

# Royal Air Maroc accessibility plan

2023





# Royal Air Maroc accessibility plan

# Introduction

#### Royal Air Maroc's Commitment to Accessibility and Compliance with the Accessible Canada Act

At Royal Air Maroc, we firmly believe that travel should be accessible and inclusive for everyone. We are committed to providing equal service to all our passengers, regardless of their abilities. As part of our commitment to accessibility, we are proud to affirm that we comply with the Accessible Canada Act, as one of the major transformative legislation enacted to promote equal opportunities and accessibility for people with disabilities.

For us, the Accessible Canada Act, outlines key principles and requirements that drive our commitment to accessibility. It aims to prevent and remove barriers that impede the full and equal participation of individuals with disabilities in society. This principle guides our policies, procedures, and practices, ensuring that our services and facilities are accessible and inclusive for all passengers.

Our Accessibility Plan reflects our ongoing efforts to go beyond just compliance to a specific legislation, but rather embrace a culture of accessibility. We understand that accessibility is a journey, and we continuously strive to improve our services and facilities to meet the diverse needs of our passengers.

In this comprehensive plan, we outline our strategies, initiatives, and goals for enhancing accessibility across various aspects of our airline operations. By proactively addressing barriers and providing reasonable accommodations, we aim to create an inclusive and seamless travel experience for everyone.

Key Elements of Our Accessibility Plan:

#### **Training and Awareness**

We are committed to providing extensive training to our staff members, ensuring they are equipped with the knowledge and skills to assist passengers with disabilities. This includes disability awareness training, customer service training, and specific training on accommodating individuals with different needs.

# Accessible Facilities and Services

Our infrastructure is designed with accessibility in mind. We prioritize barrier-free access to our airports, terminals, boarding gates, and aircraft. We provide all facilities to accommodate the unique requirements of passengers with disabilities.

# **Feedback and Continuous Improvement**

Regardless of our ongoing efforts remove accessibility barriers and address them, we value feedback from our passengers, as it helps us identify areas to improvement. We have established different channels for individuals to provide feedback, whether it is related to accessibility concerns, suggestions or positive feedbacks. We carefully review and analyse this feedback to drive continuous enhancements in our accessibility initiatives.

# **Communication and Information**

have implemented measures to provide information in alternative formats upon request, such as braille, large print, and electronic formats Additionally, our website and mobile applications are designed to meet we accessibility standards, enabling individuals with disabilities to access information easily.

# **Assistive Devices and Support**

We strive to accommodate the use of assistive devices, such as mobility aids, ensuring their seamless integration into the travel experience. Our trained staff members are available to provide assistance and support throughout the journey, from check-in to arrival.

By adhering to the Accessible Canada Act and implementing our comprehensive Accessibility Plan, we are dedicated to ensuring that all passengers, including those with disabilities, can travel comfortably and confidently with Royal Air Maroc. We are excited to embark on this journey of accessibility as we strive to create an inclusive and welcoming travel experience for all.

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# General

It must be noted the following

• Rita Chiba Bennani, Head of Customer Assistance is the name of the person designated to receive feedback on behalf of Royal Air Maroc,

And,

- The public can provide feedback, request an alternate format of the accessibility plan, and request an alternate format of the description of the feedback process via the following channels:
  - Mailing address: Direction Proximité Client, Zone Industrielle Royal Air Maroc, Aéroport Mohamed V, 27000, Nouacer, Maroc
  - Telephone number: 00212 522 48 97 51
  - Email address: abilityreview@royalairmaroc.com

# **Information and Communication Technologies (ICT)**

At Royal Air Maroc, we are committed to ensuring equal access to information for all passengers, including those with disabilities. As part of our comprehensive accessibility plan, we recognize the importance of providing accessible formats of information and communication to individuals with disabilities. This ensures that everyone can receive the necessary information in a manner that suits their specific needs and preferences. We strive to make travel accessible and enjoyable for all passengers, fostering an inclusive and barrier-free environment.

