



# Perception Study:

## Survey on Air Sport's Environmental Impact

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Survey Outcome and Conclusions





FAI COMMUNITY  
ENVIRONMENTAL  
PERCEPTION  
STUDY

# CONTEXT & METHODOLOGY

## PURPOSE:

- Be able to better prioritise environmental matters
- Obtain information necessary to form suitable environmental strategies

## OBJECTIVE:

- Study the current **perception** and standing of the FAI community on environmental matters.

## METHODOLOGY :

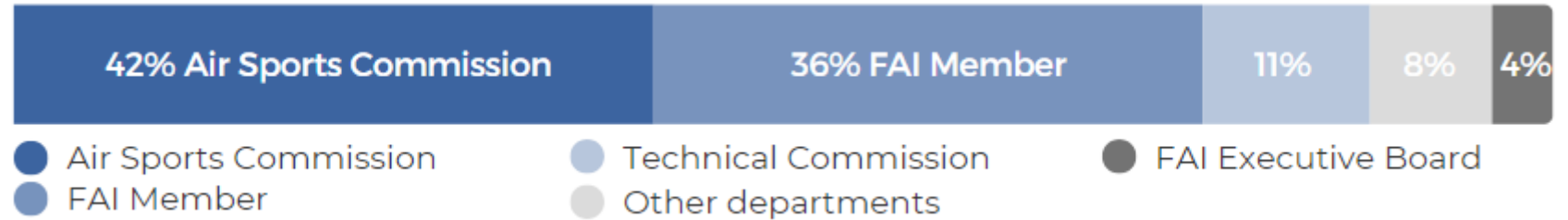
- 28 short MCQ to obtain quantitative data
- 2 open-ended feedback questions to obtain qualitative data
- Ran for a month from July 26th to September 1st
- Received 160 total responses, 151 of which are complete



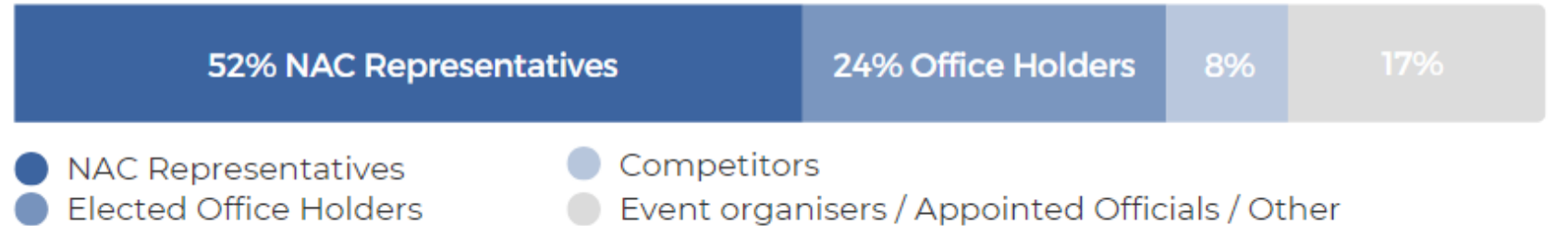
# DEMOGRAPHIC OF 160 RESPONDENTS

Combination of these 3 factors represents participants' demographic:

