

COMMUNICATING THE VALUE OF BUSINESS AVIATION

A messaging guide for EBAA Ambassadors



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WHAT'S IN THE GUIDE

WHAT IS THE OVERALL OBJECTIVE OF THIS GUIDE?

HARMONIZE

EBAA Ambassadors' messages about Business Aviation

SUPPORT

EBAA members when explaining the value of the sector

INPUT

Into all sorts of communication tools for members and for EBAA

Help EBAA Ambassadors create a stronger, benefits-oriented and more constructive image of Business Aviation.

- Higher political impact
- A compelling value proposition for prospective users

- ▶ **A GAP ANALYSIS:** Our perception vs. reality
- ▶ **OUR ELEVATOR PITCH:** How to present the industry story
- ▶ **MESSAGE WING:** What are the key pillars of our value proposition
- ▶ **KEY MESSAGES AND PROOF POINTS, PILLAR BY PILLAR**
- ▶ **EXAMPLES OF HOW TO USE THE KEY MESSAGES**
- ▶ **AN OVERVIEW OF OUR TARGET AUDIENCE**
- ▶ **COMMUNICATION TIPS**

INTRODUCTION

OUR COMMUNICATIONS OBJECTIVE:

Communicating the positive characteristics of the Business aviation sector in Europe

The purpose of this guide is to provide a compelling, structured, and consistent messaging framework that presents the sector's story and that can be delivered by EBAA Ambassadors to their target audiences. This guide is produced by the EBAA Secretariat for EBAA Ambassadors. The Business aviation sector needs to join forces to address some of the perception challenges that are directly impacting the sector's ability to get its voice heard in the policy debate, attract talent, and secure economic growth. While a number of stakeholders value Business aviation as a mode of transport, a wide majority of stakeholders still focus on the high costs, perceived elitism associated with flying on corporate jets and its environmental footprint. We therefore need to share messages that explain the value of Business aviation.

HOW TO USE THIS GUIDE

The key messages contained in this guide are meant to be used in any situation where EBAA Ambassadors wish to present the value of Business Aviation – as a service or a sector. Messages should be tailored to EBAA Ambassadors specific audience (feel free to add local examples and stories!) and can be disseminated as widely as members wish – for example on your websites, printed collaterals, in a meeting with a policy-maker, or in a media interview.

We - the EBAA Secretariat - would also like to hear from your experience using the key messages: How are they being received by your stakeholders? What tools and channels are you using to disseminate the messages? Based on your feedback and real-world insights (please refer to the last page of this guide for further information on how to provide feedback), we will prepare and disseminate updates and improvements to the messaging guide.

Thank you for your support!

WHAT IS AN EBAA AMBASSADOR?

In short, an ambassador is a representative, or promoter of a specified activity. EBAA Ambassadors help represent the European Business aviation sector in a positive light, helping to increase positive perception and acceptance within European society. Predominantly, an EBAA ambassador is known as a positive spokesperson/company, an opinion leader or a community influencer within Business aviation that is able to speak on the sector, with the legitimacy backing of the EBAA as a well established association.

EBAA ambassadors should focus on three traits:



Knowledgeable - Deep understanding of the legislative and regulatory threats to the industry



Persuasive - Communicates persuasively about the value of business aviation



Visionary - Leaders within influential business aviation companies

REFOCUSING ON THE MEANING OF AMBASSADOR



MARCUS RASHFORD Ambassador Fareshare

- Raised 20 million for charity.
- Helped deliver 3 million meals to poor children.
- Helped change government policy on school meal vouchers.

GAP ANALYSIS

OUR ELEVATOR PITCH

VALUE FOR MONEY

ECONOMIC AND SOCIAL CONTRIBUTION

ENVIRONMENTAL IMPACT

Our communications journey		
PERCEPTION	REALITY	GOAL
High Costs Luxury Only for elite	Productivity gains Time savings Flexibility	BusAv considered as a strategy for growth
Niche Minor contribution	Provides highly skilled jobs 31% of flights + connects 25,280 city or area pairs	BusAv recognised as a symbol of European Excellence
Polluting High CO ₂ emissions	Relatively small contribution to CO ₂ emissions Strong industry commitments	BusAv acknowledged for its environmental stewardship
	GAP	GAP

WHY DO WE NEED BUSINESS AVIATION? WHAT'S ITS VALUE?

