Tackling CSR challenges: Unruly passengers, passengers with disabilities, and trafficking in people and wildlife

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Safety is the shared goal of governments, airlines, manufacturers, ANSPs and the wider industry.

It is an unfortunate reality that there is a small minority of our passengers whose unruly and disruptive behavior during can jeopardize flight safety and disrupt the journey’s of hundreds of other customers.

This is an issue facing airlines on a daily basis and we cannot allow the hard fought safety record to be jeopardized in this way.
So what is the extent of the issue? IATA has been collecting data on unruly passengers since 2007 – 66,000 reports received in that period.

Every year we calculate the incident rate per 1,000 flights. There was one incident every 1,053 flights in 2017 which is worse than 1 incident for every 1,424 flights in 2016.

Of concern was the rise in level 3 (life threatening) and level 4 incidents.

This data is not perfect – not every airline is a member of IATA and not every member of IATA submits data. So it is likely that the statistics significantly underestimate the extent of the issue.

When we look at our statistics combined with data published by civil aviation authorities, this points to a situation where unruly passenger incidents are more frequent and more severe.

IATA has been working on this issue for a number of years. At our AGM in 2014 we set out and our members endorsed a multistakeholder strategy to tackle this issue. This had two elements:

1) Enhance international air law so that we make it clear that unruly passenger behavior will not be tolerated and there will be consequences for those who endanger safety and good order

2) Work to ensure that the industry is doing all it can to prevent unruly incidents.
One of the biggest issues that airlines face today is that in the majority of cases they deliver unruly passengers to the local law enforcement with required information, only to find the local police have not charged them and they have been released without charge. Where is the deterrent?

This issue arises because the Tokyo Convention confers jurisdiction over offenses committed onboard to the state where the aircraft is registered. This causes issues where the aircraft lands in a foreign country. This issue was acknowledged by States in 2014 and they agreed a Protocol to amend the Tokyo Convention known as MP14 MP14 gives the State of landing the necessary jurisdiction to deal with unruly passengers irrespective of where the aircraft is registered. This is the first state in ensuring we have a stronger deterrent.

19 states have ratified the treaty so far and it will likely enter in to force later this year but we have a long road ahead until we have wide coverage.
Enhancing the deterrent – enforcement

- Sometimes reluctance to bring criminal prosecutions against unruly – undermines deterrent
- Civil and administrative penalties used by some countries for police to issue “on the spot” fines e.g. Singapore, New Zealand
- ICAO has just published expanded guidance in Doc. 10117 to assist States
- IATA helping to promote this to governments

Even where jurisdiction is not an issue there are may be reluctance to prosecute. Sometimes cases are not prosecuted because its not seen as in the public interest, perhaps for cost, evidentiary or time issues.

This lack of a response from authorities after an incident impairs deterrence. This can be addressed if police or aviation security officers have the power to issue administrative infringement notices “on the spot” (as per motoring offenses).

The deterrence element is reintroduced if a person receives a fine for misconduct and these fines can be generally publicized by government, airports and airlines. States including Australia, Finland, New Zealand and Singapore have a civil penalty system in place.

When an infringement notice is issued, the unruly passenger receiving the notice can either pay the fine or contest it if they wish. The payment of the fine would usually be determinative and a criminal record would not be entered. While not appropriate for all cases, IATA is asking governments to consider this as one tool for police to have when responding to disruptive behavior upon landing. Criminal prosecutions can be sought for more serious incidents.

IATA has worked as part of an ICAO Task Force to prepare guidance material and examples in respect of such systems for the reference of the international community. Doc.10117 has just been published and we are advocating for governments to consider this approach – again the focus is ensuring we have a stronger deterrent.
IATA recognizes that the industry itself must do more to try to prevent incidents from happening to the extent possible.

We are providing airlines with comprehensive guidance materials and sharing best practice covering issues such as conflict de-escalation, responsible service of alcohol and restraint

IATA is also participating in several public-facing campaigns aimed at raising awareness among passengers of the types of prohibited conduct onboard and the consequences of irresponsible and criminal behavior.

This includes the #Notonmyflight campaign launched in conjunction with the European Union Aviation Safety Agency (EASA) in April 2019.

This targets the three most prevalent behaviours involved in unruly passenger incidents, namely violent behavior, intoxication and smoking.

More information can be found at https://www.easa.europa.eu/notonmyflight
IATA was part of a ten-week government-endorsed public information campaign called “One too many” (OTM) during summer 2018 in the UK that aimed to raise awareness of the need to fly responsibly. This multi-stakeholder response specifically aims to tackle a significant increase in reported unruly passenger incidents between 2013-2017 involving alcohol intoxication.