## Organisation



## Position



## Air Sport

- Widely distributed representation from all 13 air sports



# THE 4 MAIN SURVEY CLUSTERS

Each **cluster** targets different survey objectives

Knowledge of  
Air Sport and  
Environmental  
Relationship

Environmental  
Influence and  
Public Image  
Perception

Personal  
Reflection and  
Experiences

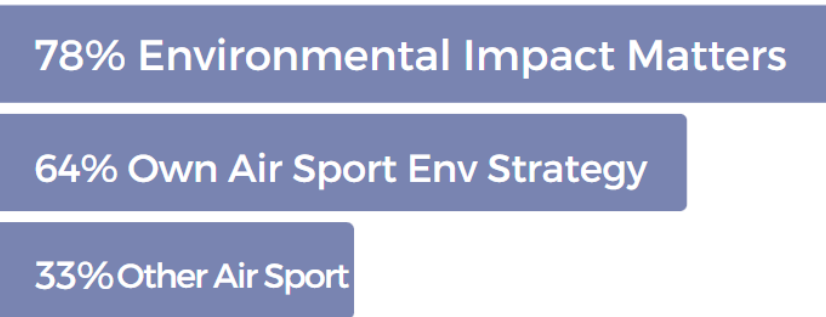
Optional Open  
Feedback

FAI COMMUNITY  
ENVIRONMENTAL  
PERCEPTION  
STUDY

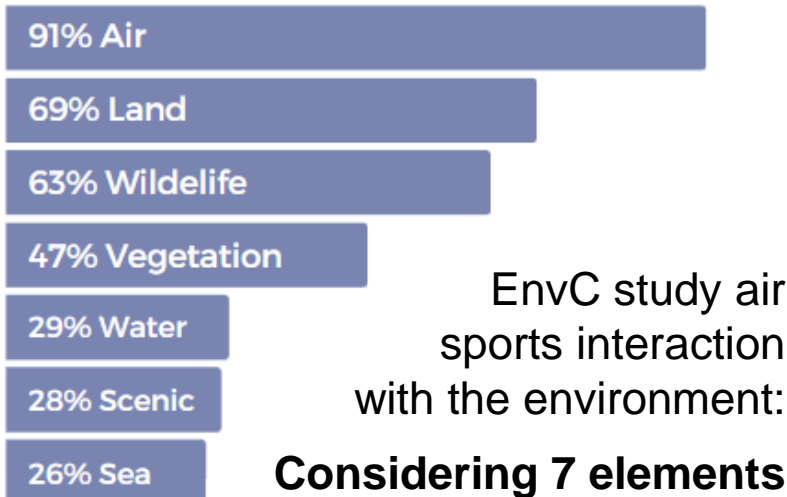


# CLUSTER 1: KNOWLEDGE OF AIR SPORT AND ENVIRONMENT RELATIONSHIP

## Familiarity of Strategies



## Impact of Air Sports



EnvC study air sports interaction with the environment:

**Considering 7 elements**

## Environmental Officers

**Most** air sport commissions **don't** have their own **environmental officer** and **many** participants were unaware of what they are.

## EnvC Website

**Half** of participants are **not familiar** with the **EnvC website**, but many believe that it offers **useful** guidance and knowledge transfer.



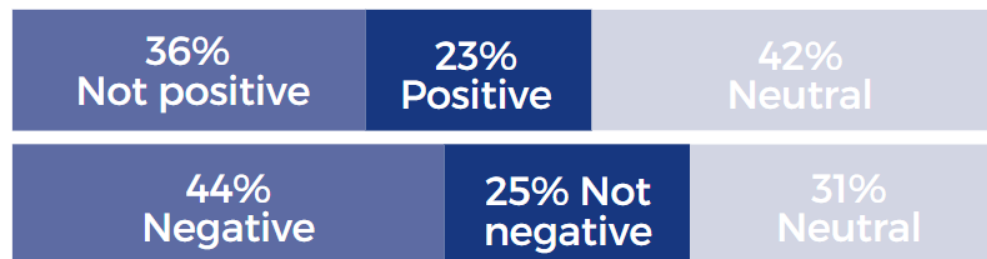
# CLUSTER 2: ENVIRONMENTAL INFLUENCE AND PUBLIC IMAGE PERCEPTION

## Environmental Dependence

**Majority** believe prosperity of air sports will be **harmed** by env **deterioration**.

## Environmental Impact

Perception on air sports positive and negative contribution to the environment:



## Efforts to Combat Env Impact

Whether air sports are **doing** a lot to combat their env impact is **differently** perceived, but the majority still think **more can be done**.

## Environmental Strategies

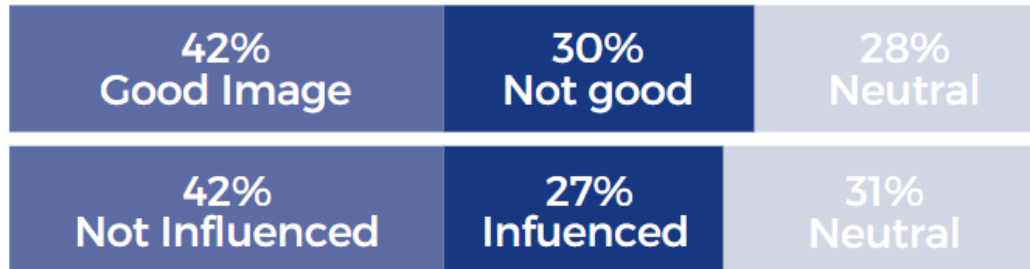
Most participants react more positively towards **environmental officers** but disagree on the contributions of **environmental regulations**.



