Airlines are safe; why try to hide it?

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By almost any measure, flying is the safest way to move long distances. Most airlines make massive investments into safety. Yet it is difficult for a casual outsider to find out precisely **what** the airlines are doing with that invested money. All airlines have a safety culture, yet this culture is quite opaque to outsiders. This report analyzes just **how** opaque it is. Only 35% of airlines seem willing to even mention safety on their official web pages.

This certainly does not benefit the customers. Customers should be able to make informed choices, and this includes understanding the safety record of the airline. Perhaps it does not benefit the airlines either. In a culture of silence, safety only becomes visible when disaster strikes. The easiest way for an outsider to understand the airline's safety culture is to read accident investigation reports on how it failed (from NTSB, AAIB, OTKES, SHK, BEA, and the like). This is hardly positive advertising. Would it be possible for airlines to utilize their safety culture in a more positive sense?

Summary

A simple question was asked: do aviation companies want to anchor their customers into the mindset that aviation is a technical activity that may entail some risks? The web pages of 83 major airlines were scanned for any information on the safety culture available to a casually interested customer. Even when the data were interpreted in the best possible light, only 35% of airlines even mention safety (i.e. are "safety-positive"). The majority essentially seem to wish to paint aviation as a non-technical activity that entails no risk.

The safety-positive airlines were diverse. 65% are airlines from developing countries that are at least perceived to have poor track records of safety; Africa and the former Soviet Union are heavily represented. Concrete safety actions are clearly used to to improve trust in the airline's safety. On the other hand, only 12% of low-cost carriers were safety-positive.

A very striking feature is that US companies seem to be the most averse to safety-positiveness; of the 9 US companies in the sample, none mentioned safety at all. A similar reluctance was seen in Middle Eastern companies, where only one of six companies had any safety mentions.

The results show that safety-positiveness is not just a "weapon of the poor"; large and successful airlines such as British Airways, Air Canada, Air Berlin, and All Nippon Airways had extensive mentions of safety. In other words, large companies do not seem to be universally committed to secrecy; whether to aim for safety-positiveness is a business decision.

Methodology

The methodology was quite straightforward: the official public web pages of 83 large or medium-size aviation companies were scanned. Representative companies from every continent were included. Any concrete mention of a technical safety-related issues led to the airline being classified as "safety-positive". A loose definition was used, in which a mention of issues such as engineering or maintenance was considered safety-positive, even if the "safety" was not explicitly used.

It is important to realize that the essential safety standards around the world are quite similar. All of the airlines in this sample fulfill some standards that could be legitimately used to show that there is a safety culture in place. It is very much a communications decision whether or not the airline wishes to emphasize this point.

All the searches and analyses were performed by Jakke Mäkelä; a single observer will introduce some bias, but any bias will at least be consistent throughout the data. A summary table is included as an Appendix, as well as samples from the airlines with safety-positive attitudes.

Wikipedia (information downloaded February 13, 2012) was used heavily as a source of background information; although not a rigorous source, it provides sufficient accuracy for this type of project. The data set consists of the largest airlines according to statistics collected from from Wikipedia, plus a few flag carriers that are quite small. All the airlines can be considered to be significant at least within their own areas, whatever the absolute traffic volumes might be.

The main web page of each airline was clicked through to see whether technical aspects are covered at all. Since the logic of the web pages varies, such information can be located in various places. Almost always, it was found in the "About us" section, usually several sub-menus away from the main page. The exact placement or ease of finding the information was not considered a parameter here; the criterion was whether an average customer would find it if he were searching for it.

It was decided that a few sentences on a "safety as our priority" do not say anything about safety. Any attempt at a more concrete desciption would, however, be credited. The analysis is not about how slick the presentation is; it is about whether technical implications are even attempted. Safety is, in other words, "calibrated" to the amount of information that overall, rather than the absolute amount of technical information. Thus, a developing-country airline with a small web page can receive a fair assessment if it at least tries.

As a “calibration”, catchwords such “corporate social responsibility”, ”environment”, and “sponsorhip” can be. It was taken as a working assumption that a company with the PR knowledge to write an extensive Corporate Social Responsibility section would also have the knowhow to write at least something about safety. Thus, the lack of a Safety/Technology section in an otherwise well-written corporate section is taken as evidence that the company actively wishes to de-prioritize safety aspects.

