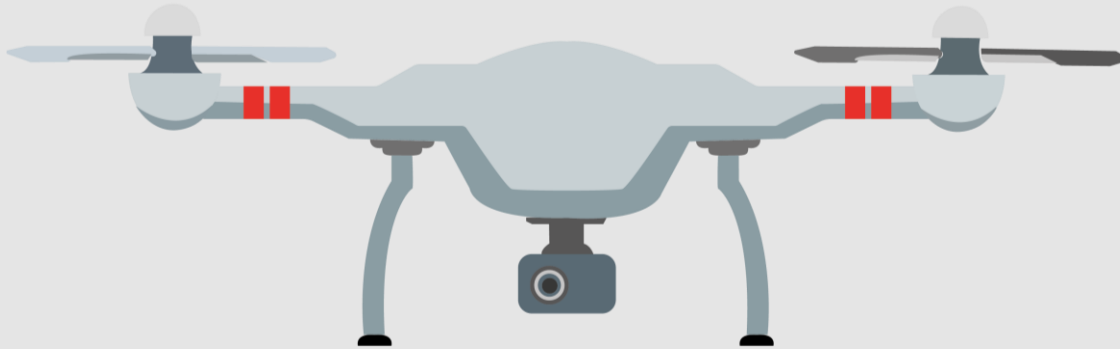


Educating drone users to achieve safer skies: The UK perspective

Jonathan Nicholson
UK Civil Aviation Authority



Today our focus is on drones but the principles apply to all areas of safety promotion work.



See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Safety campaigns

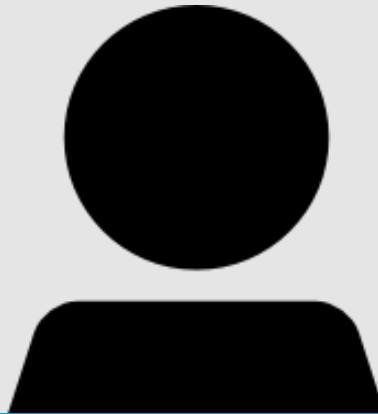
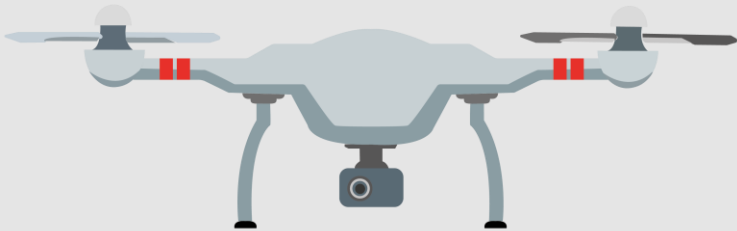
When looking at safety campaigns we always ask:

1. What is the issue?
2. What is the data?
3. What is the risk we're trying to prevent?
4. Will a promotion campaign work, or is there a better solution?