Its aim was to collectively remind passengers of the personal consequences of disruptive behavior when travelling by air – whether that’s denied boarding, a fine and/or a prison sentence or missing a holiday.

This awareness-raising campaign sits alongside actions by all partners in the UK Aviation Industry Code of Practice on Disruptive Passengers.

As part of OTM, World Duty Free has implemented sealed plastic bags for all alcohol purchases irrespective of size or destination. This is positive in terms of making it more difficult for passengers to consume alcohol onboard from their own supply.

It’s too early to say if the campaign is working but we did see some early signs of success - after 4 years of increasing incidents, 2018 figures produced by the UK show that incidents were down slightly despite a 9% increase in passengers.

The campaign also ran in early 2019 to coincide with the winter ski season. It will run again from June, through summer 2019 with an expanded number of airports involved and fresh messaging and images.
Passengers with disabilities
The Facts

1 billion people live with disabilities of various types and degrees
15% of the world’s population
This number is expected to increase

• Persons with disabilities represent more than 1 billion people worldwide - 15 per cent of the global population.
• The World Health Organization (WHO) reports that this number is increasing due to population ageing and the rapid spread of chronic diseases, as well as due to refinements in the methodologies used to measure disability.
Let me give you some information on the international instruments available:

- The UN Convention on the Rights of Persons with Disabilities (UN CRPD) is the first human rights treaty and sets out the legal obligations on States to promote and protect the rights of persons with disabilities.

- ICAO has SARPS contained in the Annex 9 – Facilitation to the Convention on International Civil Aviation, called the Chicago Convention.

- And the protection and improvement of travels for passengers with disabilities is gaining greater regulatory importance globally.

- For example The UN refers to disability in various part of the Sustainable Development Goals

- Now let me give you a bit of more information about the CRPD
• There is a lot of information in this slide, but we wanted to show this to you to mention the coverage of this convention and its protocol that has been ratified by 177 states
• The Convention came into force in May 2008 and is the first international instrument on passengers with disabilities that is binding on member states that ratify it.
• The instrument targets non-discrimination and seeks to ensure that people with disabilities are treated as active and equal members of society.
• It does not establish new rights for people with disabilities, but reaffirms and codifies existing rights while providing guidance on how to achieve these rights, e.g., through the concept of reasonable accommodation.
So why is accessibility important for airlines?

There are different reasons why airline members are taking care to provide a better service to passengers with disabilities and in needs

1) It is the right thing to do to make air travel accessible to every person.
2) As with every issue aviation depends on a harmonized regulatory framework and it is no different with accessibility; If we can drive such a framework for our airlines, that is important for our airlines but more importantly to the passengers they serve.
3) Then there is the business consideration. Research – such as a study by the American Institute of Research looking into spending power of adults with disabilities – have shown that the travel and tourism industry is losing out on a significant chunk of business by not making air travel accessible.

- So if we get this right everyone benefits.
What is IATA doing?

- Holistic Approach
- Partnership approach
- AGM Resolution and core principles

- What we are doing to get this right?
- There is no single approach to this topic but we must look at it from many different angles and I will come back to what that means in a minute
- We recognize the need to work not just with stakeholders within our industry but with all the affected parties to build knowledge, understanding and partnerships in this area
- We have also developed some core principles which I will also come to you in a moment
Let’s look at these elements in more detail.

First of all, as mentioned before we need to put major focus on ensuring that policy and regulations related to accessibility is harmonized and in line with our smarter regulation principles so we will be working closely with policy makers around the world to try to create a regulatory framework that increased access to air transport for persons with disabilities.

Then there are the very practical considerations around how airlines provide the best services to persons with disabilities – so that we will also be focusing on our own industry processes to make sure they are efficient and comfortable as possible.

As mentioned above we cannot do this on our own, we have to work with governments, airport and most importantly the disability community, because if we don’t listen to what they need, how can we provide what they need?

