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Press release

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Airbus' 'Fly Your Ideas' challenge brings innovation to campus

Prize winners will get a week of learning with top Airbus innovators and €30,000

Airbus' Fly Your Ideas – a UNESCO-backed biennial competition – is challenging students worldwide to develop new ideas for a more sustainable aviation industry. This year, victory will mean not only a €30,000 cash prize; the successful team will also welcome experts from Airbus' Innovation Cell[1]* onto their campus for a week of learning on what it takes to become a true aviation innovator.

Innovation is at the core of Airbus' vision for the future of aviation. This competition enables Airbus to interact with universities across the globe and students of all disciplines, sharing insight on how the industry leader is developing new technologies for the more sustainable aviation that future travellers are looking for.

"We are looking to engage and interact with the next wave of talents who share our vision for a more sustainable future aviation industry," said Charles Champion, Executive Vice President Engineering Airbus and Fly Your Ideas patron. "We hope to stimulate ideas and international exchange within the global student and academic community to inspire the next generation of innovators."

This year all rights to designs and creations from the teams will belong to their developers, giving them the opportunity to decide what to do should they want to progress their ideas further.

Global enthusiasm for Fly Your Ideas continues to grow, with 111 teams from 55 countries already registered to participate in the 2013 edition – and over two months still to go until the deadline closes for entries.

Teams hoping to make the selection for the next stage must submit their idea through the competition website by 7 December 2012.

Fly Your Ideas is part of the aircraft manufacturer's pioneering initiative 'Future by Airbus', a vision of sustainable air travel for 2050 and beyond.
This year the topics for the competition are: "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.

[1] **Innovation cell**: organisation created in 2010 in Airbus with the goal of discovering and realizing game-changing innovations beyond current products and services for the benefit of all Airbus stakeholders.

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Pictures and information available on: http://www.airbus.com/presscentre/pressroom/
More details on themes and on the competition on: http://www.airbus-fyi.com/

Note to editors:

Competition Calendar

- Registration Closes - 30 November 2012
- Round One - 3 September 2012 - 7 December 2012 (One page proposal)
- Round Two - January 2013 - April 2013 (up to 100 teams chosen to deliver a 5000 word report and a short video)
- Round Three - May 2013 - June 2013 (5 teams chosen to present to a jury of Airbus and industry experts)
- Final presentation and awards – June 2013

Fly Your Ideas 2011

- 2,260 students from 75 countries, 84 teams selected for Round 2, and 5 finalists selected

- WINNERS 2011: China - China's Nanjing University of Aeronautics and Astronautics won with their ground-based wind power generation system that exploits the wakes of aircraft during take-off and landing. Xinyuan Zheng, spokesperson for the team, said: "To participate in the 2011 Airbus Fly Your Ideas challenge was a great experience for us and we were very proud to win."
- WINNERS 2009: Australia - The multinational team 'Coz' from the University of Queensland, Australia, were awarded the winning prize in June 2009. Their project focused on the use of a pioneering natural fibre composite - made from castor plants - in aircraft cabins.