Companies without that information were left out of the analysis. Small and/or low-cost airlines often do not have enough information to make any judgment.

Some subjective call had to be made.

- Anything that covered by cabin briefings or security checkpoints is considered to be related to orderly flow of passengers rather than “safety”. Information on liquids, or seats next to emergency doors, and so on are not a sign of “safety-positiveness”
- In some cases, technical information is shown in a separate “Maintenance” section where the maintenance section is a separate subsidiary. A decision was made to include these in the “safety-positive” category if they are accessible from the main page, as it has been a corporate decision to refer to them in connection with the main airline.
- In borderline cases, an airline was given the “benefit of the doubt”; that is, some airlines may have been given a safety-positive classification too easily.

Results

28 airlines exhibit some “safety culture” on their official web pages, 55 exhibit none. On average, about 35% are what we call here safety-positive.The results need to be treated with a high degree of skepticism, but a few trends can be seen.

1. Effect of economic development

The Wikipedia definitions of February 13, 2012 were used to define the “developing” countries on the list. Some countries are listed as “Newly industrialized as of 2011”; these were not marked a developing. The poverty of a country correlates with safety-positiveness. 23 of the airlines are from “developing countries” by the wiki definition; 15 of them are safety-positive (65%). In contrast, only 13 of 55 airlines in developed countries (25%) are safety-positive.

Based on this data, a preliminary analysis would be that new airlines in developing countries are more likely to display safety information on their web sites. For these airlines, poor security may have harmed their brand in the past (Garuda and PIA are the prime examples, having been banned from the EU recently due to safety issues). Thus, it is to their advantage to bring out the safety aspects.

However, among the safety-positive airlines are large developed-nation airlines such as British Airways, Air Canada, Air Berlin, All Nippon Airlines, Air China. These companies have made a business decision to emphasize safety-positiveness in their public information. It is presently not possible to speculate on why some airlines do this, while otherwise equivalent airlines do not.

2. Effect of low-cost structure

It is arbitrary which airlines are considered "low-cost", but wikipedia definitions of Feb 13, 2012. were used. It is to be noted that some of the low-cost airlines could not be calibrated at all, since there was essentially no information at all on the web pages. Thus, in practice low-cost airlines may be less safety-positive than this analysis indicates.

A total of 16 airlines (20%) are in the low-cost category (though some cases may be arguable). Among those 16 low-cost carriers, only 2 (12%) showed a safety-positive attitude (Norwegian and Pegasus Airlines from Turkey). It would seem from this that a low-cost carrier is not likely to exhibit a safety-positive attitude. We can only speculate what the reasons for this might be; perhaps it does not fit in with the brand. The web page information for many low-cost carriers is extremely scanty in any case, so there may be a general attitude toward minimal communication.

3. Effect of geographical area

Safety-positiveness was seen to vary in different geographical areas (continents and geopolitical divisions). Some subjective opinions will invariably affect the decision. However, the following divisions were seen to be practically useful:
Africa (incl Egypt): 6 airlines, 4 safety-positive (66%)
Asia: 20 airlines, 5 safety-positive (25%)
CIS (former parts of the Soviet Union): 7 airlines, 5 safety-positive (71%)
Europe: 21 airlines, 8 safety-positive (38%)
Middle East (including Turkey, Isreal, Iran): 6 airlines, 1 safety-positive (16%)
Northern America (USA and Canada): 11 airlines, 1 safety-positive (9%)
Oceania (Australia, New Zealand, and Hawaii): 4 airlines, 1 safety-positive (25%)
Southern & Central America (incl Mexico): 10 airlines, 3 safety-positive (30%)

The extreme outliers are informative. The former CIS countries and Africa have high safety-positiveness, due no doubt to the poor historical track record of safety in these areas. To a great extent, this can be considered prudent business; when safety has been an issue, it makes sense to emphasize the positives steps that have been taken.

Perhaps the most striking finding is the total lack of a safety-positiveness in the USA; the only safety-positive airline in North America was Air Canada. The Middle East result also appears risk-averse, especially when the otherwise massive web pages of the air lines are considered; apparently airlines in that area do not want to imprint any feeling of risk. Is there a culture in the USA and the Middle East which makes hints of risk particularly unacceptable?