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

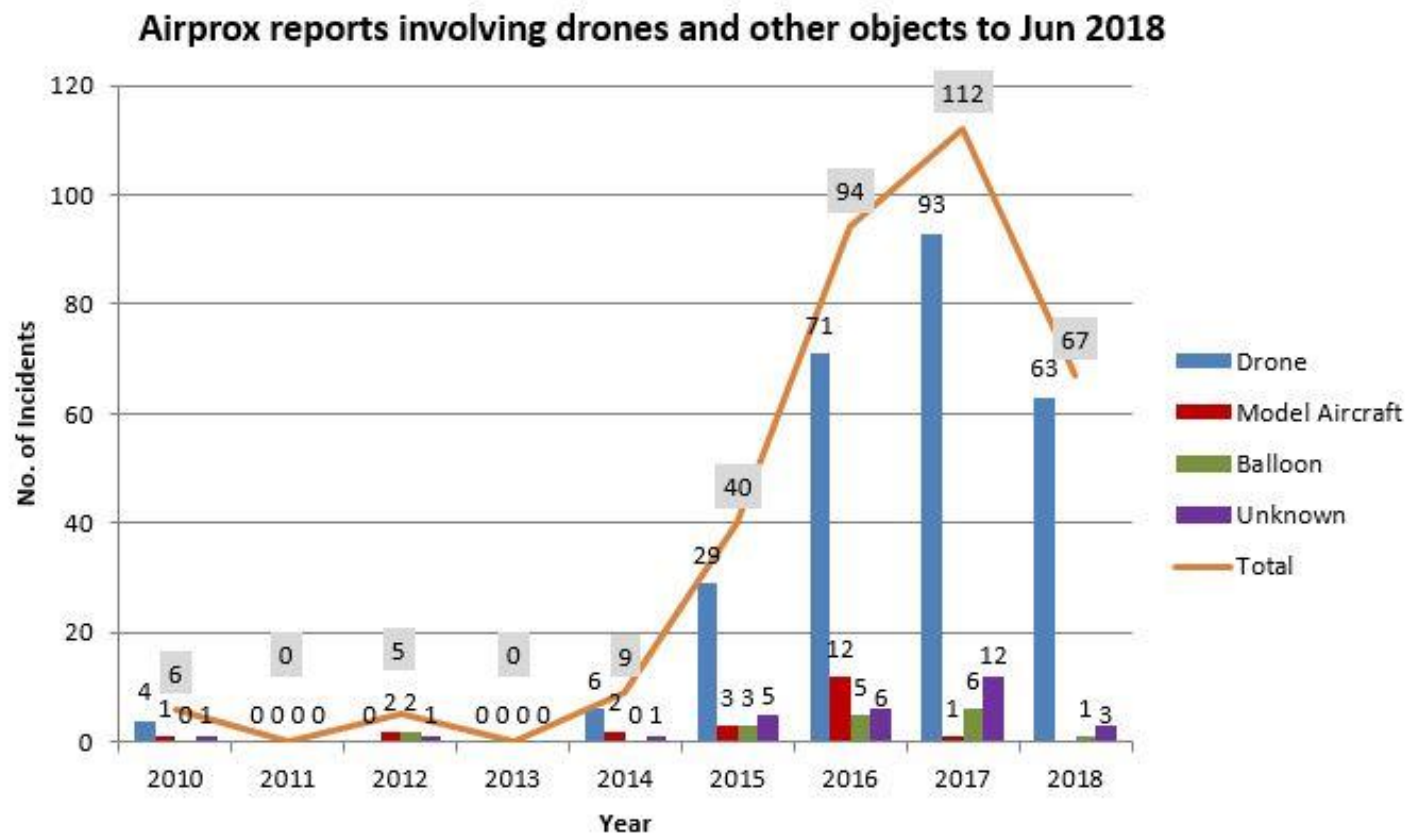
What is the drone issue?

Drone users not being aware of the rules.



See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

What is the data?



See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

What is the risk?

- ✈ Mid-air collisions
- ✈ Pilot distraction
- ✈ Public/personal safety
- ✈ The future of drones

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Will a campaign work?

All safety promotion activities require consideration and pre-thinking.

There is a need to be clear that this is the best solution.

