



*Compliance Airworthiness Regulations Education*

**27<sup>TH</sup> ULD CARE ANNUAL CONFERENCE**

**MAINZ, GERMANY**

**SEPTEMBER 8 - 11, 2014**

**MAINZ 2014 - CALL TO ACTION**





# Call to Action – What's Next for ULD CARE

1. Operational Training/Communication/Awareness
2. Accountability/responsibility/compliance/consequence/performance rating of all parties
3. Enhance the image of ULD/ULD CARE to senior industry management
4. Broader participation in ULD CARE

# Call to Action - Breakout Sessions



Report out Panel Moderator: Bob Rogers, Nordisk

Team Leaders (left to right):

Issue 1: Frits Roukens, KL

Issue 3: Urs Wiesendanger, AC

Issue 2: Zhi Yong Liao, IATA

Issue 4: Manoj Menon, EK



# Call to Action – Results

## 1. Operational Training/Communication/Awareness

- **Action:** ULD CARE initiative to create a range of printed and other medium materials that can be made available to members and the industry at large.
- **Implementation:** Manageable from own resources.
- **Desired Outcome:** Continual availability of Training/Communication/Awareness material for members and others' use.

# Call to Action – Results

## 2. Accountability/Responsibility/Compliance/Consequence/Performance

- **Action 2A:** ULD CARE initiative to amend/add ULD content to the Standard Ground Handling Agreement.
  - **Implementation:** Drafting and Review process that can then pass onto IATA.
  - **Desired Outcome:** A robust SGHA
  
- **Action 2B:** ULD CARE Initiative to create easily available (downloadable) simple audit material
  - **Implementation:** Manageable through own resources
  - **Desired Outcome:** Sufficient material for any airline to perform a basic audit of any component of their ULD activity.





# Call to Action – Results

## 2. Accountability/Responsibility/Compliance/Consequence/Performance

- **Action 2C:** ULD CARE initiative to implement the use of scorecard to measure the satisfaction levels of ULD operations for our members for potential integration with existing IATA ULD score card
- **Implementation:** Draft using own resources
- **Desired Outcome:** Increased accountability through (a) change in industry documentation and (b) ready availability of materials supporting individual actions by airlines



# Call to Action – Results

## 3. Enhance the image of ULD/ULD CARE to senior industry management

- **Action:** ULD CARE Initiative to create a communication/PR tool kit of material with a consistent ULD/ULD CARE message including Industry BDP for members to use in their own organizations.
- **Implementation:** Draft through own resources/possible use of external PR assistance
- **Desired Outcome:** Readily available and relevant materials communicating concise key ULD messages to all industry stakeholders



# Call to Action – Results

## 4. Broader participation in ULD CARE

- **Action:** ULD CARE Initiative to develop a PR Kit for ULD CARE and to increase lobbying activity
- **Implementation:** Develop a comprehensive PR kit for ULD CARE.
  - Print Media
  - Press releases
  - Use the IATA Cargo Tracker
- **Desired Outcome:** Enhanced image of ULD CARE as a facilitator for change in all ULD matters





## 2012 Ambitions- How did we do?

- 7 announced initiatives
  - E-Newsletter- completed
  - UCR Update- completed
  - ULD Apps for Smartphones- picked up by others
  - Operation of TCC- remains pending
  - Increased cooperation with PRC carriers. Not shown any results so far, probably over ambitious
  - Enhanced SLA – incorporated in SGHA enhancement activity.
  - SOP's for ULD CARE- Pooling company ops. Consultation continues.



# How will we do this time?

- Aiming high but realistic
- Not over reliant on heavy input from persons having day jobs
- Group consensus for the actions
- Already have some basic internal framework such as the website
- Have the support and recognition of IATA
- U-MAP Tracking (ULD CARE Road Map Summary of Initiatives)



# Thank You

A big thank you to everyone who by being here and participating in the process have contributed enormously to the future direction of

**ULD CARE**