4. Case study: Effect of EU blacklist

Two airlines in the study, Garuda Indonesia and Pakistan International Airways, have been on the EU blacklist of airlines banned from flying to the EU due to security concerns, although only briefly and partially in 2007-2009. Interestingly, both airlines now have extensive sections on safety, among the largest in the airlines scanned. Whether the safety improvements are genuine is secondary for this study; what is important is that shining an international spotlight on the negative safety issues has made the companies assume a very safety-positive public attitude.

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Appendix: Table of results

“Positive”: 1 if there is a clear and concrete reference to safety/engineering/technical/standards from the official page
“None”: 1 if no such reference can be found.
“Developing country”: 1 if on list http://en.wikipedia.org/wiki/Developing_country (Feb 13.2012)
“Lowcost”: 1 if on list http://en.wikipedia.org/wiki/List_of_low-cost_airlines (Feb 13,2012)

NAME	COUNTRY	REGION	Positive	None	Developing country?	Lowcost?
Air Algerie	Algeria	Africa	1		1	
ComAir	Sout Africa	Africa		1		
EgyptAir	Egypt	Africa	1		1	
Ethiopian Airlines	Ethiopia	Africa	1		1	
Kenya Airways	Kenya	Africa		1	1	
South African Airways	South Africa	Africa	1			
Kingfisher Red	India	Asia		1		1
Tiger Airways	Singapore	Asia		1		1
Air China	China	Asia	1			
Air India	India	Asia		1		
ANA	Japan	Asia	1			
Asiana	Korea	Asia		1		
Cathay Pacific	Hong Kong	Asia		1		
Cebu Pacific	Philippines	Asia		1		
China Airlines	Taiwan	Asia		1		
China Eastern	China	Asia		1		
China Southern	China	Asia		1		
Dragonair	Hong Kong	Asia		1		
Garuda	Indonesia	Asia	1		1	
Japan Airlines	Japan	Asia		1		
Korean Air	Korea	Asia		1		
Malaysian Airlines	Malaysia	Asia		1		
PIA	Pakistan	Asia	1		1	
Singapore Airlines	Singapore	Asia		1		

Thai Airways	Thailand	Asia		1		
Vietnam Airlines	Vietnam	Asia	1		1	
Air Baltic	Latvia	CIS		1	1	1
Air Astana	Kazakhstan	CIS	1		1	
S7	Russia	CIS	1		1	
Tajik Air	Tajikistan	CIS	1		1	
Ukraine International	Ukraine	CIS	1		1	
Aeroflot	Russia	CIS		1	1	
Aerosvit	Ukraine	CIS	1		1	
Easyjet	UK	Europe		1		1
Flybe UK	UK	Europe		1		1
Norwegian	Norway	Europe	1			1
Ryanair	Ireland	Europe		1		1
WizzAir	Hungary	Europe		1	1	1
Aer Lingus	Ireland	Europe		1		
Air Berlin	Germany	Europe	1			
Air France	France	Europe		1		
Air Malta	Malta	Europe	1			
British Airways	UK	Europe	1			
Czech Airlines	Czech	Europe	1			
Finnair	Finland	Europe		1		
JAT Airways	Serbia	Europe	1		1	
KLM	Netherlands	Europe		1		
Lufthansa	Germany	Europe		1		
Olympic Air	Greece	Europe	1			
SAS	Scandinavia	Europe		1		
Swiss	Switzerlans	Europe		1		
TAROM	Romania	Europe	1		1	
Pegasus	Turkey	Middle East	1			1
El Al	Israel	Middle East		1		
Emirates	UAE	Middle East		1		
Gulf Air	Bahrain	Middle East		1		
Qatar Airways	Qatar	Middle East		1		
Turkish Airlines	Turkey	Middle East		1		