Here are the accessible formats of information and communication that we provide at Royal Air Maroc:

- 1. Website accessibility:
  - Our official website is designed to be accessible and complies with relevant accessibility
    guidelines, by being certified with the Web Content Accessibility Guidelines (WCAG) 2.1 AA level.
    We strive to regularly review and update our website to enhance its accessibility features.
  - Information available on our website, such as flight schedules, booking options, policies, and services, is presented in an accessible format. This includes using clear and concise language, alternative text for images, and proper heading structure.
  - We provide an accessibility statement on our website, outlining our commitment to accessibility and offering contact information for individuals who require additional assistance.
- 2. Communication other than information and communication technologies:
  - Recognizing that not all passengers may have access to or prefer using the internet, we offer
    multiple alternative communication channels for individuals with disabilities. These channels
    include telephone helplines dedicated to the needs and feedback of people with disabilities, a
    dedicated email and an website form to collect feedbacks.
  - Our customer service representatives are trained to handle inquiries and provide assistance to
    individuals with disabilities using these alternative communication channels. We strive to
    respond promptly, courteously, and with full consideration of individual needs.
- 3. Accessible documents and publications:
  - Royal Air Maroc is dedicated to providing important documents and publications in accessible
    formats upon request. These formats may include braille, large print, accessible electronic
    formats, and audio recordings.it should be noted that a period of 45 days is to be respected



before providing people with disabilities with publications in accessible formats. Such documents can be requested (even anonymously) using one of the following channels:

- Mailing address: Direction Proximité Client, Zone Industrielle Royal Air Maroc, Aéroport Mohamed V, 27000, Nouacer, Maroc
- Telephone number: 00212 522 48 97 51
- Email address: <u>abilityreview@royalairmaroc.com</u>
- Passengers can make a request for accessible documents during the booking process or by contacting our dedicated customer service team directly. We aim to fulfill such requests in a timely manner, not exceeding 45 days, ensuring passengers receive the necessary information in their preferred format before their travel date.

## 4. In-Flight Communication:

- During flights, we make efforts to ensure effective communication with passengers who are
  deaf, hard of hearing, or have speech disabilities. Our cabin crew undergoes training to
  understand and respond to the unique needs of individuals with disabilities.
- In-flight announcements are made using both audio and visual methods, including closed captioning on seatback screens or personal entertainment devices, to accommodate passengers with hearing impairments.
- We provide alternative means of communication, such as written notes or pictorial communication boards, for passengers who may have difficulty speaking or understanding verbal communication.

# 5. Accessibility information at airports:

- At airports, we collaborate with relevant authorities and display accessibility information prominently. This includes signage with clear directions to accessible facilities, such as accessible restrooms, elevators, and designated assistance points.
- Information desks at airports are staffed with knowledgeable personnel who can provide assistance and answer queries related to accessibility services and accommodations.

# **Communication, Other Than ICT**

As part of our commitment to accessibility, Royal Air Maroc recognizes the importance of ensuring that people with disabilities receive information about our services, policies, and procedures in a manner that is accessible, clear, and easy to understand. We strive to remove barriers to communication and provide inclusive information to ensure that all passengers can make informed decisions and have a seamless travel experience.

#### 1. Clear and concise language:

- We understand the significance of using plain language to ensure that information is easily understandable for all individuals, including those with cognitive disabilities or limited language proficiency.
- Our communication materials, such as brochures, websites, and instructional guides, are written using clear and concise language, avoiding jargon and technical terminology whenever possible.
- We periodically review and update our materials to ensure they remain accessible and comprehensible, considering the feedback received from passengers and accessibility advocates.

#### 2. Multiple formats:

• Recognizing that people have different preferences and needs when accessing information, we offer multiple formats to cater to various disabilities.