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

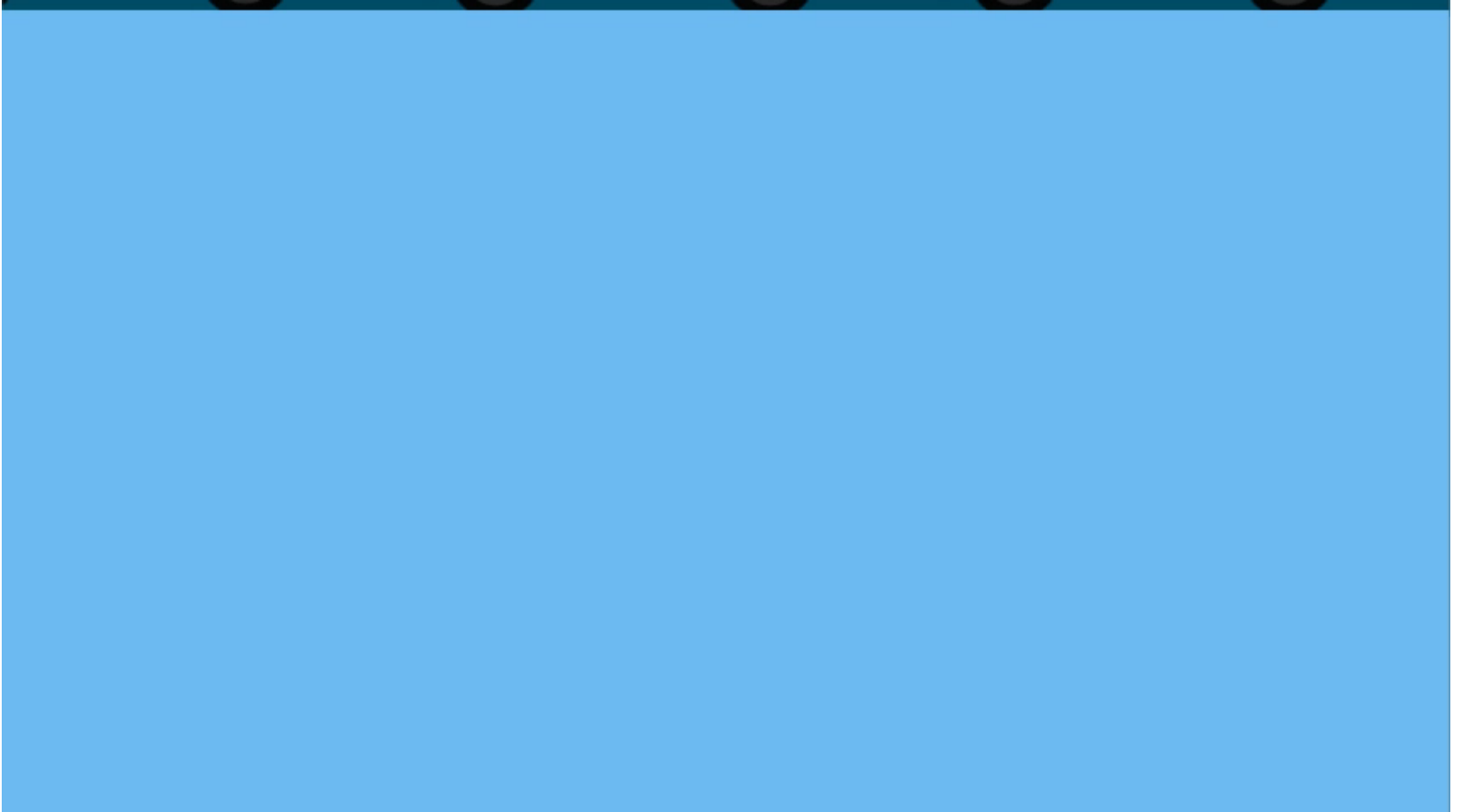
Will a campaign work?

Based on findings from the London 2012 Olympics, **we know people don't read official information!**

In this case, there was no other way to reach the stakeholders – **drone users are not a part of the traditional aviation community.**



What happened?





CAA aims

Drones have amazing potential.

We want to enable uses **that benefit all.**

To achieve that, we need people to **fly
drones safely now.**

**Bad drone use today will mean we don't reap
the benefits tomorrow.**

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips



2

3

Drone education

Safeguard the future of the drone and aviation sectors through:

- ✈ **Making unsafe use of drones socially unacceptable.**
- ✈ **Educating drone users, hobbyists and potential owners on the need to stay safe when flying their drone.**
- ✈ **Ensure negative public perception of drones doesn't impact the \$120bn+ global opportunity.**

See [Dronesafe.uk](https://dronesafe.uk) for drone safety info and tips



Why is targeting so important?

There is a need for the audience to buy in and react.

The campaign needs to talk to them.