Frontier	USA	North America		1		1
JetBlue	USA	North America		1		1
Spirit Airlines	USA	North America		1		1
SWA	USA	North America		1		1
WestJet	Canada	North America		1		1
Air Canada	Canada	North America	1			
Alaska Airlines	USA	North America		1		
American	USA	North America		1		
Delta	USA	North America		1		
United	USA	North America		1		
US Airways	USA	North America		1		
Air New Zealand	New Zealand	Oceania	1			
Hawaiian airlines	Hawaii	Oceania		1		
Qantas	Australia	Oceania		1		
Virgin Australia	Australia	Oceania		1		
Gol Airlines	Brazil	Southern America		1		1
Volaris	Mexico	Southern America		1		1
Aerolineas Argentinas	Argentina	Southern America		1	1	
Aeromexico	Mexico	Southern America	1			
Avianca	Colombia	Southern America		1	1	
Copa Airlines	Panama	Southern America		1	1	
LANChile	Chile	Southern America	1		1	
Surinam Airways	Surinam	Southern America	1		1	
TACA	Several	Southern America		1	1	
TAM	Brazil	Southern America		1		

Appendix: Case studies

Large airlines

40. http://en.wikipedia.org/wiki/LAN_Airlines http://www.lan.com
Right in About Us / History:
Safety: Our main priority. We structure our operations and maintenance prioritizing safety on all flights. Our maintenance facility is certified under FAA, JAA, DGAC and other civil aeronautics administrations, in addition, and our flight and maintenance procedures are certified under the ISO 9001-2000 quality standards.
We have programs to train our crew and mechanics complying with world-class standards, both at international and domestic

training facilities, joined by a group of quality partners.
Almost nothing on CSR, environment, etc. Pages are not very extensive, but enough to calibrate
Summary: LAN is one of the only airlines that explicitly places Safety as number one in their communications.

72. http://en.wikipedia.org/wiki/British_Airways (now merged with Iberia) http://www.britishairways.com
Engineering is on same level as CSR, and includes very detailed information on safety. Meant to be highly readable.

43. http://en.wikipedia.org/wiki/Aerom%C3%A9xico http://www.aeromexico.com
Very extensive information on maintenance, in fact seems to have higher priority than CSR.
Summary: very high focus on maintenance issues.

69. http://en.wikipedia.org/wiki/Air_Berlin http://www.airberlin.com
Airberlin Technik is actually visible from main page. Very thorough, including standards. Are definitely using engineering/safety in marketing.

31. http://en.wikipedia.org/wiki/All_Nippon_Airways http://www.ana.co.jp
Corporate Information has a clear Safet&Flight Data section. Very clear information on thjings like GPWS, TCAS, wind shear warning. So far, would have to consider ANA:s safety technical presentation to be by far the best for a general audience!

25. http://en.wikipedia.org/wiki/Air_China
Has a fairly large Company Profile, including this paragraph:
The planes of Air China own professional and standarded technical guarantees. Air China has set-up project technology branches with Beijing as the headquarter, which consist of 7 maintenance bases (in Chengdu, Chongqing, Hanzhou, Tianjin, Huhehaote, Shanghai and Guiyang), 4 affiliate enterprises, 79 domestic maintenance centers and 45 international maintenance centers. Thus Air China has established a maintenance network covering both inland and overseas. It has been approved by CAAC, FAA and EASA and has received maintaining licenses issued by 18 countries. With 9 major hangars together with advanced equipment and facilities, it is able to conduct maintenance on all Boeing and Airbus series. It can offer flight course maintenance to almost all Boeing and Airbus aircrafts, and is also able to provide repair and overhaul for Rolls-Royce, Pratt & Whitney and the CFM56 engines. It has nearly 10,000 annex repair and overhaul capabilities. Air China's maintenance team includes more than 9,000 engineers and technicians. They not only offer well performed and safe planes for the piloting safety of Air China, but also ensure transportation capacity. With their excellent technique and first-class service, they have won Air China the approval and trust from more than 80 airlines in the world. Since the end of 1980s until now, the team has been awarded nearly 20 national maintaining projects and more than 50 scientific and technological advancing prizes issued by national and provincial ministries and commissions.
Definitely goes in category of having technical information.

