

## Borealis Alliance Customer Charter

### 1. Objective and Scope of Borealis Alliance Customer Charter

- The objective of the [charter] is to set out what the Borealis Alliance is for, how customers may interact with the Borealis Alliance and ~~and~~ what customers can expect when they interact.
- The [charter] is not meant to replace any Customer Programmes already in existence, within Alliance Members' organisations, rather to support them by providing a means of interaction relating to the Borealis Alliance Airspace.

### 2. Borealis Alliance – Background

- Key numeric facts (Source EUROCONTROL 2018 traffic data)
  - Over 4M flights annually
  - Over 11,000 flights daily
  - Approximately 39% of all European traffic
- Vision
  - ***“To be the leading ANSP Alliance that enables its Members to drive better performance for stakeholders through business collaboration.”***
- Objectives
  - ***Primary objective (value):***  
to facilitate cooperation between the Members, for the benefits of our customers, on commercially-recognized business partnering principles, that will make a contribution to the operational and financial performance of Members' air traffic services, and the achievement of Single European Sky and ICAO performance targets.
  - ***Secondary objective (political):***  
To enable Members collectively to be more influential with relevant trade, regulatory and policy bodies in Europe and internationally by developing a common position on major issues and expressing it jointly.

### 3. Borealis Alliance - General Principles towards Customers

- Customer engagement through key messages, feedback process and single point of contact
  - Borealis key messages:
    - We will jointly deliver efficient services to airspace users
    - We will focus on projects that will deliver benefits to our customers, maintaining close connections with major stakeholders
    - We will assist member ANSPs in achieving the Performance Targets set for each Reference Period
- Early customer communication in relation to multinational projects/decisions and Alliance activities
- Transparency, reliability and predictability are key features in our behaviour ensuring that our customers get timely and accurate responses to their inquiries.

#### 4. Borealis Alliance - Service Standards

- We drive operational performance through
  - application of a safety-first principle, which means harmonization of service concepts and joint technical solutions, with thorough safety assessment before implementation as well as continuous monitoring of operations
  - strict cost control, including investments, which means resource sharing and joint efforts instead of individual parallel/overlapping work streams
  - flexible and optimized flight profiles, which means cross border cooperation at an operational level for smooth transfer and routing of flights (e.g. free route airspace)
  - reduction of environmental impact, which means analysis of traffic flows to improve coordination and avoid extra mileage/fuel burn

#### 5. Borealis Alliance - Communications Process

- Alliance Executive Management (AEM) contact details:

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- Alliance Members' contact details:

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IAA	Deirdre Forrest	<a href="mailto:deirdre.forrest@iaa.ie">deirdre.forrest@iaa.ie</a>	
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- Customer feedback process:
  - Borealis Alliance internet site [www.borealis.aero](http://www.borealis.aero) provides a process, description and a template for:
    - customer communication/feedback messages to the Alliance, followed by
    - a message from the AEM to the customer that the message was received and
    - response by the AEM within 5 business days of receiving customer message
  - A summary of customer interactions to be included into monthly progress reports

- Annual workshops/teleconferences by Borealis Alliance with our customers and stakeholders to present plans, latest updates and future strategic developments