- Our website provides information in accessible electronic formats, making use of assistive technologies such as screen readers, magnification tools, and voice input software.
- Upon request, we provide information and communication materials in alternative formats such as braille, large print, accessible electronic formats, and audio recordings, ensuring that individuals with visual impairments or print disabilities can access the information effortlessly. Such documents can be requested (even anonymously) using one of the following channels:
  - Mailing address: Direction Proximité Client, Zone Industrielle Royal Air Maroc, Aéroport Mohamed V, 27000, Nouacer, Maroc
  - Telephone number: 00212 522 48 97 51
  - Email address: <u>abilityreview@royalairmaroc.com</u>

## 3. Inclusive website design:

- Our website is designed with accessibility in mind, adhering to relevant guidelines such as the Web Content Accessibility Guidelines (WCAG) 2.1 AA level.
- We ensure that our website is compatible with screen readers, includes alternative text for images, utilizes proper heading structure, and provides keyboard navigation options to facilitate easy browsing for individuals with visual impairments or motor disabilities.
- We conduct regular accessibility audits and user testing to identify and address any accessibility barriers, enhancing the usability and comprehensibility of our online content.

# 4. Assistive technologies:

- Royal Air Maroc supports the use of assistive technologies and devices that individuals with disabilities may rely on to access information effectively.
- Our communication channels, including customer service helplines and reservation systems, are designed to be compatible with assistive technologies.
- We train our customer service representatives to be familiar with assistive technologies and offer guidance and support to passengers using these devices.

# 5. Communication training:

- Our staff, including customer service representatives and frontline employees, undergoes regular training to enhance their communication skills and foster an understanding of the diverse needs of passengers with disabilities.
- Training sessions focus on effective communication strategies, using plain language, active listening techniques, and understanding specific needs related to various disabilities.
- We provide guidance on addressing communication barriers, offering patience, respect, and empathy when assisting individuals with disabilities.

# **Procurement of Goods, Services and Facilities**

As part of our commitment to ensuring accessibility for all passengers, Royal Ait Maroc recognizes that its procedures do not include robust provisions for the procurement of goods and services that meet the needs of individuals with disabilities. However, we strive to prioritize selecting suppliers and partners who offer accessible products and services, such as accessible seating options, in-flight entertainment systems with closed captioning and audio descriptions, and tactile signage at airports and onboard our aircraft. Moreover, we engage in ongoing dialogue with our suppliers to encourage the development and implementation of innovative solutions that enhance accessibility throughout the passenger journey. By proactively seeking out



accessible goods and services, we will aim to provide an inclusive and seamless travel experience for passengers of all abilities, reinforcing our dedication to accessibility and customer satisfaction.

Currently Royal Air Maroc have not formalized in the form of a published internal procedure all the efforts set out to make sure accessibility is a key criteria during the procurement process when evaluating goods and services that will be used by, or to assist, persons with disabilities.

Within the upcoming publication of our accessibility plan we will detail establishing an advisory committee which would include representatives from the disability community, ideally providing representations of various disabilities and experience to provide an insight and feedback not only our accessibility plan, but also provide feedback on our accessibility-related programs and services based on their lived experience.

# **Transportation**

As an airline committed to accessibility and inclusion, Royal Air Maroc recognizes the importance of ensuring that people with disabilities have equal access to all our services during all parts of our transportation, including boarding, and in-flight services. Through comprehensive policies, procedures, and training, we strive to create a barrier-free travel experience for all passengers.

- 1. Check-in and boarding assistance:
  - We allow people with disabilities to advance to the front of the line at the check-in counter in case they are unable to use the automated self-service counters.
  - We provide boarding assistance to passengers with disabilities, ensuring a smooth and dignified boarding experience.
  - Our boarding procedures prioritize individuals with disabilities, allowing them to board early or
    providing designated boarding lanes, when available, to minimize congestion and facilitate a
    more comfortable boarding process. It should be noted that Royal Air Maroc uses its best effort
    to grant priority boarding to people with disabilities when applicable, unless there is a safetyrelated contraindication
  - Our trained staff is available to provide personalized assistance, such as wheelchair escort services or guidance through boarding ramps, to passengers who require physical support or have mobility challenges.
- 2. In-Flight accessibility:
  - Royal Air Maroc is committed to providing accessible services and accommodations during flights to ensure the comfort and safety of passengers with disabilities.
  - Our cabin crew receives comprehensive training on providing inclusive and attentive services, understanding the unique needs of individuals with disabilities, and utilizing assistive devices effectively.
  - We offer accessible seating options, including seats with extra legroom, to accommodate
    passengers with mobility limitations or medical conditions. These seats can be reserved during
    the booking process or requested through our customer service channels.
  - Passengers who require special assistance, such as help with meals or mobility support, are
    encouraged to inform us in advance so that appropriate arrangements can be made to meet
    their specific needs.
- 3. Communication and assistance:
  - Our staff undergoes rigorous training to ensure effective communication and assistance for passengers with disabilities throughout their travel journey.