50. http://en.wikipedia.org/wiki/Air_Canada http://www.aircanada.com
Safety is right on first page of About Us
Air Canada, in partnership with its employees, will conduct its business in a manner that ensures the health and safety of its employees, customers, the general public, its contractors, agents, subsidiary, and associated companies while meeting its obligations under all applicable regulations:
We will accomplish this through a Safety Management System, which ensures:

- Active involvement of management, employees and Safety & Health Committees.
- Continuous research and development of effective safety practices.
- Appropriate training and education programs.
- An inspection and audit process that provides feedback and results in timely corrective action.
- A safety performance system that provides timely feedback to all employees.
- A commitment to the communication and promotion of safe work practices and processes.

Employees will, as a condition of employment, commit to the principle that:
SAFETY IS EVERYONE'S RESPONSIBILITY
Summary: Definitely committing to safety.

67. http://en.wikipedia.org/wiki/Olympic_Air (Greece) http://www.olympicair.com
Actually has Olympic Engineering accessible right from main About Us page.
At Olympic Engineering, we acknowledge that an efficient and cost effective Maintenance, Repair and Overhaul (MRO) organization is a central and key activity in the lifecycle of aircraft, engines and components.
Summary: definitely bringing a safety message across.

33. http://en.wikipedia.org/wiki/Air_New_Zealand http://www.airnewzealand.co.uk
“Interesting facts” contains information on technology, written in very accessible manner. Not explicitly related to safety, but definitely goes in category where engineering is a marketing tool.

78. http://en.wikipedia.org/wiki/Czech_Airlines http://www.csa.cz
There is only one paragraph in an otherwise fairly long About Us section, so that relative to the overall message the mention is not strong. However, due to the benefit-of-the-doubt policy, Czech is considered safety-positive.

“We pay extraordinary attention to technical aircraft maintenance. Having complied with the relevant conditions, Czech Airlines obtained authorisations to maintain aircraft in line with Part-145 of European Regulations and FAR-145 of American Aviation Regulations. Aside from maintaining our own fleet, we provide regular certified service to a number of major international airlines.” Only a minor part of the website, but will accept that this relates to safety

81. http://en.wikipedia.org/wiki/Air_Malta http://www.airmalta.com
Small web pages, but include this:
Air Malta was awarded the JAR-145 Approval Certificate on 13th November 1997 by the French Director General of Civil Aviation after the European Joint Aviation Authorities delegated the French civil aviation authority to audit the airline's engineering facilities and procedures. Subsequently the Malta Department of Civil Aviation qualified as a full member of the Joint Aviation Authorities. Supervision of aircraft maintenance was taken over by the Maltese Authority and following a second pre-qualification audit, the Malta Department of Civil Aviation awarded the JAR-145 Approval Certificate to Air Malta on 20th August 2001. This approval reflects the internationally-recognised maintenance standards of Air Malta's aircraft.

Low-cost airlines

75. http://en.wikipedia.org/wiki/Norwegian_Air_Shuttle http://www.norwegian.com/
Accessible from main page:
Safe and secure operations have the highest priority throughout the organization. Norwegian’s operations are regulated by the Norwegian Air Travel Legislation of 11th June 1993, no. 101, concerning rules and regulations for civil aviation, and regulations for civil aviation (BSL) issued by the Norwegian CAA. Norwegian is in a possession of an Air Operating Certificate (AOC), and the company’s operations are approved according to EU OPS 1, EASA part M and EASA part 145.
The Group has not registered any serious accidents or incidents to either passengers or crew involving aircraft operations since the Group was founded in 1993.
The company’s flight safety department is an independent department which reports directly to the Accountable Manager. The department’s main task is to work proactively to promote flight safety throughout the organization. Flight safety is covered in the crew’s training programs, together with training in security related issues. The Civil Aviation Authority approves all programs, examinations and qualification requirements.
The company is continuously analyzing information from the Flight Data Recorders installed in the company’s aircraft. The analysis is performed to ensure that the aircraft are handled and flown according to existing regulations and limitations.
Crew members, maintenance personnel and handling agents are also required to utilize a web based reporting system where irregularities are logged. These reports are a valuable tool for statistical analysis and trend monitoring.
The aircraft are subject to a stringent maintenance program. Maintenance is performed in accordance with the manufacturers’ requirements and strict international authority regulations (EASA). Norwegian performs both initial quality audits and continuous monitoring of all maintenance suppliers.

