NextGen Environmental Management System Framework

Stakeholder Collaboration Program Update

Presented to: REDAC E&E Subcommittee
By: Don Scata
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NextGen EMS – A framework to foster collaboration and address aviation's environmental and energy challenges

Aviation Environment and Energy Goals

NextGen 5 Pillar Approach

- Improved science and modeling
- Accelerated maturation of new aircraft technologies
- Renewable fuels
- Accelerated Air Traffic Management (ATM) Improvements and Efficiencies
- Policies, Environmental Standards, Market Based Measures and Environmental Management System

Stakeholders

- FAA
- Airlines
- Manufacturers
- Airports
- Other Agencies
- Academia
- Local Communities
NextGen EMS – FY14 Work Areas

Higher Tier / System Level
1. Strategic Plan
2. Annual Assessment and Review Cycle

Information Exchange & Collaboration
3. Website / portal
4. Communication materials, presentations, etc.

Stakeholder Collaboration Program
5. Collaboration Protocols and Reward / Recognition Program

NextGen EMS Approach

FAA & JPDO

Communicate NextGen Goals and Solutions
Communicate Environmental Performance

FAA
Industry (Airline & Manufacturer)
Other Agencies
Airports
## Stakeholder Collaboration Program

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<th>Purpose</th>
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<td>Establish a voluntary program that fosters stakeholder collaboration</td>
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<td>among key aviation sectors (manufacturing, airlines, and airports)</td>
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<td>Advance FAA's Environment and Energy Goals in the areas of Noise, Air</td>
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<td>Quality, Water Quality, Climate, and Energy</td>
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<td>Recognize environmental and energy achievement, share practices, and</td>
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<td>provide insights and expertise to support the efforts of all stakeholders</td>
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<td>First Phase – Establish a core cross-functional stakeholder Core Group</td>
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<td>(4-8 participants) to help design the program with FAA</td>
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<td>Second Phase – Test program with broader set of stakeholders</td>
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<td>Third Phase – Launch Stakeholder Collaboration Program</td>
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<th>Keys to Success</th>
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<td>Collaboratively develop the program with Core Group of stakeholders to</td>
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<td>help ensure program provides value to both FAA and the industry</td>
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<td>Strong brand recognition that provides a real incentive for stakeholders to participate</td>
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**Stakeholder Collaboration Program – Achievements**

- Recruited Airports Council International (ACI), Dallas Fort Worth Airport (DFW), Portland Airport (PDX), Boeing, Airlines for America (A4A), and General Electric Aviation (GE Aviation) to the Core Group
- Hosted for three Core Group meetings
- Conducted research on similar stakeholder programs, developed initial FAA Data Wish List and mapped out potential program design options
- Conducted a study to determine the most effective design for the Program’s Value Proposition Model (VPM); identified the key elements of a successful collaboration program and determined best practices and trends in the design and implementation of successful collaboration programs
- Developed vision, mission, goals and objectives for the Stakeholder Collaboration Program and the Terms of Reference for the Core Group
- Developed key themes to be used in communication and program awareness efforts based on interviews with Core Group members
- Identified and prioritized key initiatives for developing the Stakeholder Collaboration Program and prepared a plan accomplish them
Stakeholder Collaboration Program - Next Steps

- As possible, recruit additional members for the group with the help of existing Core Group members
- Host a number of teleconference meetings and two additional in-person Core Group meetings to complete preliminary program development
- Develop branding and communications materials for the Stakeholder Collaboration Program
- Develop the following ‘must haves’ for the Stakeholder Collaboration Program: Member Handbook, Membership Framework, Membership Application Procedures, Program Governance, Communications / Branding / Marketing procedure, Information Exchange and Protocol
- Recruit organizations to participate in the Pilot Test of the program
- Conduct the Pilot Test of the program and conduct assessments
- Initiate full deployment of the program
- Measure and adjust (ongoing)
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