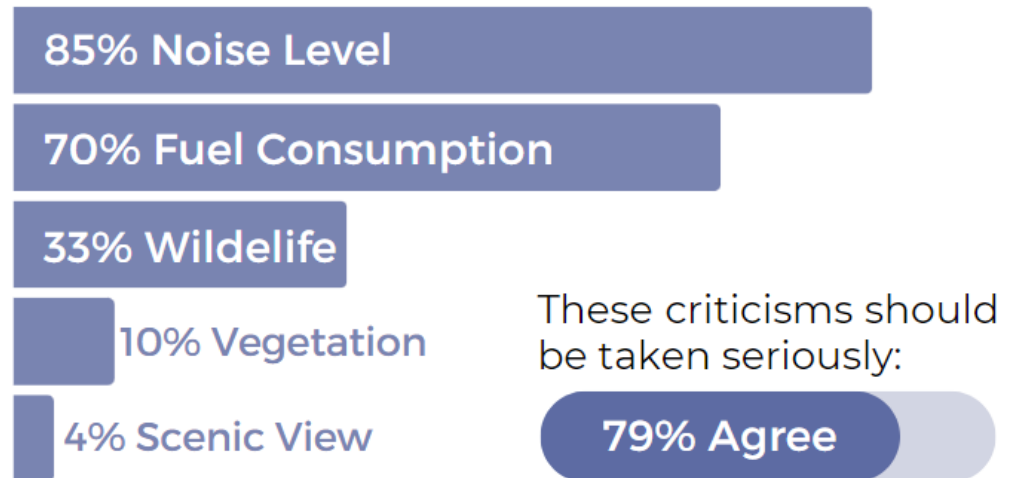
# CLUSTER 2: ENVIRONMENTAL INFLUENCE AND PUBLIC IMAGE PERCEPTION

## Public Image

Divided perception on air sports' public image and whether it's influenced by the env impact.



## Public Criticism





# CLUSTER 3: PERSONAL REFLECTION AND EXPERIENCES

## Individual Mindset on Env Matters

88% Feel Obligated In Personal Life

61% Thinks of How Their Air Sport can be Eco Friendly

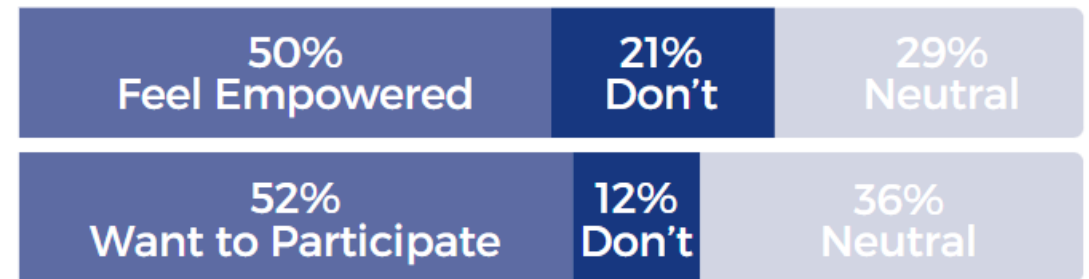
50% Feel Empowered

## Desire for FAI Guidance

The majority **wants guidance** on environmental matters from the FAI to strategise how air sports can be more eco friendly.

## Likelihood of Action

Participants feeling of **empowerment** to do environmental actions and willingness to **participate** in future initiatives.



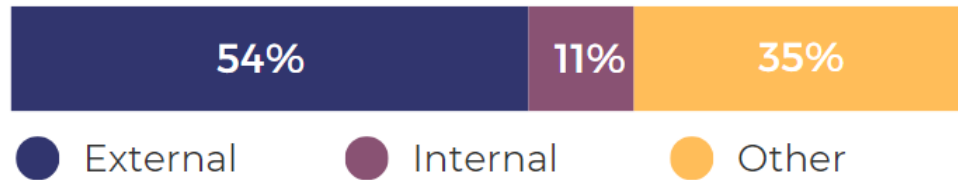
- High correlation between empowerment and participate indication



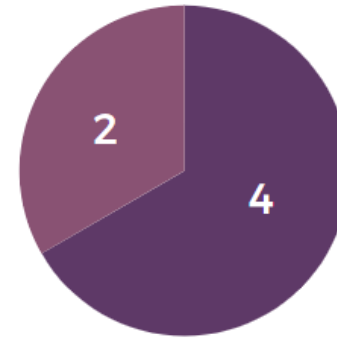
# CLUSTER 4: OPTIONAL OPEN FEEDBACK

## Public Image

Total of 54 responses categorised into 3 types of suggestions:



## Internal Actions



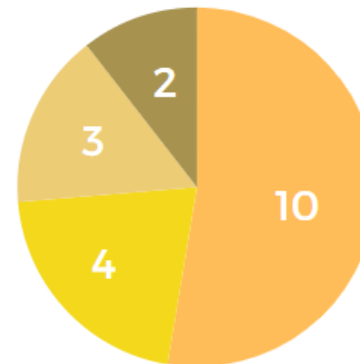
- Raise environmental matter awareness within FAI
- Conduct further studies such as complete SWOT analysis of FAI and statistical mapping of each air sport's env impact