64. http://en.wikipedia.org/wiki/Pegasus_Airlines (low-cost, Turkey) http://www.flypgs.com/en/
Safety accessible right from main page, lists all relevant certificates. Very strongly wishes to gives impression of following safety standards.

Airlines in less developed countries

28. http://en.wikipedia.org/wiki/South_African_Airways http://www.flysaa.com/fi/en/
Technical is available from main page, has really extensive information. Basically they are advertising their technical department to the broad audience, which seems to be quite unusual. Certificates and so on are accessible and downloadable.

60. http://en.wikipedia.org/wiki/TAROM (Romania) http://www.tarom.ro
Technical division is actually given more weight than CSR.

29. http://en.wikipedia.org/wiki/Ethiopian_Airlines http://www.flyethiopian.com/en/default.aspx
The corporate pages are somewhat basic, but do provide maintenance information:
Maintenance Hangar
The state-of-the-art maintenance hangar with a span of 7,200 square meters and a height of 25 meters can accommodate one B747-400 or two B737-700s or two equivalent size aircraft at any given time in different configuration.
Maintenance Capabilities
Ethiopian has an advanced maintenance base, which is fully operational for Airframe maintenance up to D-Checks, Engine, Overhaul, Components repair & overhaul, Light Aircraft maintenance and technical, and management assistance for other airlines. The maintenance base is certified by the US- Federal Aviation Administration (FAA).
Personnel Secondment
Ethiopian provides management and technical assistance to other airlines on secondment basis by availing trained and skilled manpower in different areas relative to the airline industry.
Definitely, Ethiopian Airways is in category which considered flying technical, and considers maintenance important enough to be quite visible.

82. http://en.wikipedia.org/wiki/Tajik_Air http://www.tajikair.tj
Almost all of “About Us” is devoted to safety.
The State Unitary Aviation Enterprise "Tajik Air" specializes in air transportation of passengers, baggage and cargo and also in maintenance and overhaul of aviation equipment.
Expansion of the flights geography and promotion of safety, reliability and comfort are the main tasks of the State Unitary Aviation Enterprise "Tajik Air" which determine its growth policy.
The following aircrafts are operated by the Airline "Tajik Air" - TU-154M, YAK-40, AN-24, AN-26, AN-28, Boeing 757-200, Boeing 737-200, Boeing 737-300/400/500/700 and also helicopters - MI-8MTV and MI-172,MI -8T
The aircrafts of the SUAE "Tajik Air" meet all the ICAO and IATA requirements (ICAO - the International Civil Aviation Organization; IATA - the International Air Transport Association), first of all it is the individual oxygen system, satellite navigation system, traffic collision avoidance system (TCAS), new altimeters system and others. Aircrafts retrofit with the ground proximity warning system (GPWS) is under the influence of the Euro control requirements.
Regularly, according to the international standards, they provide check of aviation equipment by the highly-qualified specialists with long-term experience as on the ground so in the sky.
Currently the "Tajik Air" traffic documents are recognized by the aviation authorities of different countries concluding the mutually beneficial cooperation agreements which provide for the safety questions settlement while use of air transport.
At present more than 700 aviation specialists are working in the Airline. Great attention is paid to the Airline's flight and maintenance personnel training which is the guarantee of high safety of flights.

30. http://en.wikipedia.org/wiki/EgyptAir http://www.egyptair.com
Nothing related could be found through main page
Maintenance&Engineering has Safety Reporting, which is just links to services. There is a long list of Certificate approvals.
Impression on EgyptAir: They recognize that flying has technical aspects. Little or no effort is made to make the information human-readable, but the attempt puts it squarely into safety-positive category.

80.http://en.wikipedia.org/wiki/Air_Astana (Kazakhstan) http://www.airastana.com/
Quite small web page, but
“Air Astana is one of the airlines in Kazakhstan to maintain its fleet to audited EU EASA 145 standards. In 2011 it was admitted to the register of the IATA Operational Safety Audit (IOSA).”

1.http://en.wikipedia.org/wiki/Ukraine_International_Airlines http://www.flyuia.com/
Has an extensive safety part, including IOSA certifications

37. http://en.wikipedia.org/wiki/Air_Alg%C3%A9rie http://www.airalgerie.dz
Pages are otherwise quite brief, but include this:
IOSA audit (IATA Operational Safety Audit) including 1200 standards took place for the first time in December 2006, in the good conditions. Operational and technical services relating to the aircraft operation were audited.
AIR ALGERIE was registered near IATA and became an IOSA company as it met the wholly standards required by IOSA audit. AIR ALGERIE has been successfully submitted to another audit in 2010.