- We provide disability awareness training to our employees, focusing on respectful and inclusive communication techniques, understanding various disabilities, and offering appropriate assistance based on individual requirements.
- Our customer service representatives and cabin crew are equipped to communicate and assist passengers using alternative communication methods, including visual aids, and written notes.
- We maintain open lines of communication, welcoming feedback and suggestions from
  passengers with disabilities to continually improve our services and address any accessibility
  challenges they may encounter. For this purpose, Royal Air Maroc dedicated a customer service
  team that can collect and handle feedback through various channels such as a dedicated phone
  line, e-mail and website form

# The Built Environment

At Royal Air Maroc, we are committed to ensuring a comfortable and inclusive travel experience for all our passengers, including individuals with disabilities. As part of our comprehensive accessibility plan, we prioritize the provision of necessary equipment on board our built environment to meet the specific needs of passengers with disabilities. By implementing these measures, we aim to foster a supportive environment that promotes independence and enhances accessibility for all.

- I. Wheelchair accessibility: We recognize the importance of wheelchair accessibility and strive to accommodate passengers with mobility impairments. To facilitate their needs, our airline ensures the following:
- 1. Wheelchair lifts or ramps: All our aircraft are equipped with wheelchair lifts or ramps, allowing passengers with mobility impairments to board and disembark safely. Our trained staff members are available to assist passengers in utilizing these accessibility features.
- 2. Priority storage space: We provide designated priority storage space on board our aircraft for passengers to stow their foldable or collapsible wheelchairs. This ensures that the wheelchairs remain secure and easily accessible throughout the flight.
  - II. Visual Impairment Assistance: To support passengers with visual impairments, we have implemented the following measures:
- 1. Braille Signage: Key areas within the aircraft, are labeled with braille signage. This ensures that passengers can navigate the cabin independently and locate essential amenities.
- 2. On-Board Announcements: Our crew members make in-flight announcements using clear and descriptive language, ensuring that passengers with visual impairments receive important information about safety procedures, flight updates, and service offerings.
  - III. Medical Equipment and Supplies: We understand that passengers with certain medical conditions may require specialized equipment or supplies during their journey. To accommodate their needs, we have the following provisions:
- 1. Portable Oxygen Concentrators: Passengers who rely on oxygen concentrators for medical purposes are allowed to bring their FAA-approved portable oxygen concentrators on board. We have designated power outlets available for their use, ensuring uninterrupted oxygen supply during the flight.



2. Medication Storage: We provide secure and temperature-controlled storage options for passengers who require refrigeration or other specific conditions for their medications. Our crew members are trained to handle and store these medications appropriately.

It also has been agreed and formalized internally in Royal Air Maroc, that when making any modification of new addition to the built environment which might impact accessibility, we should consult persons with disabilities, as part of our partnership with Association AMI and other in the future.

# **Provisions of CTA Accessibility-Related Regulations**

In alignment with the CTA Accessibility-Related regulations, Royal Air Maroc's accessibility plan prioritizes the provision of inclusive services to passengers with disabilities. Our plan encompasses a range of measures to ensure compliance with regulatory requirements, including the provision of wheelchair assistance, priority boarding, and accessible lavatories aboard our aircraft. We are committed to enhancing physical accessibility throughout the passenger journey, from booking to disembarkation, by implementing procedures for assisting passengers with mobility impairments and providing guidance and support as needed. Furthermore, our plan emphasizes the training of our staff to effectively communicate and interact with passengers with disabilities, fostering a welcoming and accommodating environment for all travellers. By adhering to these regulations within our accessibility plan, we strive to uphold the principles of accessibility and inclusivity, ensuring that every passenger can travel with dignity and ease.