Business aviation brings value to Europe, by connecting citizens, communities and companies across the continent both as a specialised, secure, time-efficient mode of travel and as a dynamic sector providing highly-skilled jobs.

BUSINESS AVIATION SERVICES:

Business Aviation is a specialized travel solution and investment strategy, enabling people to meet face-to-face when time matters most. It allows users to have full control over their schedule and travel to at least three times more destinations in Europe than airlines – many of which are not served by other forms of air travel. This leads to productivity gains, whilst also connecting communities in remote places, boosting their economic growth in the process.

BUSINESS AVIATION SECTOR:

A symbol of European excellence, Business Aviation is a dynamic sector which fosters technical innovation and environmental stewardship across the full value chain, from manufacturers to operators. It provides highly skilled jobs and increases economic growth both within the industry and the local communities around the airports.

SUMMARY PAGE

TOPICS OF KEY INTEREST FOR THE BUSINESS COMMUNITY



CONNECTIVITY



SAFE AND SECURE

TOPICS OF KEY INTEREST FOR POLICY MAKERS



ENVIRONMENTAL STEWARDSHIP



EUROPEAN COMPETITIVENESS



PRODUCTIVITY GAINS



CONNECTIVITY

Business Aviation seamlessly connects distant and remote regions across Europe, spurring investment and the growth of business and communities in these regions.



SAFE AND SECURE

Safety and security are top priorities for the Business Aviation sector, which has adopted ambitious voluntary measures to ensure that airports, aeroplanes, pilots and passengers are safe and secure.



ENVIRONMENTAL STEWARDSHIP

Business aviation fosters environmental stewardship across the full value chain and is gearing up to meet its net-zero emissions target by 2050.



EUROPEAN COMPETITIVENESS

Business Aviation is a leading contributor to the European job market, securing nearly half a million highly skilled, highly paid jobs and accounting for revenues of almost 87 billion Euros.



PRODUCTIVITY GAINS

Business Aviation enables more efficient and productive face-to-face inter-actions when time matters the most.





PRODUCTIVITY GAINS

"BUSINESS AVIATION ENABLES MORE EFFICIENT AND PRODUCTIVE FACE-TO-FACE INTERACTIONS WHEN TIME MATTERS THE MOST."

SUPPORTING MESSAGES	PROOF POINTS
<p>TIME SAVINGS Business Aviation helps users achieve major time savings by enabling them to:</p> <p>FLEXIBILITY – Have control over schedules:</p> <ul style="list-style-type: none">• Users can respond quickly to changing demand and circumstances.• Meetings can be moved or extended without unnecessary pressure.	<ul style="list-style-type: none">• 127 min per trip on average are saved using a Business Aviation flight over the fastest commercial counterpart.• About 20% of Business Aviation flights are more than 5 hours faster than their closest commercial alternative.• Aeroplanes are available 24/7 and can be dispatched within 1 to 1.5 hour notice.• From reduced delays, Business Aviation users save about 1,825 days annually.
<p>FEASIBILITY – Combine multiple destinations:</p> <ul style="list-style-type: none">• Users can reach multiple destinations in a single day which is often nearly impossible to fulfill using any other modes of transportation.	<ul style="list-style-type: none">• This is part of the DNA of Business Aviation, there is no supporting data.
<p>EFFICIENCY – Avoid congested airports:</p> <ul style="list-style-type: none">• Users can avoid congested commercial passenger hubs and take off from small, less busy Business Aviation airports.	<ul style="list-style-type: none">• The average travel time from a city to a Business Aviation airport is only 15 minutes.
<p>PRODUCTIVITY – Work efficiently onboard:</p> <ul style="list-style-type: none">• Many aeroplanes are equipped with advanced communications technologies – including phones and internet access – that enable travelers to remain in constant contact with their colleagues on the ground.• Business Aviation decreases travel time whilst increasing working time	<ul style="list-style-type: none">• Studies show that Business Aviation users are at least as productive onboard as in the office, while they are much less productive on commercial flights than in the office.

