

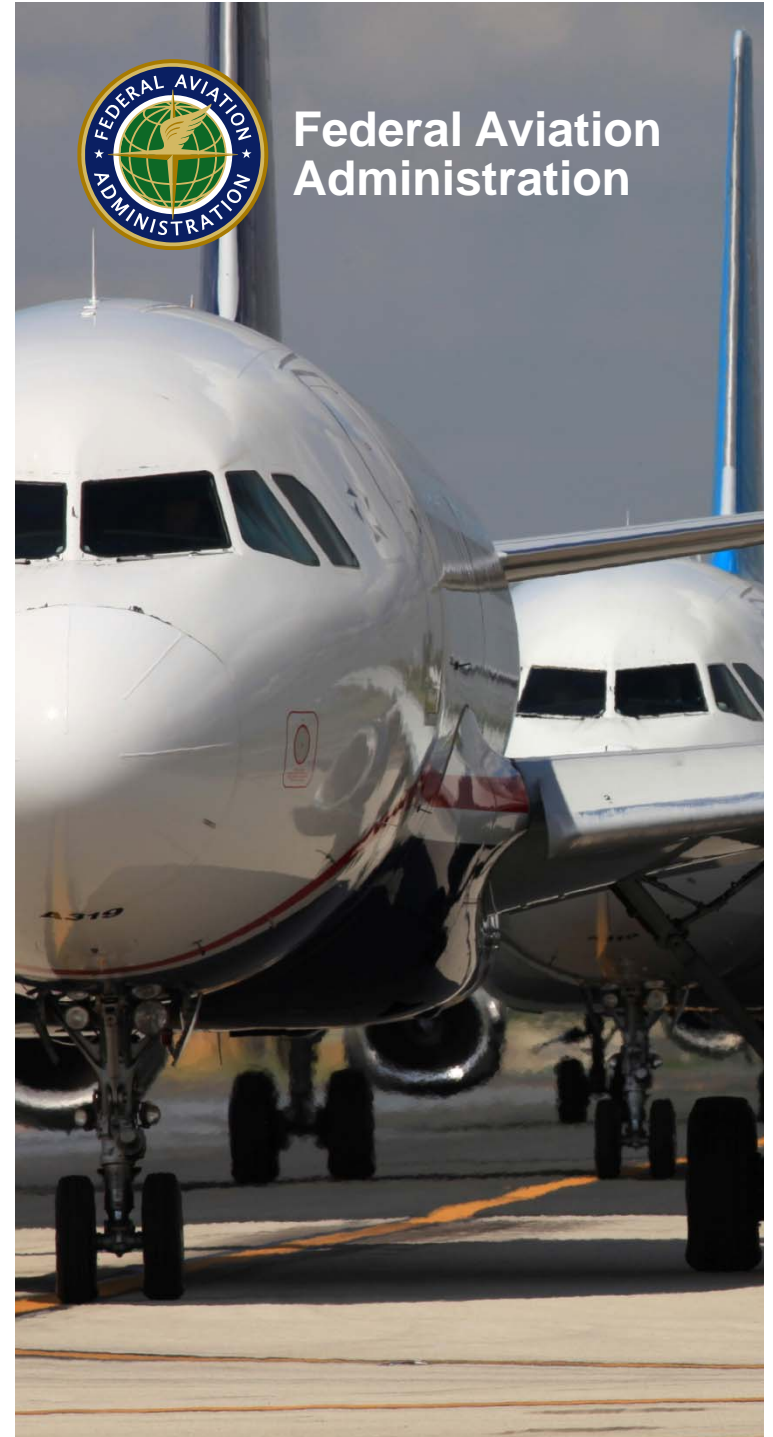
# NextGen Environmental Management System Framework

