

European Helicopter Safety Team (EHEST)

Terms of Reference Sub-group on Communication

DRAFT

12 Jan 09

Object and Status

- **The Communication Sub-group is a sub-group of the European Helicopter Safety Team (EHEST).** Launched on 14 November 2006, EHEST is a voluntary partnership bringing together manufacturers, operators, research organisations, regulators, pilots' associations, accident investigators and other aviation groups from across Europe aimed at improving helicopter safety. It is also open to European military operators.
- EHEST is the helicopter component of the European Strategic Safety Initiative (ESSI).
- EHEST is also the European part of the International Helicopter Safety Team (IHST).

Reference Period

- The ESSI & IHST are ten year programmes spanning from 2006 to 2016.

Objective of EHEST

- EHEST and all the sub-groups are committed to the IHST goal of **reducing the helicopter accident rate by 80 percent by 2016 worldwide**, with emphasis on improving European helicopter safety.

Mission of the communication Sub-group

The Communication Sub-group's main task is to **identity and define a process to efficiently communicate with the Helicopter community, in particular small operators and GA.**

This task includes but is not limited to:

- Benchmark the different ways to communicate to GA pilots
- Benchmark the different ways to communicate to small operators
- Define the best way to communicate to GA pilots and small operators
- Develop a Matrix to monitor the implementation of the action plans in order to determine the effectiveness of interventions
- Coordinate with EGAST sub-groups on Communication to GA pilots.
- Coordinate with IHST on communication matters.

Deliverables

- A comprehensive Communication plan for the **Helicopter community, in particular small operators and GA** with definition of actors in charge and Key Performance Indicators (KPIs)
- Periodic Progress report for EHEST meetings.

Governance

- The Communication Sub-group shall have a Team leader coopted by the members and approved by the EHEST.

- 46 – The Team leader will provide leadership and direction and:
 - 47 ○ Control the agenda for the meetings,
 - 48 ○ Chair meetings,
 - 49 ○ Promote consensus among the team members,
 - 50 ○ Keep the team focused on high-priority items,
 - 51 ○ Identify and manage the required administrative support,
 - 52 ○ Liaise with the EHEST, EHSAT and EHSIT Co-Chairs and other ESSI
 - 53 teams as appropriate.
- 54 – The Team leader will ensure progress is reported to the EHEST.

55 **Working languages**

- 56 – The working language of the Communication Sub-group is English.

57 **Meetings**

- 58 – Most of the internal communication will be performed through teleconferences,
59 and e-mails. If needed face-to-face meeting could be organized.
- 60 – Minutes of meeting are drafted by a nominated person for circulation. Corrections
61 and suggestions for improvements are made directly on the text, and sent back
62 to that person and a final draft will be placed on CIRCA. Minutes are reviewed at
63 next meeting for approval and placed on CIRCA.

64 **Funding, Resources and Support**

- 65 – Participating organisations cover their own expenses. Members commit to
66 participate on an equal basis in the initiative, and to dedicate enough human and
67 material resources to ensure success. Travel and accommodation costs will be
68 minimized.
- 69 – EASA will provide coordination support and meeting rooms when meetings are
70 held in Cologne.

71 **Internal and External communication**

- 72 – The collaborative platform CIRCA will be used for internal communication and
73 working documents' storage.
- 74 – The EHEST website will be one of the means used to publish the results.
- 75 – Terms of References will be public.

76 **Dismantlement**

77 The Communication Sub-group will be dismantled when its work program is
78 completed, or if so decided by the EHEST.

79 **– END –**