It is the equivalent of any commercial advertisement and marketing – **we are no different.**

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Targeting drone users

Our insight led us to take a different approach – an unusual one for a regulator.

The audience didn't know they needed to engage.

And we knew we needed to be engaging and not threatening.

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips



Targeting drone users

Users either didn't know there were rules or weren't sure what they were

We needed to be collaborating with people, not talking at them.

Most people just wanted to be loved and shown the right way.

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Testing the idea

Always good to check with a sample of intended audience.

And to check against best practice.

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Engaging with stakeholders

It is vital to engage with stakeholders early and get their buy-in.

- ✈ **Manage their reaction and support**
- ✈ **Get representative bodies onside for added peer support**
- ✈ **Don't be afraid to ask – it's very possible to run some campaigns with commercial partners**

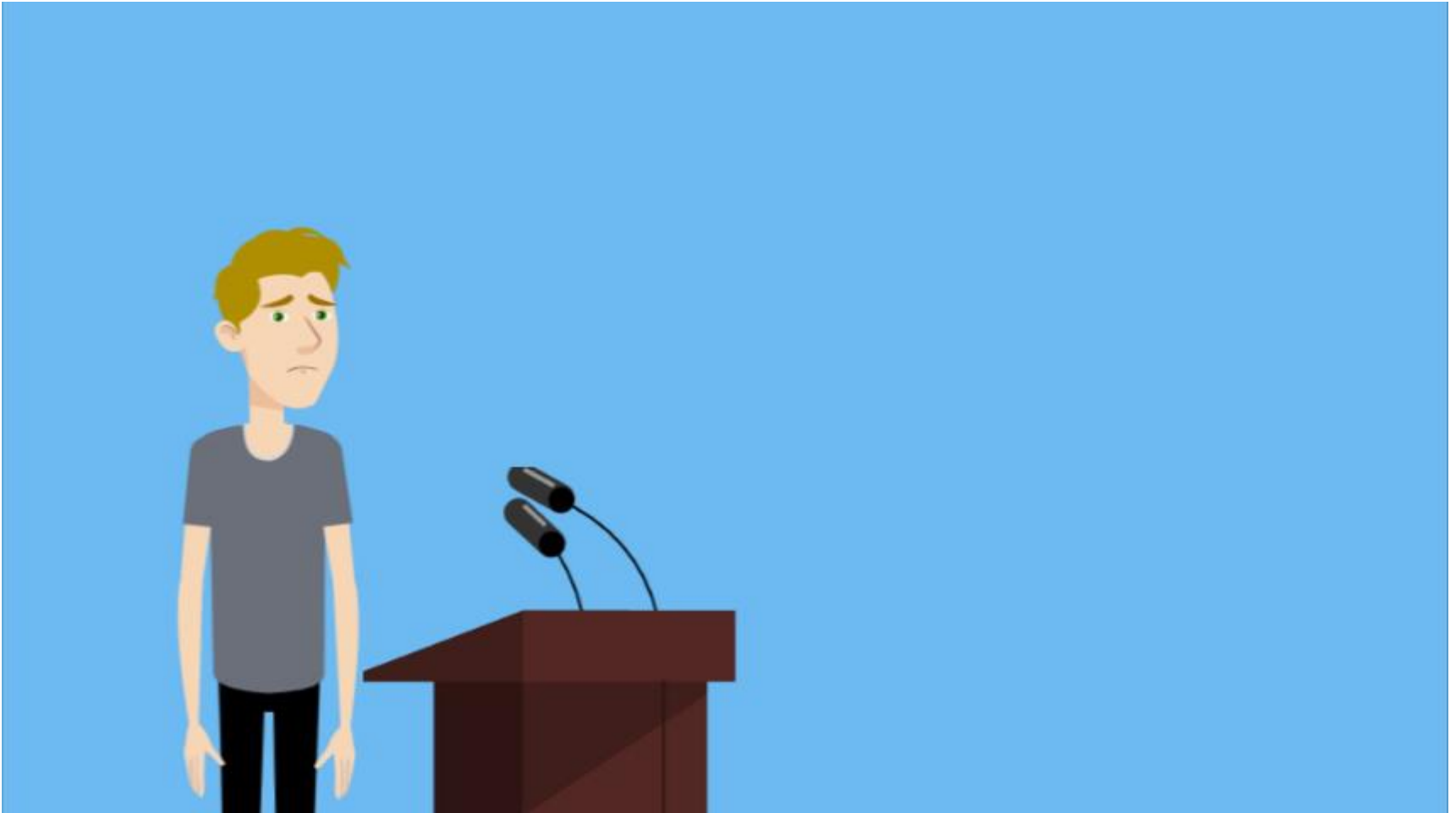
See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Preparation and research