As part of its commitment to inclusivity, Royal Air Maroc offer a range of additional assistance and accommodations to meet the diverse needs of our customers. We understand that some passengers may require wheelchair assistance, seating accommodations, or personal attendants, and we are dedicated to making these services available upon request. The chapter below outlines our policies and procedures for accessing and availing these services:

- Wheelchair Assistance: We recognize that mobility is crucial for many passengers with disabilities, and we provide wheelchair assistance to ensure seamless movement throughout the airport and onboard the aircraft. Passengers can request wheelchair assistance at the time of booking or by contacting our customer service representatives in advance. Our dedicated staff will be available to assist passengers with boarding, deplaning, and navigating the airport facilities.
- Seating Accommodations: To enhance passenger comfort and accommodate diverse needs, we offer a variety of seating options. Passengers who require specific seating accommodations, such as extra legroom, aisle seats, or seats with movable armrests, can make their requests during the booking process or by contacting our customer service team. While we strive to accommodate all requests, please note that seating assignments are subject to availability and compliance with safety regulations. Passengers are encouraged to make their requests as early as possible to increase the likelihood of securing their preferred seating arrangements.
- Personal Attendants: We understand that some passengers may require personal attendants or caregivers to accompany them during their journey. We welcome personal attendants to assist passengers with their specific needs, such as medical assistance, personal care, or communication support. Passengers can inform us about their requirement for a personal attendant during the booking process or by contacting our customer service team. Personal attendants traveling with a passenger with a disability will be provided with necessary assistance, including priority boarding and seating arrangements to ensure a comfortable and seamless travel experience.
- Requesting Additional Assistance: To request any of the additional assistance services mentioned above, or any other one not mentioned above but handled on a case basis, passengers can contact our dedicated accessibility support team by phone or email. Our staff members are



trained to handle accessibility-related inquiries and will guide passengers through the process. We recommend that passengers make their requests at least 48 hours in advance to allow us sufficient time to make necessary arrangements. However, we understand that unexpected situations may arise, and we will make every effort to accommodate last-minute requests to the best of our abilities.

# **Consultations**

At Royal Air Maroc, we value consultation and recognize the importance of continuously improving our services and accessibility for all passengers, including individuals with disabilities. As part of our comprehensive accessibility plan, we have established system to consult associations and organizations in charge of disability matters through collaborative Partnerships and Industry Engagement. In fact, we actively engage in collaborative partnerships with disability advocacy organizations, industry experts, and regulatory bodies. These partnerships enable us to gain valuable insights and access to best practices in accessibility. By staying engaged with the broader accessibility community, we remain at the forefront of innovative solutions to tackle the needs of people with disabilities.

Our goal is to actively listen, address concerns promptly, and implement necessary improvements to ensure an inclusive and satisfactory travel experience for all.

We collaborate with individuals with disabilities, disability organizations, and accessibility experts to gain invaluable perspectives and expertise. By engaging in ongoing dialogue, we can better understand the challenges faced by passengers with disabilities and work together to develop innovative solutions and best practices. For the purposes of the current accessibility plan, we have partnered with AMI which is a Moroccan association for people with cerebral palsy and we conducted several dialogue sessions between January and April 2023 with a group of 10 people (who are used to air travel) each time to collect feedback on Royal Air Maroc's value chain, how to identify barriers from a disabled person's perspective and what can be done to remove such barriers and ease the travel experience for people with disabilities. Questions and subjects raised during these sessions were always centred around all the barriers and difficulties that these people have encountered and what they think could be the best way to help them get a more seamless and inclusive travel experience. This partnership with AMI was not the only occasion that we had to solicit feedback from people with disabilities but we have rather designed a long term and sustainable approach to involve people with disabilities into our continuous reviews of our accessibility procedures.