## 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

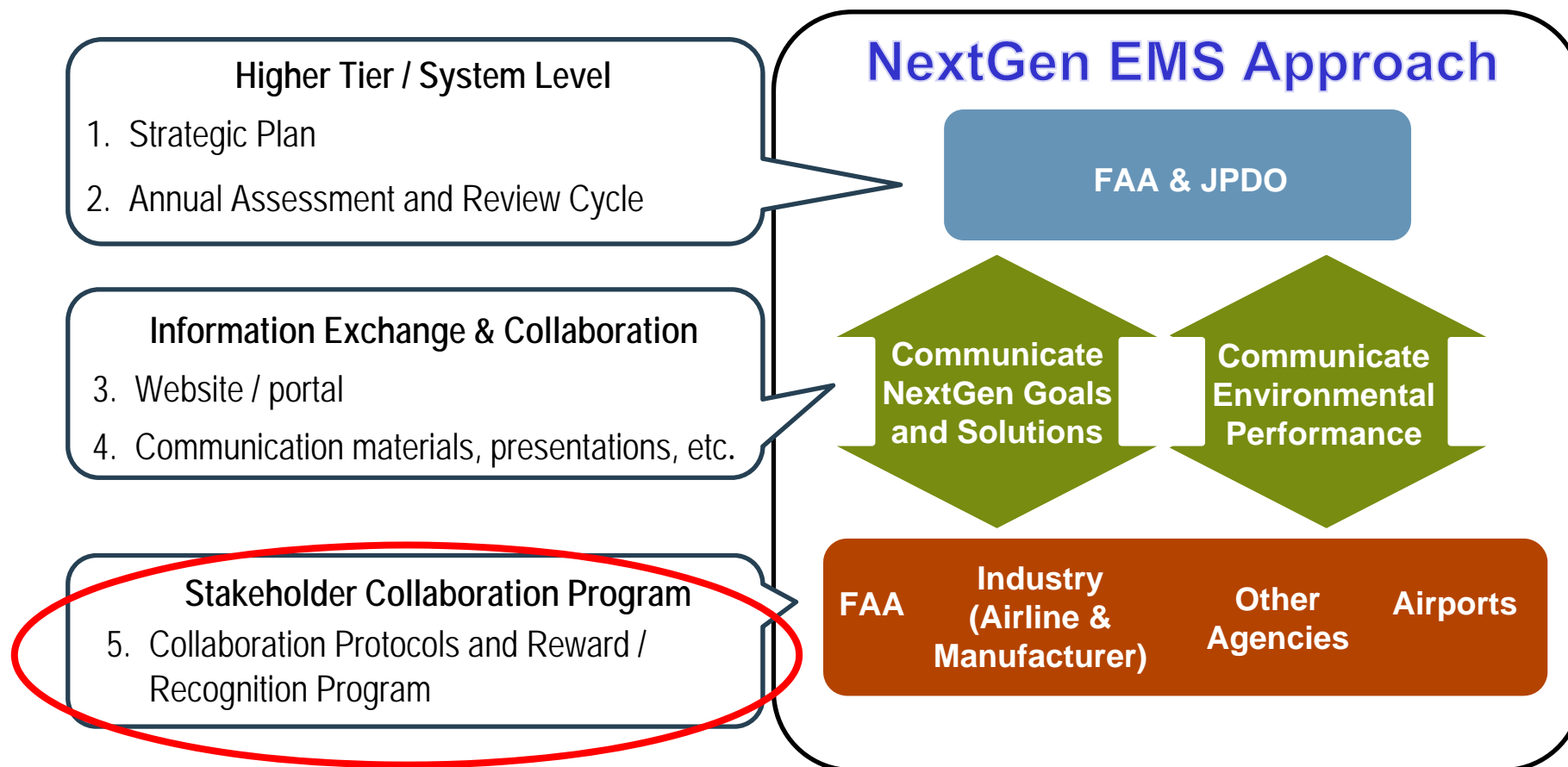
- Improved science and modeling
- Accelerated maturation of new aircraft technologies
- Renewable fuels
- Accelerated Air Traffic Management (ATM) Improvements and Efficiencies
- Policies, Environmental Standards, Market Based Measures and Environmental Management System



### Stakeholders

- **FAA**
- **Airlines**
- **Manufacturers**
- **Airports**
- **Other Agencies**
- **Academia**
- **Local Communities**

# NextGen EMS – FY14 Work Areas



# Stakeholder Collaboration Program

<b>Purpose</b>	<ul style="list-style-type: none"><li>• Establish a voluntary program that fosters stakeholder collaboration among key aviation sectors (manufacturing, airlines, and airports)</li><li>• Advance FAA's Environment and Energy Goals in the areas of Noise, Air Quality, Water Quality, Climate, and Energy</li><li>• Recognize environmental and energy achievement, share practices, and provide insights and expertise to support the efforts of all stakeholders</li></ul>
<b>Approach</b>	<ul style="list-style-type: none"><li>• <u>First Phase</u> – Establish a core cross-functional stakeholder Core Group (4-8 participants) to help design the program with FAA</li><li>• <u>Second Phase</u> – Test program with broader set of stakeholders</li><li>• <u>Third Phase</u> – Launch Stakeholder Collaboration Program</li></ul>
<b>Keys to Success</b>	<ul style="list-style-type: none"><li>• Collaboratively develop the program with Core Group of stakeholders to help ensure program provides value to both FAA and the industry</li><li>• Strong brand recognition that provides a real incentive for stakeholders to participate</li></ul>

# 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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