These two things are key in any campaign.

- ✈ **Understand the community you are speaking to**
- ✈ **Get some pre-campaign evaluation in place to be able to check progress later**
- ✈ **Make sure your public facing people know what they're talking about!**

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips



Using an agency/advisor

It's a good idea to use these companies for several reasons.

Mostly, they help to keep ideas new and fresh.

They can also provide insight from different sectors, e.g. tech industry.

See [Dronesafe.uk](https://dronesafe.uk) for drone safety info and tips

Our first challenge

How to move the drone narrative from fear of the unknown into a force for public good?

How do we encourage safety when the public see you as the ‘fun police’?

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips



400ft Britain drone competition

Aim – to educate and raise awareness of the Dronecode (our simple guide to drone rules)

The campaign specifically concentrated on one of the key safety messages of the Dronecode:
that drones may not fly above 400ft.

#400ftBritain was born.

See [Dronesafe.uk](https://dronesafe.uk) for drone safety info and tips







Witkowski
Witkowski









The statistics

- ✈ **1,200** competition entries (exceeding 500 KPI, a figure based on UK drone ownership stats)
- ✈ **55** pieces of online and print coverage
- ✈ **12** National
- ✈ **100%** message penetration of '400ft' rule
- ✈ **70%** message penetration of 'safe drone flying' and 'responsible drone use'
- ✈ **4,850** individual social posts
- ✈ **39m** Twitter impressions

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

400ft Britain drone competition

The competition was a great success but we had to keep up momentum.

So what else have we been doing for the past three years?

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips


UK Dronecode

We created an easy to understand information sheet called the 'Dronecode'.

It is distributed with drones and available in shops.

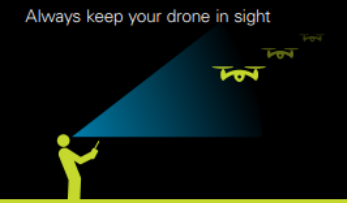
THE DRONE CODE

For further information please visit dronesafe.uk

DRONE SAFE
dronesafe.uk

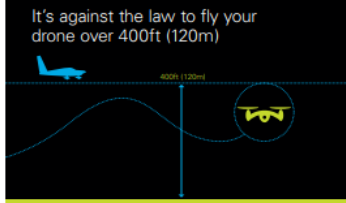
BE DRONE SAFE

Always keep your drone in sight



This means you can **see** and **avoid** other things while flying

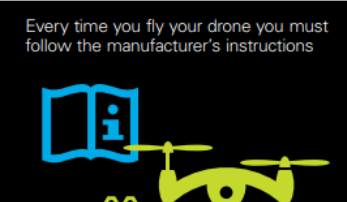
It's against the law to fly your drone over 400ft (120m)



This reduces the likelihood of a **conflict** with manned aircraft

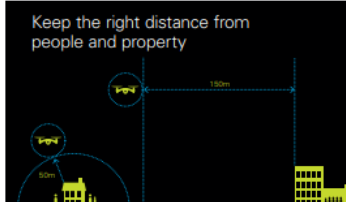
BE DRONE AWARE

Every time you fly your drone you must follow the manufacturer's instructions



Keep your drone, and the people around you, **safe**

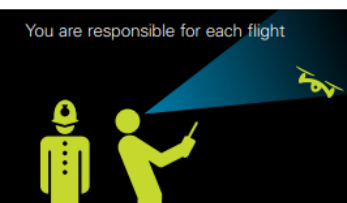
Keep the right distance from people and property