SUPPORTING MESSAGES	PROOF POINTS
<p>STRATEGY FOR GROWTH</p> <p>COST-EFFICIENCY</p> <p>PRODUCTIVITY GAINS</p> <ul style="list-style-type: none">• Business Aviation enables users to achieve more in the same number of hours or days, delivering a valuable productivity boost.	<ul style="list-style-type: none">• Given that each trip saves the user an average of 127 minutes, a company potentially saves on average 1,380 hours, or about 57 days, by using Business Aviation for its employees.
<ul style="list-style-type: none">• Companies that use Business Aviation to solve their transportation challenges return more to shareholders than companies in the same industry that do not utilize Business Aviation.	<ul style="list-style-type: none">• Assuming an employee works 1,840 hours per year, this average company saves about 75% of a full time equivalent by using Business Aviation.
<ul style="list-style-type: none">• Employers may reduce hotel costs and associated per diem expense through one-day multi-city trips.	<ul style="list-style-type: none">• Business Aviation saved €1.20 bn of employee time in 2014.
<ul style="list-style-type: none">• On a variety of routes Business Aviation may probably be less costly than commercial travel when factoring in the flexibility of the schedule.	<ul style="list-style-type: none">• Business Aviation users generate an additional 5.7 million hours of additional work output over commercial transport users annually.• Business Aviation leads to efficiency gains to European companies of €2,840 per passenger



SAFETY AND SECURITY

"SAFETY AND SECURITY ARE TOP PRIORITIES FOR THE BUSINESS AVIATION SECTOR, WHICH HAS ADOPTED AMBITIOUS VOLUNTARY MEASURES TO ENSURE THAT AIRPORTS, AEROPLANES, PILOTS AND PASSENGERS ARE SAFE AND SECURE."

SUPPORTING MESSAGES	PROOF POINTS
SAFETY <ul style="list-style-type: none">EBAA and its members are committed to ensuring the highest level of safety for their pilots, crews, and passengers.	<ul style="list-style-type: none">Business aircraft are typically flown by 2 pilots, highly trained professional crews all of which has enabled Business Aviation to achieve a safety record comparable to major commercial airlines.
<ul style="list-style-type: none">Business aeroplanes are among the most sophisticated aircraft flying. They are engineered and built to the highest standards, including latest safety equipment.	<ul style="list-style-type: none">Business aircraft are equipped with collision avoidance systems, ground proximity warning systems, severe weather detection units, and many also have head-up displays as well as enhanced and synthetic vision systems.
<ul style="list-style-type: none">Besides complying with stringent safety and security regulations, business aircraft operators actively participate in the definition of standards, as well as a variety of voluntary programs designed to enhance safety and security.	<ul style="list-style-type: none">The International Business Aviation Council, together with member associations (including EBAA), has produced a Safety Management System (SMS) Toolkit to help commercial Air Taxi operators comply with new safety rules.
<ul style="list-style-type: none">European Business Aviation has experienced a constant decreasing trend in the number of accidents.	<ul style="list-style-type: none">The 10 year average is of 1 fatal accident per 2.3 million flights.

SUPPORTING MESSAGES	PROOF POINTS
SECURITY AND PRIVACY <ul style="list-style-type: none">Business Aviation is secure by nature as most passengers are frequent flyers, known personally to the operators.One of the top reasons why companies utilize business aircraft is for the high level of security they provide.	<ul style="list-style-type: none">Business Aviation sells flights, not seats. This means that the accessibility of the aircraft is carefully monitored. Because of this very specific modus operandi, the vast majority of passengers – business leaders and their executive teams, as well as government officials – are frequent flyers whose background was already checked.
<ul style="list-style-type: none">Travelers can discuss proprietary information without fear of eavesdropping, industrial espionage, or physical threat.The Business Aviation community will continue to advocate for policies that enhance the security of Business Aviation without unnecessarily disrupting the mobility and flexibility that it requires.	<ul style="list-style-type: none">The Business Aviation sector implements in the best possible way the measures in EU Regulation 1254/2009 on alternative security measures to guarantee civil aviation security.



EUROPEAN COMPETITIVENESS

"BUSINESS AVIATION IS AN
IMPORTANT CONTRIBUTOR
TO THE EUROPEAN JOB MARKET,
SECURING CLOSE TO 400,000 HIGHLY
SKILLED, HIGHLY PAID JOBS AND
ACCOUNTING FOR REVENUES OF
ALMOST 100 BILLION EUROS."

