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**Agenda Item 2: SAT SOG Terms of Reference**

**Proposal for a SAT SOG Communication Plan**

(Prepared by SAT SOG)

<p style="text-align: center;"><b>SUMMARY</b></p> <p>This paper presents SAT SOG's proposal for a communication plan to promote stakeholder engagement in the group's actions.</p>
<p style="text-align: center;"><b>REFERENCES</b></p> <ul style="list-style-type: none"><li>• SAT-24 meeting</li><li>• ACM-s meeting</li></ul>



**1. Background**

1.1 The South Atlantic Safety Oversight Group (SAT SOG) aims to improve safety in the aviation industry through collaborative efforts with its stakeholders. In 2022, the SAT SOG conducted coordination meetings with its team, members of the aviation industry, and the Regional Monitoring Agencies (RMAs), which yielded positive results.

1.2 However, the group plans to expand its stakeholder engagement by including other stakeholders such as the Member States and observers of the group, as well as the NAT area groups and other industry members.

1.3 Considering expanding the communication with the stakeholders, several challenges were considered, such as the geographical location of the parties, the available channels and the adopted frequency and timing of the communications. In this context, this paper proposes the implementation of a communication plan to improve the engagement and participation of SAT SOG stakeholders.

**2. Analysis**

2.1 A communication plan is a document that outlines how this group will communicate with its stakeholders. First, SAT SOG did a stakeholder analysis by identifying key stakeholders' needs, expectations, and concerns. As a result, SAT SOG's Stakeholders Register was created (see **Appendix A**), which must be filled with the following data by the POC point according to its identification (ID):

- a) Stakeholder;
- b) Point of Contact (POC) full name;
- c) Country and organisation;
- d) Telephone; and
- e) E-mail.

2.2 The engagement of the stakeholders will be performed together with the communication plan. Communication management and stakeholder management are intrinsically linked since communication is essential to promote stakeholder engagement, allowing interaction between stakeholders and the group's chair. Through this process, it will be possible to identify the stakeholders, plan their engagement, and manage it. Thus, communication must be appropriate to avoid misunderstandings of tasks, and it is possible to map the needs, relationships, and expectations of all stakeholders.

2.3 The communication plan proposed for this group (see **Appendix B**) contains 5 fields, organised in the following way:

- a) Receiving stakeholder;
- b) Message sender;
- c) Communication objective (message);
- d) Channels used; and
- e) Frequency of communication.

2.4 When elaborating on the communication plan proposed by this paper, it was considered:

- a) the roles and responsibilities regarding the creation, approval, and delivering the communications, as well as who will be responsible for monitoring the feedback and proposing adjustments to the plan if necessary;
- b) assessment of stakeholders' information needs. Consider what is interesting to communicate to the technical team and other stakeholders to avoid unnecessary data transmission and to save resources; and
- c) establishing the appropriate communication channels, frequency, timing, format, and key messages for each situation. It is vital to determine the most effective communication channels for each stakeholder group, their frequency and timing, according to the stakeholders' profile, schedules, interests and responsibilities of the SAT group.

2.5 The communication plan will include channels for verbal and written communication, as well as the use of permanent reports of anomalies in the execution of activities via email or WhatsApp group. Such tools were chosen to provide fast information exchanges that reach all participants immediately.

2.6 In summary, this proposal suggests the implementation of a communication plan to improve the engagement and participation of the SAT SOG stakeholders. This plan includes a SAT SOG's Stakeholders Register (**Appendix A**) and a SAT SOG's Communication Plan (**Appendix B**). The plan will help to map the stakeholders' interests, improve communication channels, and allow for better management

of stakeholder engagement. Therefore, we recommend the adoption of this plan to achieve better results in safety oversight in the South Atlantic Region.

3. **Action by the meeting**

3.1 The meeting is invited to:

- a) The meeting should take into consideration the information presented in this paper;
- b) review the proposal and approve the stakeholders register listed in **Appendix A**, as well as the communication plan, **Appendix B**, taking into account the key stakeholders, their responsibilities, the channel and frequency adopted;
- c) the stakeholders listed on the register available in **Appendix A** should inform the point of contact (PoC) details for SAT matters; and;
- d) consider a frequency for reviewing and updating versions of the communication plan presented.

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## APPENDIX A

*SAT SOG'S STAKEHOLDERS REGISTER*

<b>ID</b>	<b>Stakeholder</b>	<b>Point of Contact (POC) full name</b>	<b>Country/ Organisation</b>	<b>Telephone</b>	<b>E-mail</b>
ALFA	Chairteam SAT SOG	Luiz Antônio dos Santos (Chairman) Alexis Brathwaite (Vice Chairman) Virginia Mignoni (Assistant)	DECEA/Brazil DECEA/Brazil		
BRAVO	South American (SAM) Office - ICAO				
CHARLIE	SAT Regional Monitoring Agencies				
DELTA	States and Organisations in the SAT Region				
ECHO	IATA Regional Offices				
FOX	Other ICAO Regional Offices				
GOLF	SAT IMG				
HOTEL	SAT SG				
INDIA	NAT SOG				
JULIET	NAT CMA				
KILO	Other NAT groups				
LIMA	SAT observers				

## APPENDIX B

## SAT SOG'S COMMUNICATION PLAN

Receiving Stakeholder	Message Sender	Communication objective (message)	Channels used	Frequency of communication
Vice Chair and ICAO LIMA RO	SAT SOG Chairman /Assistant	Coordination of action planning and monitoring	E-mail and/or WhatsApp	Permanent
			Videoconference	Bimonthly
RMAs and stakeholders	SAT SOG Chairman /Assistant	Coordination of activities	Meetings/meeting date	Bimonthly
			WhatsApp	
			E-mail	Permanent
SAT	SAT SOG Chairteam	Coordination of actions	E-mail	Permanent
			Videoconference	Annual
SAT IMG	SAT SOG Chairteam	Coordination of implementation actions	E-mail	Permanent
			Videoconference	Annual
SAT SG	SAT SOG	Sending actions for approval	Study notes at meetings	Semiannual
NAT Groups	SAT SOG Chairteam	Coordination of Harmonisation actions	E-mail	Permanent
			Videoconference	On-demand
All stakeholders	SAT SOG Chairteam and ICAO Lima Regional Office	Disseminate meeting minutes and SAT group initiative	Newsletter sent by e-mail	Bimonthly
		Disseminate documents and actions of the group	Group page on ICAO Portal	Permanent
		Presenting initiatives of the SAT Region	Face-to-Face Meeting	Semiannual
International Civil Aviation Organization (ICAO)	ICAO LIMA Regional Office	Coordinate actions of interest to the SAT SOG	Video conference	Annual
		Submit dissemination material.	E-mail	Annual
SAT Member States and observers	SAT SOG	Surveys to map needs and expectations	<i>SurveyMonkey</i>	On-demand
	SAT SOG	Presentation and dissemination of the group's actions	Meeting	Semiannual
	RMAs	Point of Contact (POC) training and reporting updates.	Training	Annual