People and properties – **150ft (50m)**
Crowds and built up areas – **500ft (150m)** and **don't overfly**

BE DRONE LEGAL

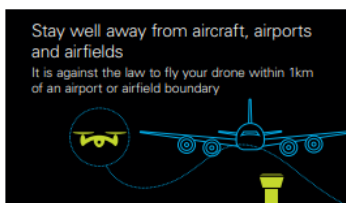
You are responsible for each flight



Legal responsibility lies with **you**
Failure to fly responsibly could result in **criminal prosecution**

Stay well away from aircraft, airports and airfields

It is against the law to fly your drone within 1km of an airport or airfield boundary



If your drone endangers the safety of an aircraft it is a **criminal offence** and you could go to prison for five years

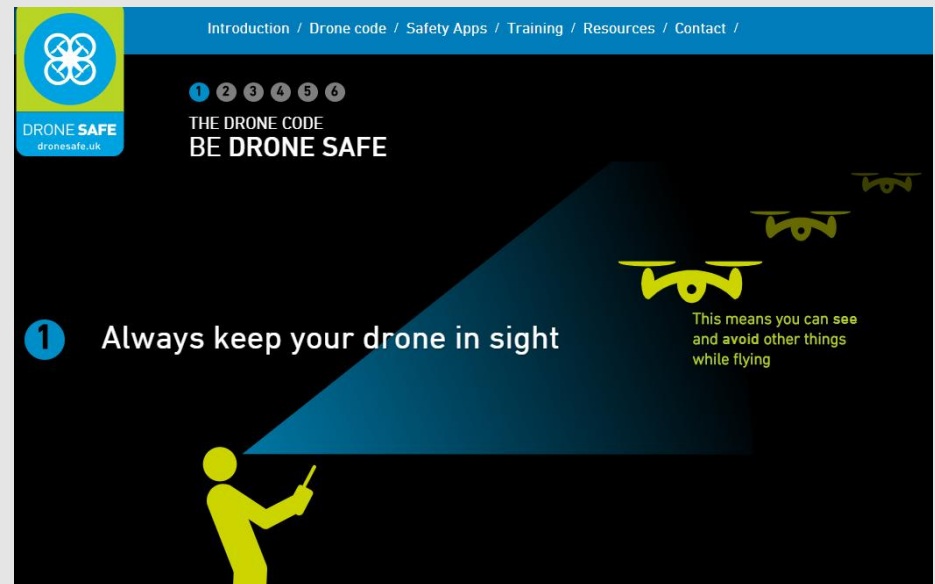
See Dronesafe.uk for drone safety info and tips

Dronesafe website

One stop shop for consumer drone users.

Both 400ftBritain and Dronesafe are supported by drone manufacturers, airlines, airports, ANSPs, pilot unions etc.

Averages 18,000 visitors a month.