SUPPORTING MESSAGES	PROOF POINTS
ECONOMIC CONTRIBUTION	
<ul style="list-style-type: none">Business Aviation brings a substantial contribution to the European economy, providing a catalyst for trade and investment around Europe.	<ul style="list-style-type: none">Business Aviation carries around 1 million passengers annually in Europe.
<ul style="list-style-type: none">Business Aviation is predominantly used by business leaders, enabling travel for entrepreneurs whose enterprise and energy are a cornerstone of economic growth, rather than wealthy people travelling for leisure.	<ul style="list-style-type: none">Today's users increasingly include mid-tier management and mid-market firms. With the introduction of lower-cost light jets onto the market, this corporate segment is also able to capitalize on the many benefits of private business travel.
<ul style="list-style-type: none">There are also important economic benefits for the local communities where Business Aviation airports and firms are based.	<ul style="list-style-type: none">With over 1,391 operators and around 3,573 business aircraft, the European Business Aviation sector is extremely competitive.
<ul style="list-style-type: none">The impact of Business Aviation on local economies spreads much wider than the GDP and employment generated by the flights themselves. A number of leading Business Aviation aircraft manufacturers are European companies.	<ul style="list-style-type: none">€87 bn in output and €32 bn in revenues
<ul style="list-style-type: none">The vast majority of business jets are owned by governments and companies who make their aircraft available for transporting government officials, business leaders, and sales and marketing teams, or to shuttle Engineers and Project Managers offsite.	<ul style="list-style-type: none">€9 bn – value of Business Aviation aircraft manufacturing. Key European manufacturers include: Airbus (France), Dassault (France), Daher Socata (France), Piaggio (Italy), Pilatus (Switzerland), Evektor

SUPPORTING MESSAGES	PROOF POINTS
HIGHLY SKILLED JOBS	
<ul style="list-style-type: none">Business Aviation is a rapidly evolving and dynamic sector. It continues to generate substantial and sustainable employment and promises to be an important and unique contributor to a wider economic recovery.	<ul style="list-style-type: none">371,000 jobs are either directly or indirectly dependent on the European Business Aviation sector.
<ul style="list-style-type: none">Directly through aircraft manufacture, operation and maintenance, as well as airport-related jobs, and indirectly through the purchase of goods and services, Business Aviation includes many highly skilled jobs for Europeans.	<ul style="list-style-type: none">€25 bn spent in wages and salaries
<ul style="list-style-type: none">Business Aviation also plays a crucial role in driving demand in a much wider set of activities, including research and development, training and hospitality services.	<ul style="list-style-type: none">Business Aviation invests in training its workers. Operators spend an average of €20,000-30,000 per year training their pilots.



CONNECTIVITY

"BUSINESS AVIATION SEAMLESSLY CONNECTS DISTANT AND REMOTE REGIONS, SPURRING INVESTMENT AND THE GROWTH OF BUSINESS AND COMMUNITIES IN THESE REGIONS."

SUPPORTING MESSAGES	PROOF POINTS
ACCESS TO MARKETS	
<ul style="list-style-type: none">Business Aviation helps reach multiple destinations quickly and efficiently, if necessary in a single day, even in remote places.	<ul style="list-style-type: none">Business Aviation connects over 100,000 European airport-pairs compared to 30,000 for airlines.
<ul style="list-style-type: none">Business Aviation supports Europe's internal market by connecting industry and commerce to the major business centres.	<ul style="list-style-type: none">96% of these cities served by Business Aviation have no daily scheduled direct connection.
<ul style="list-style-type: none">Business Aviation is not exclusively shorthaul. It also has an important part to play in supporting European trade with the fastgrowing economies across the world.	<ul style="list-style-type: none">25,280 airport pairs served by Business Aviation were never connected by nonstop commercial flights.
<ul style="list-style-type: none">When evolving business conditions require changes to travel plans, Business Aviation can adapt quickly and fly to new destinations, making aircraft users able to respond faster to emergencies or strategic opportunities – wherever they may arise.	<ul style="list-style-type: none">A quarter of all Business Aviation routes have no non-stop commercial service on any day of the week.Flights to developing economies outside Europe have increased by 40% since 2006. Flights between Europe and Asia have also doubled over the same period.

