The first meeting for the development of the Strategic Framework for the South American region was held online on April 29th, 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,.

1.2. One of the main activities identified during the first meeting refers to the establishment of a Communication Plan that supports the Strategy Framework to guarantee effective communication, reducing uncertainty among stakeholders, including passengers, crews, and all organizations involved..

**2. DISCUSSION**

2.1. The secretariat presented at the second meeting of the Recovery Framework working Group the proposal of the Communication Plan that seeks to identify all stakeholders in the SAM region, likewise, the essential communication elements, the means, the frequency, and the risks related to the dissemination of information within the Recovery Strategic Framework.

2.2. The second working meeting supported the proposal of the secretariat, and the Communication Plan was included or as an appendix to the proposal of the Aviation Recovery Framework.

2.3 The secretariat received recommendations for the Communication Plan's improvement and is working on an update of the document to guarantee fluid and timely communication with all stakeholders.

2.4 It is essential to consider that the Recovery Strategic Framework addresses various sectors, including transport, health, tourism, among others, so based on the progress of Framework, new stakeholders would be identified, and the communication plan would be updated accordingly.

2.5 It is important to mention, that the COVID-19 website, within the South American Regional Office webpage, has been modified to facilitate access to information. According to its nature the material has been classified into a few categories, which allows for more intuitive and faster navigation. Likewise, the new structure allows to continually add new information in each of the categories as it is generated. Through the new interface, access to the following is now more visible: Strategic Framework, information about meetings on COVID-19, health protocols, resources developed by SRVSOP, the interactive map that contains important information related to COVID-19 in each State SAM, and links of interest that contain useful and essential information.

### **3. SUGGESTED ACTION**

3.1. The Meeting is invited to:

- a) Take note of the information presented in this working paper;
- b) To support the proposal of the Communication Plan as part of the SAM region Recovery Strategic Framework.
- c) To implement a link with the Secretariat through the Communication Focal Point of each SAM State to improve the sharing of information related to the Regional Framework.

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