

A portrait of Nanne Onland, a man with short brown hair, smiling. He is wearing a dark pinstriped suit jacket, a light-colored checkered shirt, and a blue patterned tie. The background is a blurred office setting with bookshelves.

# Passing on the knowledge

Nanne Onland  
Director, Dartagnan

**How the private and public sectors can work together to ensure that registered traveler programs are implemented in the best way possible**

**T**he European Union recently issued a Communication aimed at establishing greater control over its external borders (*Preparing the next steps in border management in the European Union*, COM (2008) 69, Final 13.2.2008). Among the proposals announced in the communication was a registered traveler scheme for EU citizens and third-country nationals (non-Europeans) enabling them to take advantage of pre-screened, facilitated access to the EU.

At the same time, the US government has recently an-

nounced its Global Entry program, offering similar benefits to American citizens. These schemes are typically implemented in response to tighter security measures at the borders: a kind of practical grease for the ever-heavier security wheel, allowing those who the government knows and trusts to enter more simply and thus saving resources to better focus on the unknowns.

So on both sides of the Atlantic it looks as though registered travel is about to take off. So what does this for those who are already in the business? We speak to Nanne Onland,

Director of Dartagnan, whose company has been organizing registered travel for years and is one of the leading European companies in the field. We asked him what effect these recent announcements would have on his company, what it means for Europe and what it all meant for the industry as a whole.

**Both in the US and in the EU there are business opportunities for RT program providers. Are your services used by governments, airports/airlines, private travelers, or combinations of these?**

All of the above. Dartagnan cooperates with airports, airlines and government authorities when designing, implementing and operating RT programs. Although border passage is strictly a governmental responsibility, we believe that RT programs can be successful when the public sector cooperates with the private sector with each party doing what they do best – the government setting the rules, regulations and undertaking the enforcement whilst the private sector arranging the funding and undertaking the implementation and operation/management of these programs.

**What products or services are you offering these clients?**

There are two propositions that we have on offer. Our airport service programs, Privium and Sapphire, offer front row parking, dedicated check-in and fast lanes for security and border passage to the airport's most important customers. Automated clearance facilities making use of biometric identifiers are an integral part of these types of programs. We offer these programs making use of an existing brand (i.e. Privium) or as a white label.

Alternatively, we can focus exclusively on Automated Border Passage (ABP) services whereby we set up application, vetting, enrolment and border passage facilities under the leadership of local immigration authorities.

In close cooperation with the local airport and immigration authorities, we design, implement and operate these programs under public private partnerships.

Dartagnan is a daughter company of Schiphol Group, the Dutch international airport operator. All know-how and experience, solutions and potential investments of the Group in this field are made available to partners and customers through Dartagnan.

**How does EU aviation security legislation affect the types of services you can offer your clients?**

It does and at the same time does not affect them. In principle the new EU 300 security regulation is very detailed regarding what airports have to secure and how they must do so, nevertheless it does not prescribe how we have to run our passenger facilitation and flow operations. The border passage is certainly not af-

“

**As long as the integrity of the border control and security checks is safeguarded, RT programs are a win-win situation for all stakeholders involved**

”

ected by this regulation, and as far as fast lanes for security are concerned it is up to the airport operator in close cooperation with the airlines to decide on priority lanes for frequent travelers. As long as the integrity of the border control and security checks is safeguarded, RT programs are a win-win situation for all stakeholders involved: the traveler who voluntary applies for the program benefits from faster lanes; immigration and security authorities can thereby facilitate 'friendly

### Meet Nanne Onland

Nanne Onland took over the position of Director of Dartagnan in April 2007 after having held for four years the responsibility for the company's aviation and transportation business. He started his career at Amsterdam Airport Schiphol 12 years ago where he covered a number of assignments dealing with the introduction and delivery of innovative passenger services.

flow' and focus their valuable resources more on the real threats; and the airport operators can make optimum use of their limited capacity and improve the customer experience, which in turn leads to increased non-flight-related spending.

## Do you plan on offering your services in North America?

We plan to offer services to travelers that travel between the US and Europe. We have not yet decided how we will market the services in North America specifically.

## How does the experience of a traditional business class traveler differ from that of registered traveler enrolled in your program?

What is a traditional business class traveler? I don't think you can categorize people in that way. It is our goal to offer

best in class RT programs and fast lane facilities to our partners and customers. Our RT's will definitely have a different experience in a sense that they master their own time rather than standing in line at the discretion of the airport, airline or authorities. We have a saying with Privium, "Life's not about the destination, it is about the journey".

## In a recent Communication, the EU announced its plans for an automated entry/exit system, while at the same time the US Global Entry program has also just been launched. How will these programs affect business for RT service providers?

In a number of ways; first of all I believe the EU communication provides a clear framework and vision of what the future of border control will look like for all of the stakeholders involved. It also gives insight into the potential roles and responsibilities of all stakeholders. Although the communication does not yet clearly describe what the tasks of the EU are versus those of the Member States, it is a start for an ongoing dialogue both at the EU and at the national level on how to organize automated border passage.

The European Commission has indicated that it is endorsing further studies and RT programs both inside and

outside of the Schengen Area. Our own future plans fall well into this category, so we see a great opportunity in working closely with the EC to further developing our programs.

The EC is now deliberating on what EU regulations will have to be in place in order to enable their vision of the future EU border. It occurs to me that the aviation sector, as far as this topic is concerned, wants to take this forward asap. I see it as an advantage that the EC has just launched a communiqué. EU airports now have an opportunity to proactively organize themselves and put forward their collective opinion on the future of RT programs and automated border passage (rather than a reactive approach to issued regulations). This is exactly the reason why we have initiated a dialogue within ACI (Airports Council International) Europe on the matter. ACI Europe has started a task force on border control and RT programs because border management is directly linked to passenger facilitation. Optimizing processes will enhance the customer experience and help airports overcome additional security measures and longer waiting times and also eventually increase non-aeronautical revenues. ACI Europe's task force has to show the way in the implementation of modern processes at the airport, airline and authority level and seek harmonization of these processes across Europe.

*Registered Traveler programs can enable airport operators to make optimum use of their limited capacity while improving the customer experience*