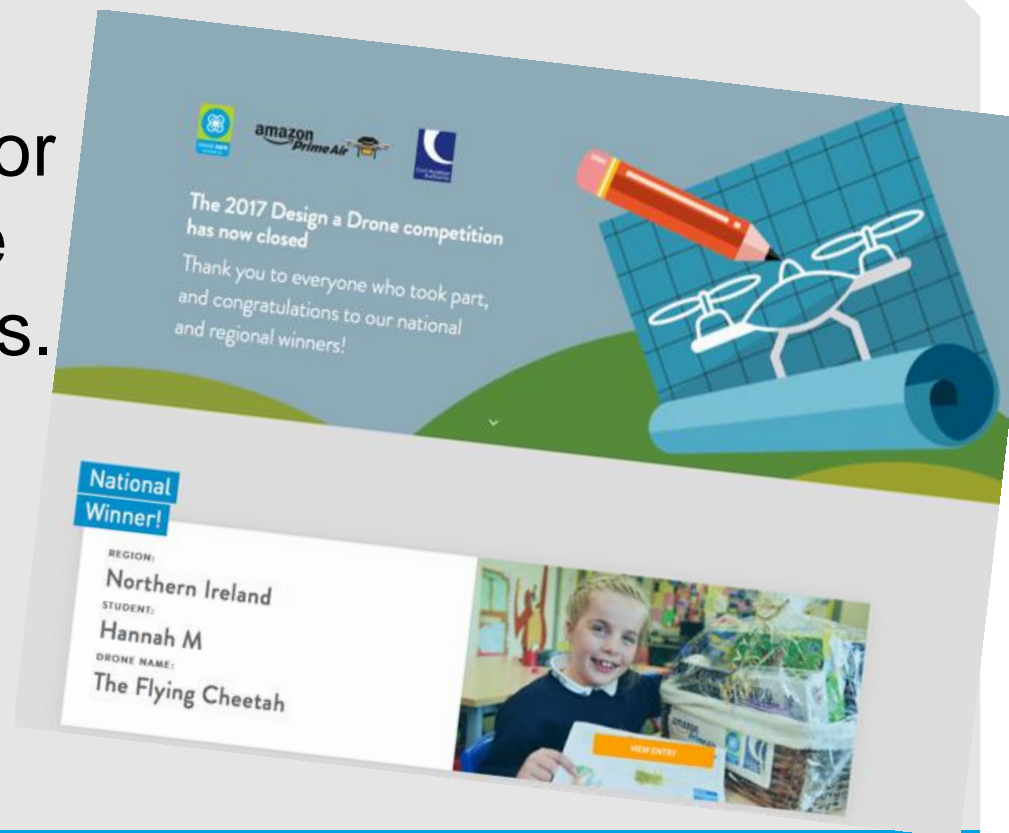


See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

School education

We held a national school competition with Amazon Prime Air.

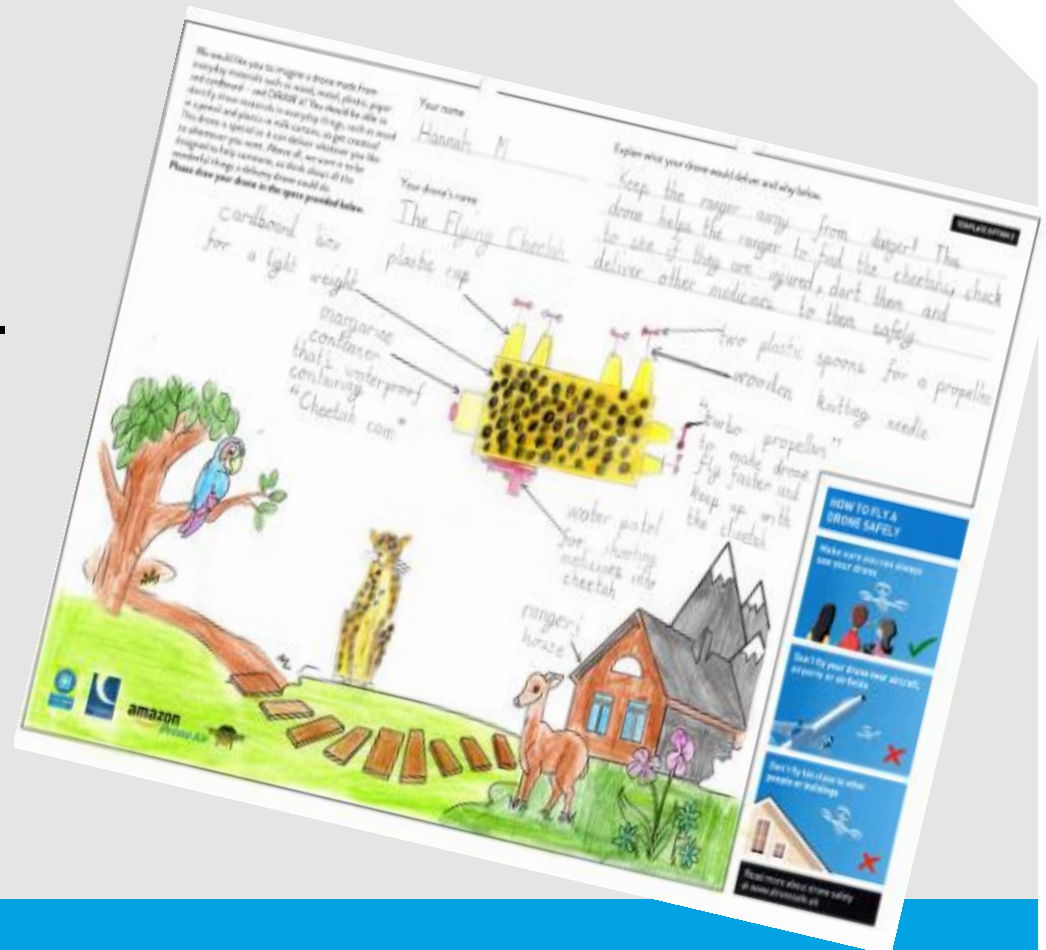
It was sent to every junior school in the UK – there were hundreds of entries.



