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The Future By Airbus

The Future by Airbus (FbA) is our vision of sustainable aviation in 2050. At Airbus we believe that in the future more people should be able to share in the benefits of air travel; that a more connected world can also be a more sustainable world; and that the right combination of technology and talent – along with the right investment, support and cooperation – can make this happen.

FbA is all about our commitment to meeting people's needs for the future and encouraging young people to learn how they can help shape that future – their future. The programme consists of three pillars, all underpinned by existing Research and Technology:

1. **Future Solutions**
   Stretching our imagination to showcase some of the innovations in air travel that could take place by the middle of the century to meet evolving passenger trends and environmental demands, including:
   - **A whole new way to fly**, as illustrated by our revolutionary Airbus Concept Plane and radical Airbus Concept Cabin; while they are an "engineer's dream" and the technologies may not ever be seen in the exact same manner, many are already being developed by Airbus and could feature in our future aircraft
   - **Smarter flight**, with improved air traffic management (ATM) to cut flight time, fuel burn and emissions
   - And **new energy sources**, to better protect and preserve the environment around us

2. **Future Planet**
   Initiatives to support those tackling the other 98% of manmade CO_2 emissions, such as the 17-20% from deforestation which has a huge impact on biodiversity – the rich variety of a life on earth – because:
   - **Biomimicry** – biologically inspired engineering – continues to inspire solutions for greener flight; the natural environment has always been a source of inspiration for our industry, ever since Leonardo da Vinci started drawing planes and helicopters some 500 years ago
   - Preserving biodiversity is therefore a means of preserving the source of our own future innovation, and this is why we support the **Bonn Challenge**, an international partnership committed to restoring 150 million hectares of land by 2020. Our public facing campaign *Plant a Pledge* has been designed by the IUCN (International Union for Conservation of Nature) and Airbus to build public support and urge Governments, business and environmental experts to work together to restore lost landscapes around the world with the aim of meeting the Bonn Challenge

3. **Future Talent**
   Inspiring the passengers and talent of 2050 to learn how they can join us in our vision and help shape the future of eco-efficient flight, by:
   - **Inspiring young minds** through school liaison/outreach programmes
   - Engage university students on these themes through our global **Fly Your Ideas** challenge
   - **Attracting, nurturing and retaining the best talent** through our global presence

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