## FLY YOUR IDEAS CHALLENGES 2013

For Fly Your Ideas 2013, Airbus is focusing on innovation, and would like students to propose ideas addressing: "**Energy**"; "**Efficiency**"; **Affordable Growth**"; **Traffic Growth**"; **Passenger Experience**"; and "**Community Friendliness**."
These have been identified by Airbus as the six key challenges of the 21st century for a sustainable aviation industry.

### Energy

As traditional fossil based fuels become scarce and corresponding prices rise we encourage ideas for reducing energy consumption, increasing energy harvesting/recovery and for identifying sustainable sources of renewable energy that don't compete with food, land and water resources.

### Efficiency

Aircraft with improved performance and reduced environmental impact are increasingly in demand. Therefore the aviation industry requires new ideas in areas such as enhanced aerodynamic performance, weight reduction, improved maintainability and reliability.

### Affordable Growth

Growing demand to introduce new improved aircraft and service solutions into the air transport system requires that fleet replacement and upgrades need to be affordable. Therefore ideas for lower cost manufacturing processes, materials, equipment, operations and disposal must be developed.

### Traffic Growth

In the next 15 years it is forecast that aviation passenger traffic will more than double placing strong pressure on the capacity of air transport systems. To support this demand we want to inspire innovative ideas to improve the management of aircraft missions, air traffic control and ground operations.

### Passenger Experience

The traveller expects a seamless, comfortable and efficient travel experience with ready access to services and facilities throughout their journey. Ideas could therefore address the cabin of the future, as well as integrated transport systems or improved airport operations.

### Community Friendliness

As airports are closely embedded in our cities, we must maintain a harmonious co-existence with local residents. Ideas identifying new approaches for reducing noise levels, improving air quality and easing ground traffic could be proposed.

Innovative ideas for an eco-efficient aviation industry of the future which are not covered by these six challenges are also welcome.

* *

**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