SUPPORTING MESSAGES	PROOF POINTS
BENEFITS LOCAL COMMUNITIES	
<ul style="list-style-type: none">Business Aviation spurs investment and growth in local communities, making them more attractive for investors by connecting them in an efficient way.	<ul style="list-style-type: none">Business Aviation was responsible for the employment of over 4,954 people within the Le-Bourget Aerospace cluster.
<ul style="list-style-type: none">By helping connect businesses around the globe, independent of their location, Business Aviation integrates local communities in the wider geographic context.	<ul style="list-style-type: none">Farnborough Airport currently accommodates almost 8,000 jobs. With indirect/induced effects, the total employment supported by this complex locally is estimated at almost 9,600 jobs and 12,000 in the region.
<ul style="list-style-type: none">Europe's major Business Aviation clusters also attract high-level aviation events, generating significant economic activity, particularly in hospitality and tourism.	<ul style="list-style-type: none">Airports with fewer than 100 departures a day handle 70% of Business Aviation flights, compared with 40% of scheduled flights.
MEDICAL EMERGENCIES	
<ul style="list-style-type: none">Business Aviation provides vital services when it comes to responding to emergencies and providing urgent medical equipment to those most in need.	<ul style="list-style-type: none">12,000 departures (or 2% of all Business Aviation departures in 2017) were flown to serve medical evacuations, representing 50 departures a day.



ENVIRONMENTAL STEWARDSHIP

"BUSINESS AVIATION FOSTERS ENVIRONMENTAL STEWARDSHIP ACROSS THE FULL VALUE CHAIN AND IS GEARING UP TO MEET ITS TARGET OF NET-ZERO EMISSIONS BY 2050."

SUPPORTING MESSAGES	PROOF POINTS
RELATIVELY SMALL SHARE OF EMISSIONS AND IMPROVING CARBON FOOTPRINT	
<ul style="list-style-type: none">Business Aviation's global CO2 emissions are a relatively small share of global man-made carbon emissions.	<ul style="list-style-type: none">Business Aviation has improved its carbon footprint by 40% over the past 40 years.
<ul style="list-style-type: none">Business Aviation fully supports the International Civil Aviation Organization's (ICAO) programme of action on international aviation and climate change.	<ul style="list-style-type: none">Business Aviation's global CO2 emissions are approx. 2% of all aviation and 0.04% of global
<ul style="list-style-type: none">Business Aviation contributes to the EU Emission Trading Scheme (ETS). Companies have been purchasing and offsetting the relevant amount of CO2 certificates for years.	
<ul style="list-style-type: none">The industry has long supported technology to reduce engine emissions by applying new technologies, optimizing performance and flight range, and contributing to more efficient fuel burn.	

SUPPORTING MESSAGES	PROOF POINTS
INVESTMENT IN CLEAN TECHNOLOGIES TO ACHIEVE CARBON NEUTRALITY	
<ul style="list-style-type: none">Investment continues for commercially viable, sustainable aviation fuels with the aim of achieving by 2050 net-zero emissions. man-made carbon emissions.	<ul style="list-style-type: none">The industry has committed to carbon-neutral growth from 2020 onward and to an absolute reduction net-zero emissions in 2050 relative to 2005.The industry has achieved to improving fuel efficiency on an average of 2% per year until 2020.
PARTNERSHIPS FOR CLEANER INFRASTRUCTURES	
<ul style="list-style-type: none">Through collaboration with air traffic management (ATM) providers to accelerate modernization of air traffic infrastructure and procedures, CO2 emissions will be considerably reduced.	<ul style="list-style-type: none">Along with developing and implementing Operational best practices to reduce fuel usage, these programmes will deliver 14% of the overall CO2 reductions by 2050.

SETTING THE RECORD STRAIGHT

ADDRESSING QUESTIONS ABOUT THE EXCLUSIVITY AND COSTS OF BUSINESS AVIATION

FACT

Business Aviation is indeed a specialized mode of travel but productivity gains justify its business use and it contributes to economic growth.