59. http://en.wikipedia.org/wiki/Aerosvit_Airlines (Ukraine) http://global.aerosvit.com
Quite a brief About Us section, but includes this:
Flight safety and aviation security have always been the company’s topmost priorities. At the beginning of 2006, AeroSvit was granted a certificate from the International Operational Safety Audit (IOSA). This is a comprehensive airline inspection system operated in accordance with the International Air Transport Association (IATA). The program demands the strictest requirements for flight management, aircraft maintenance and operation, passenger service, flight safety, and aviation security. In January 2006, AeroSvit became the 85th airline out of 260 IATA members included in the IOSA register. In September 2009 the company expects to renew the IOSA certificate.

61. http://en.wikipedia.org/wiki/S7_Airlines (Russia, domestic) http://www.s7.ru
The About Us page is quite rudimentary, but contains this
Since 2001 S7 Airlines has been a full-fledged member of the International Air Transport Association (IATA). In 2007, after a successful operational safety audit, the airline was included in the IOSA (IATA Operational Safety Audit) register of operators.

42. http://en.wikipedia.org/wiki/Surinam_Airways http://www.slm.nl
Rather small About Us. But Have Certification/IOSA right from top of page. A scan of the IOSA certificate, but compared to rest of site is a considerable focus. Summary: Considers IOSA certificate an important marketing issue.

24. http://en.wikipedia.org/wiki/Vietnam_Airlines
About Us is not huge, but has the following:
In 2006, after being awarded the IATA Operational Safety Audit (IOSA) certificate, a strict safety standard set by Aviation Quality Services (AQS), Vietnam Airlines joined the International Air Transport Association (IATA) as an official member, affirming its international standard.

58. http://en.wikipedia.org/wiki/Jat_Airways (Serbia)
About Us is not extensive, but includes this:
Jat Airways has been a member of the International Air Transport Association (IATA) since 1961 and of the Association of European Airlines (AEA) since 1971. It was one of the first airlines to receive the IATA Operational Safety Audit (IOSA) Certificate in 2005.

Airlines formerly on EU blacklist

27. http://en.wikipedia.org/wiki/Garuda_Indonesia http://www.garuda-indonesia.com/
Garuda has been on the EU black list in 2007-2009, but tha ban has now been lifted.
Garuda actually has Corporate Safety available from main page under Investor Relations (almost only airline so far). The information is very extensive.
Safety objective is set in conjunction with Safety Policy to describe what Garuda Indonesia wants to achieve, in terms of the management of safety. Garuda Indonesia safety objectives are:

- To identify and eliminate hazardous conditions
- To perform hazard and risk analysis for all proposed new equipment acquisitions, facilities, operations and procedures and mitigates the risk to an acceptable level
- To provide relevant Safety Management System (SMS) education and training to all personnel.
- To provide a safe, healthy work environment for all personnel
- To minimize accidents/incidents that is attributable to organizational factors
- To prevent damage and injury to property and people resulting from our operations
- To improve the effectiveness of the safety management system through a yearly safety audit that reviews all aspects of the SMS and aims to make continuous improvement to the overall level of safety
- To provide for continuous monitoring and regular assessment of the safety level achieved
- Maintaining compliance with Indonesia DGCA (CASR 121), International Regulation (ICAO) and international best practices industry (IATA).

Impression: Garuda wants the world to know that they are taking security seriously.

26. http://en.wikipedia.org/wiki/Pakistan_International_Airlines http://www.piac.com.pk/
On the EU blacklist in 2007, since lifted.
PIA has a lot of Safet&Quality Certifications visible right from the main page. IOSA, EASA, ISO. “IATA Operational Safety Audit (IOSA) is basic requirement to retain airline’s IATA membership. PIA is among the few developing country airlines which are compliant to IATA Operational Safety Audit (IOSA) requirements and standards since 2005. “
Certainly PIA is displaying more safety&standards related material than most airlines seem to do.