School education

We raised drone safety with thousands of future and current users.

Additionally there was great media coverage.



Drone kits

80 drone kits were sent to major UK airports in October 2017 to pass onto local schools.

The kits came with instructions/teacher packs emphasising safe drone flying.

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

Broadcast media

We significantly increased our media engagement, with over 40 national TV and radio interviews.

Seen by millions.



See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

General Aviation and drones

An E-toolkit was created for GA airfields to run drone training events at dronesafe.co.uk/ga

Chances for GA to engage with local drone users.

Major launch event at GA airfield 11 November 2017.

And events in 2018.

See Dronesafe.uk for drone safety info and tips



See [Dronesafe.uk](https://dronesafe.uk) for drone safety info and tips

Retailer kitemark



- ✈️ Dronesafe retailer/reseller 'kitemark'.
- ✈️ Self-declare if meet a short set of requirements – e.g. every drone sold over 250g comes with the Dronecode
- ✈️ Name added to the Dronesafe website and Dronesafe window sticker for shops.
- ✈️ Launched with the trade in October 2017
- ✈️ Consumer push in November for Christmas sales



What have we achieved in three years?

- ✈ Revised Dronecode
- ✈ Dronesafe.co.uk (180,000 visitors in past year)
- ✈ Flagship research report
- ✈ 400ft Britain competition
- ✈ Droneshow
- ✈ Retailers using code
- ✈ Manufacturers using code
- ✈ Stakeholder buy-in
- ✈ Award winning!



See [Dronesafe.uk](https://dronesafe.uk) for drone safety info and tips



Dronesafe Awareness

Awareness rose from 54 per cent in 2017 to 71% in 2018 – an impressive increase of 17%

Dronecode awareness:

- ✈ 2016 – 11%
- ✈ 2017 – 54%
- ✈ 2018 – 71%

See [Dronesafe.uk](https://dronesafe.uk) for drone safety info and tips

What's next?

- ✈ Registration
- ✈ EASA rules
- ✈ Drone taxis
- ✈ BVLOS
- ✈ E-conspicuity

Education and safety promotion will be a key element in all of the above!

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

What we have learned

- ✈ Assume your audience has no knowledge of aviation/airspace
- ✈ And assume they have no incentive to learn rules
- ✈ Education work needs to be engaging rather than preaching
- ✈ It needs to be innovative
- ✈ Using mass media helps – and as many channels as possible
- ✈ Manufacturers and retailers need to be partners
- ✈ **It's a long term behavioural change project!**

See [Dronesafe.uk](https://www.dronesafe.uk) for drone safety info and tips