Business Aviation is a specialized mode of travel. It enables business people to travel to places not served by commercial airlines and to save time, thereby enhancing productivity. Business Aviation is also a rapidly evolving and dynamic sector. It continues to generate substantial and sustainable employment, and promises to be an important and unique contributor to the wider economic recovery in Europe. We spur investment and growth in local communities, making them more attractive for investors by connecting them in an efficient way.

ADDRESSING QUESTIONS ABOUT EMISSIONS

FACT

The overall share of emissions is relatively small and the sector is committed to reduce them further.

The industry has long supported technology investments and operational practices to reduce aircraft emissions. Our global CO2 emissions are approximately 2% of all aviation and 0.04% of global man-made carbon emissions. Despite our share being relatively small, our industry has committed to carbon-neutral growth from 2020 onward and to an absolute reduction of total carbon emissions of 50% by 2050 relative to 2005.

By collaborating with air traffic management providers, we also hope to accelerate the modernization of air traffic infrastructure and procedures to considerably reduce CO2 emissions.

ADDRESSING QUESTIONS ABOUT THE NECESSITY OF BUSINESS AVIATION

FACT

Business Aviation makes it possible to retain invaluable face-to-face interactions in today's time-sensitive environment.

Business Aviation provides the flexibility and time savings that typically characterize video or telephone conferences. However, they also offer the invaluable benefit of direct human contact in face-to-face meetings, which is in many cases the most efficient and the most reliable solution - for example, when important decisions need to be taken or when personal intervention is necessary.

WITH WHOM TO SHARE THE MESSAGES

EBAA members are encouraged to share the messages contained in this guide with any stakeholders that wishes to, or could benefit from, better understanding the value that Business Aviation brings to its users as well as the society as a whole. The stakeholder categories included below should constitute a particular focus of members' communications efforts.

POLICYMAKERS AND REGULATORS
<ul style="list-style-type: none">European and international institutionsNational governments and regulators
THE MEDIA AND OTHER KEY INFLUENCERS
<ul style="list-style-type: none">JournalistsThink tanksAdvocacy groups
THE BUSINESS COMMUNITY
<ul style="list-style-type: none">Current usersPotential users
OUR CURRENT AND FUTURE WORKFORCE
<ul style="list-style-type: none">Young graduatesEmployees

- Our communication efforts should focus on all target audiences.
- Messages need to be adapted and tailored to specific audiences.
- Political stakeholders will have a key interest in our overall contribution to the economy and society, as well as our environmental commitments.
- The business community will have a key interest in the productivity gains achieved thanks to Business Aviation as well as our safety record.

TIPS & TOOLS IDEAS FOR MEMBERS

The tips and tools included below are meant to guide members on how to share the messages contained in this guide with external stakeholders in an effective manner.

POLITICAL AUDIENCE

TIPS: Ensure stakeholders are fully aware about the specifics of the sector. Always integrate a call to action with short messages and proof-points, linked to the policy focus of the audience. Reference the benefits for local communities when speaking to elected officials. Follow-up.

TOOLS: Reports, Factsheets, Infographics, F2F meetings, Events, Stakeholder Roundtables.

TRADITIONAL MEDIA

TIPS: Target trade press as well as mainstream publications. Get proof-points on economic prospects of the industry. Generate quarterly stories to be pitched to the media via interviews and media briefings. Respond to negative stories published in the media in a timely and coordinated manner.

TOOLS: Online press kit with picture gallery (e.g. Prezly), media briefings, interviews, op-eds, press releases.

BUSINESS AUDIENCE

TIPS: Focus on potential users. Keep messages simple and to the point. Position Business Aviation as a long-term strategy. Balance costs with benefits such as flexibility, feasibility and productivity gains. Identify potential ambassadors.

TOOLS: CEO testimonials, Business events, costbenefit simulations, accessibility maps, loyalty programs.

SOCIAL MEDIA

TIPS: Build an active presence on social media. Amplify stories via planned and coordinated engagement. Create dedicated, catchy hashtags. Use analytics to monitor success. Engage your audience directly in your social media posts using the @ function. Use "did you knows" to educate stakeholders on our industry's key facts and figures. Engage your business community via LinkedIn.

TOOLS: Three main platforms: Twitter, Facebook and LinkedIn. Analytical tools (e.g. Sysomos). Planning tools (e.g. TweetDeck).

KEY CONTACTS & REFERENCES

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