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Airbus Fly Your Ideas 2013

The Airbus Fly Your Ideas (FYI) competition challenges students worldwide to develop new ideas for a more sustainable 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. This challenge, backed by UNESCO, is part of the "Talent" pillar of the leading aircraft manufacturer's **Future by Airbus** programme – a vision of air travel in 2050.

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. In 2013, the winning team will also welcome Airbus experts on campus at their university for an innovation week.

The third biennial FYI competition was launched in March 2012 in London. In May 2012, UNESCO announced its patronage of this competition. Charles Champion, Airbus' Executive Vice President Engineering, is FYI patron and once again university students of any nationality, or discipline – from engineering to marketing; business, science or design – can participate. Each team of 3 to 5 students will be asked to identify an 'Academic Mentor', a member of academic staff from one of the team member's institutions to lend support in the development of their proposal. In the second round each team will also be assigned an 'Airbus Mentor', selected from volunteers across various Airbus departments to support their respective team with the direction and structure of their project. New for 2013, an Airbus Expert will support each team with technical guidance at key stages of the competition.

Participating in FYI gives students the opportunity to enhance their creativity and innovation; the chance to improve their project development and presentation skills; to work with other nationalities; learn more about Airbus and the aviation industry; and get feedback on their ideas from industry experts. This all supports the development of key employability skills and offers the chance for vital interaction between universities and the industry leader.

For FYI 2013 Airbus is placing the focus on innovation, and has asked students to propose an idea addressing "**Energy**"; "**Efficiency**"; "**Affordable Growth**"; "**Traffic Growth**"; "**Passenger Experience**"; or "**Community Friendliness**." These six themes have been identified by Airbus as key 21st century challenges for a greener aviation industry. The final will be held in Hamburg in June 2013 with the award ceremony at UNESCO in Paris.

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For this new edition, following 6089 registrations, 618 teams of 3 to 5 students comprising 2556 participants of 96 nationalities submitted a one page proposal to enter Round 1 of the Fly Your Ideas challenge. 102 teams from 5 continents were selected for Round 2.

In 2011, 2,260 students from 75 countries took part in FYI with 84 teams selected to go further in the competition. These teams developed their ideas into detailed submissions, including a short video of 1 to 3 minutes long which presented their team and project creatively. Five finalist teams were 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. The winning team was announced at the FYI 2011 awards ceremony 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.

Each member from the 2011 finalist teams and video prize winner was offered an internship with Airbus as an additional reward.

FYI 2011 followed the success of the inaugural contest launched in October 2008. For FYI 2009, the multinational team ‘COz’ from the University of Queensland, Australia, were 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.

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A collaborative research project into extended aircraft formations was recently completed with Stanford University - USA - following a partnership formed after Stanford were finalists in the 2009 FYI challenge.

Employing more than 59,000 people of over 100 nationalities, Airbus is the world's leading aircraft manufacturer, headquartered in Toulouse, France. Airbus will recruit more than 3,000 people worldwide in 2013, of which 40% will be recent graduates, as well as offering 3,000 internships.

More than 3,000 people at Airbus are working either directly or indirectly on over 100 Research and Technology projects; Airbus files over 500 patent applications per 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