February 2011

Airbus Fly Your Ideas 2011

The Airbus Fly Your Ideas (FYI) competition challenges students worldwide to develop new ideas for a greener aviation industry.

Airbus FYI underpins a commitment at Airbus to invest in the future of aviation and its sustainability as a green industry. It was launched to engage with Universities and students worldwide and from all backgrounds; stimulate innovative ideas for a greener aviation industry; and identify potential opportunities for R&T development and/or interaction with academic research teams. More than 3,000 people at Airbus are working either directly or indirectly on over 400 Research and Technology projects that are grouped into 100 major ones; Airbus files over 600 patent applications each year; and more than 90% of annual Research and Development investment of over €2 billion has environmental benefits for current and future aircraft.

Airbus FYI is a rare opportunity for tomorrow's generation to join Airbus in its vision for the eco-efficient aviation industry of the future; address the two percent the industry contributes to manmade CO_2 emissions; and meet the needs of air transport in a sustainable way. The biennial contest involves three progressively challenging rounds judged by a panel of Airbus and industry experts. The winners share a top prize of €30,000; the runners-up €15,000. Students can also benefit from interaction with and mentoring from Airbus staff; the chance to develop their teamwork skills; the opportunity to enhance creativity and innovation skills; the chance to improve their project development and presentation skills; working with other nationalities; learning more about Airbus and the aviation industry; and feedback on their ideas from industry experts.

This second edition of the FYI competition was launched at the Farnborough International Airshow in the United Kingdom in July 2010 and will conclude at the International Paris Airshow – Le Bourget, France, in June 2011. Charles Champion, Airbus' Executive Vice President Engineering, is this year's FYI patron. University students of any nationality, gender or discipline – from engineering to marketing; business to science; philosophy to design – are taking part. Each team has identified an 'Academic Mentor', a member of academic staff from one of the team member's institutions who verifies that the team comprises genuine students and may lend support in the development of their proposals. The students are asked to propose projects on one of the aspects of the 'Environmental Life Cycle'. This is an innovative approach in the aeronautical industry which Airbus uses to improve the environmental performance of an aircraft throughout its life cycle. It consists of five stages: design supply chain; manufacturing; aircraft operations and aircraft end-of-life. This approach has been recognised for the first time in the aerospace sector, through an extended ISO 14001 certification; Airbus is the only aerospace company in the world to receive it.

For FYI 2011, the students registered as a team of three to five members. Project proposals were submitted in December 2010 and up to 80 teams were selected for Round 2. Those

Airbus Press Office
1, Rond-point Maurice Bellonte
31707 Blagnac Cedex, France
Phone +33 (0)5 61 93 10 00
Fax +33(0)5 61 93 38 36
E-mail media@airbus.com

shortlisted will then develop their ideas into more detailed submissions with support from Airbus staff – 'Airbus Mentors'. The latter are recruited from volunteers across various departments and support their respective teams with the direction and structure of their project, rather than contributing specific ideas or technical expertise. Five finalist teams will be rewarded with a VIP trip to Paris in June 2011 and make their project presentations to a jury of Airbus and industry experts. This jury includes industry experts who will announce the winning team at the FYI 2011 awards ceremony in June at the International Paris (Le Bourget) Airshow.

FYI 2011 follows the success of the inaugural contest launched in October 2008. More than 2,350 students from over 80 countries took part with the multinational team 'COz' from the University of Queensland, Australia, judged eventual winners in June 2009. Their project focused on the use of a pioneering natural fibre composite – made from castor plants – in aircraft cabins. 'Solaire Voyager' from the National University of Singapore claimed the runners-up prize for their proposal to use solar cell technology integrating photo-voltaic cells in aircraft to generate electricity. The winning projects were chosen based on the proposed ideas; degree of innovation; potential contribution to a better environment; logic behind the project; teamwork shown throughout the competition; rigor of the study process; and team presentations.

Other FYI 2009 finalists included: 'Big Bang Team' from Universidad Politécnica de Valencia in Spain for their windowless cabin concept for a new eco-efficient aircraft design; 'Kometa Brno' from Brno University of Technology in the Czech Republic who developed a project on aircraft taxiway movements using electro-motors; and 'Stanford ADG' from Stanford University in the USA for their proposal on inverted V-formation flight, building on the model of migrating birds to reduce energy consumption. Other subjects proposed in FYI 2009 included: a 'green' leasing company; innovative aircraft design (e.g. a windowless cabin); different aircraft or air transport concepts or configurations; new cabin solutions (e.g. materials, comfort); alternative fuel development (e.g. biofuels, hydrogen); development of secondary power sources (e.g. electric, solar, wireless, fuel cells); natural fibre materials; recycling; engine developments; using time in-flight to raise environmental awareness.

- For further information visit the competition website: www.airbus-fyi.com
- For FYI 2011 media enquiries contact: press@airbus-fyi.com