## External Actions



- Other unique initiatives
- Technological improvements
- Support general env initiative
- Address negative publicity
- Compromise and protect current air sport activities

## Other Insights



- Focused on env impacts of non-air sport activities
- Reiterate that air sports do not have any negative impact on the env
- Complaint on current imposed env regulations
- Mention former initiatives that were not recognised

## OVERALL CONCLUSION



### Knowledge and Perception

- **Knowledge transfer** can build new common understandings
- **Communication** of environmental matters can improve overall familiarity of environmental strategies



### Environmental Tools

- Further development and promotion of the **EnvC website** may give more individuals useful guidance
- Implementing **environmental officers** in each commission may be well received



### Willingness of Participation

- Providing largely desired **guidance** from FAI may **empower** more individuals to participate in more environmental initiatives

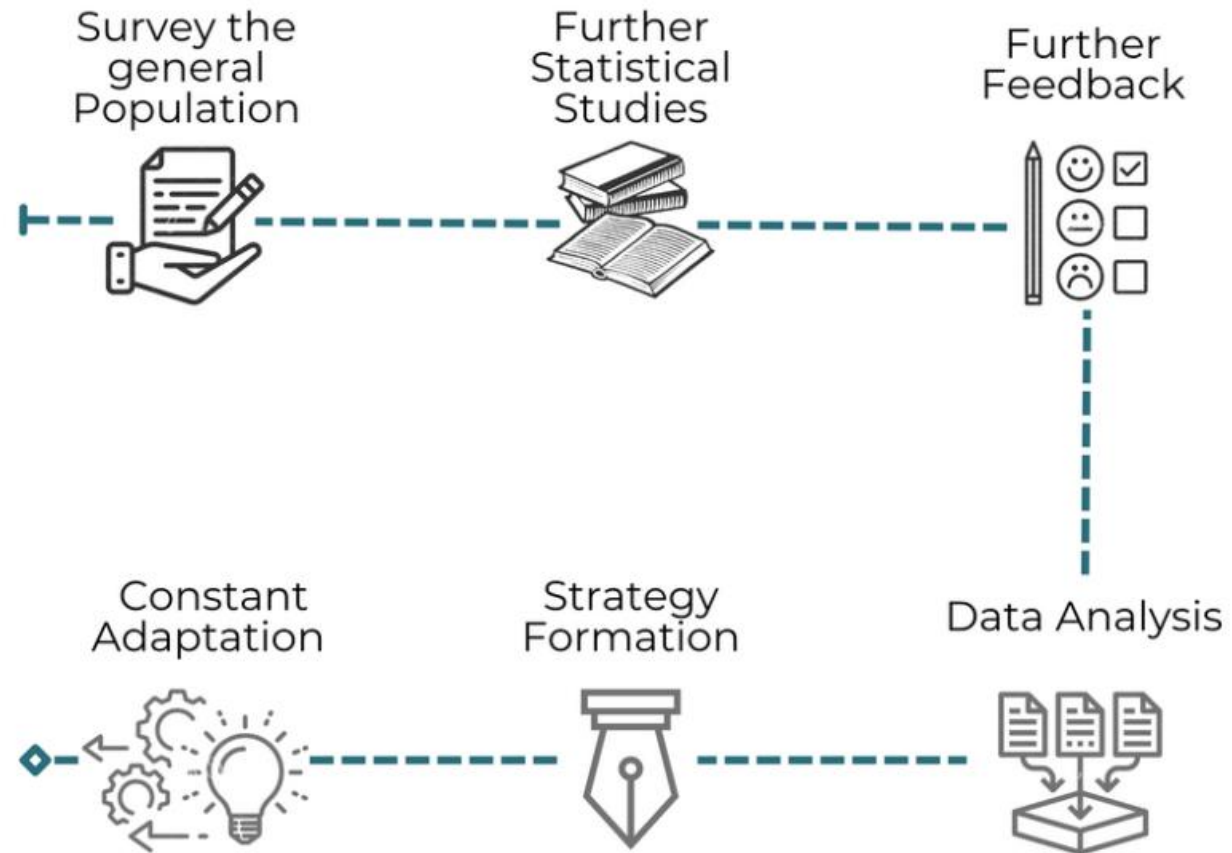


### Other Supported Actions

- The community may benefit from FAI taking a strong stance to protect air sports by **addressing** public criticism
- Participants support air sports to **do more** to combat possible environmental impacts
- Individuals who signed up to the mailing list are open to further **discussions**

# ACTION PLAN CHRONOLOGY

- Flexible actions that can be done simultaneously





# ACKNOWLEDGEMENT

**All 160 Survey Participants**

**Future Interviewees**