August 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.

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. Separately, a VIP trip to Paris is awarded to the team with the best video as part of the second round of project submissions. 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 biennial FYI competition was launched at the Farnborough International Airshow in the United Kingdom in July 2010 and concluded at the International Paris Air Show – Le Bourget, France, in June 2011. Charles Champion, Airbus' Executive Vice President Engineering, was this year's FYI patron. University students of any nationality, gender or discipline – from engineering to marketing; business, science; or design –took part. Each team identified an 'Academic Mentor', a member of academic staff from one of the team member's institutions who verified that the team comprised genuine students and lent support in the development of their proposal. Each team was also assigned an 'Airbus Mentor', selected from volunteers across various departments who supported their respective team with the direction and structure of their project, rather than contributing specific ideas or technical expertise.

The FYI competition asks students to propose a project based 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 lifecycle. It consists of five stages: design; supply chain; manufacturing; aircraft operations and aircraft end-of-life.

This year, a new record of 2,620 students from 75 countries took part. Project proposals were submitted in December 2010 and 84 teams were selected for Round 2. With the support of Airbus Mentors, those shortlisted then further developed their ideas into more

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

detailed submissions, including a short video of 1 to 3 minutes long which presented their team and project creatively. Five finalist teams were then selected to participate in a VIP trip to Paris in June 2011, where they presented their projects to a jury of Airbus and industry experts. This jury then announced the winning team at the FYI 2011 awards ceremony the following day at the International Paris Air Show – Le Bourget.
The FYI 2011 winning team was:

Team Wings of Phoenix from China – Nanjing University of Aeronautics and Astronautics, for their suggestion of a ground-based wind power generation system derived from aircraft wakes

The FYI 2011 runner-up team was:

Team Condor from Chile – Universidad Técnica Federico Santa María, for their novel alternative design for an aerodynamic speed brake that would recover energy for on-board reuse

The remaining three FYI 2011 finalist teams were: **Team O3** from India – Indian Institute of Technology Roorkee, for their proposed approach to prevent aircraft icing by the use of water-repelling polymer coatings**Team Msia on Mars** from Malaysia – Universiti Kuala Lumpur Malaysian Institute of Aviation Technology, for their idea to use biodegradable materials from Kapok tree fibres for aircraft thermal and acoustic insulation blankets used for aircraft cabins**Team SSE** from Sweden – Stockholm School of Economics, for their formulation of an ECO points scheme to promote environmentally-friendly flying

The FYI 2011 video prize winner was:**Team Ecolution** from Spain – Universidad Pontificia Comillas, Madrid, for the effective and well-presented visual demonstration of the implementation of low weight natural fibre composites in aircraft cargo containers

FYI 2011 followed the success of the inaugural contest launched in October 2008. For FYI 2009, more than 2,350 students 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 runner-up prize for their proposal to use solar cell technology integrating photovoltaic cells in aircraft to generate electricity. The winning projects were chosen based on the following criteria: 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.

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.

- For further information, visit www.airbus-fyi.com
- For FYI 2011 media enquiries, contact press@airbus-fyi.com