And lastly is not just about what we do, it’s how we communicate about what we do.
IATA Resolution 700 related to assisting passengers with disabilities first came into effect in 1952, making IATA one of the first industries addressing the needs of passengers with disabilities;

But we did a very poor job of communicating what we’ve done so the resolution was not as effective as it could have been. This taught us that we need to do a better job in communicating

We have started delivering a series of workshops and events around the world involving all stakeholders to drive a partnership approach to this topic

We are starting to be much more active in the media and specifically using social media

For example we have launched a global campaign on the assistance provided to passengers with hidden disabilities so that passengers feel safe and respected when travelling by air
We are pleased to report that an AGM resolution on passengers with disabilities was passed. It contains a series of strong and practical core policy principles designed to support inclusiveness and accessibility. They represent our commitment to provide seamless and dignified travel. They urgent clear an unambiguous legislation and call for harmonized and consultative approach for policy makers. They support efforts to achieve the UN Sustainable Development Goals.
Summary

- Persons with disabilities are important to the air transport sector
- We are committed to providing safe and dignified travels to passengers with disabilities and reduced mobility;
- The AGM Resolution is our commitment to promote accessibility
- A partnership between government and industry is the only way to meet the needs of passengers with disabilities
Trafficking of people and wildlife

31 May 2019
You may remember that a year ago in Sydney the IATA membership endorsed a resolution denouncing human trafficking and committing the industry to a range of actions.

Prior to this a number of airlines had launched anti-human trafficking initiatives often as part of corporate social responsibility initiatives.

But, as the trade association for the world’s airlines, IATA’s role was to give all of our members, irrespective of size, resources or jurisdiction the tools they need to be able to meet the commitments made in the AGM Resolution.

So we’ve have delivered a number of practical tools that they need.
• Firstly, we have developed a guidance document which takes them through the process of establishing a policy through to developing and executing their campaign.

• In addition to developing a suite of awareness raising materials, we’ve also developed a free e-learning module for ground staff and cabin crew, that airlines can incorporate in to their existing security and customer service training.

• And we’ve been active with NGO’s and governmental organizations such as IOM partnering with them on workshops in various countries bringing together, government and other aviation stakeholders to focus on solutions.

• Finally, to ensure that awareness training is effective, we need to have reporting mechanisms that get the tip offs on suspected trafficking to law enforcement in a timely manner so they can determine this response.

• Since this involves multiple stakeholders, we are working with ICAO to develop new guidance for states on this.
• Very pleasing that across all continents, member airlines are launching campaigns and getting involved. This demonstrates that airlines are committed to assisting in helping governments and law enforcement to the extent possible.

• In doing so, the airline industry is underlining its reputation as being the business of freedom.
Illegal Wildlife Trade

• Global conservation issue with links to organized crime,
• United for Wildlife Transport Taskforce Buckingham Palace Declaration: 61 airline signatories
• USAID ROUTES Partnership: implementing partner since 2015
• Key issue is establishing trust between public and private sector
• Activities coordinated through the IATA Wildlife Task Force

Recent reports on wildlife trafficking in the air transport sector have shown the global extent of exploitation by wildlife traffickers. No country is immune with the US reporting 7 seizures a day of illegal wildlife products (according to C4ADS’s report “In Plane Sight”).

There has been a shift from cargo seizures to carriage and concealment by passengers, as was demonstrated at OR Tambo Airport on 22 May when a passenger was arrested with 22 rhino horns in his baggage (chart shows air transport methods used by traffickers from the C4ADS database for 2009-2017 from their report “In Plane Sight”).

IATA has been an implementing partner of the USAID-funded Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership since 2015, focusing on the development of guidance, recommended practices and awareness raising videos.

IATA has presented on IWT at over 25 different industry committees and conferences and has coordinated its activities through the IATA Wildlife Task Force (IWTF) which has now held 18 meetings.

Key issue remains the lack of feedback from enforcement authorities when wildlife is seized onboard an airlines aircraft or when aviation security procedures have been breached.
Response to the Illegal Wildlife Trade

Illegal Wildlife Trade Assessment:
- Buckingham Palace Declaration Commitments converted into assessable standards
- Assessed using IATA’s environmental management system: IEnvA

Automated Illegal Wildlife Detection Pilot Project:
- Develop machine learning algorithms to detect wildlife
- Combine with remote image processing to allow enforcement to use AVSEC images
- Test to ensure AVSEC procedures are not compromised

- IATA has developed an IWT assessment, linked to the IATA Environmental Assessment Program (IEnvA), that allows an airline to demonstrate their implementation of the Buckingham Palace Declaration Commitments
- IATA is working with an enforcement authority to determine if automated detection of IWT is technically feasible based on algorithms using aviation security (AVSEC) X-ray screening images.
- The initial phase of the project includes the collection of a library of suitable IWT images and interest has been shown by a number of governments in supporting the algorithm development phase
- If successful, the concept could be rolled out for a number of different endangered species and significantly increase detection rates whilst not compromising aviation security screening procedures or airline operations