

## Airbus Fly Your Ideas 2015

Airbus Fly Your Ideas (FYI) is a global competition, which challenges students worldwide to innovate for the future of aviation.

Airbus launched Fly Your Ideas in 2008 with the aim of engaging with universities and students worldwide and from all backgrounds. The key goals of FYI are to stimulate innovative ideas for a more sustainable aviation industry and to identify opportunities for R&T development and interaction with academic research teams. The challenge, which received UNESCO patronage in 2012, is part of the “Talent” pillar of the leading aircraft manufacturer’s Future by Airbus programme – a vision of air travel in 2050.

Fly Your Ideas is a unique opportunity for students worldwide to innovate with Airbus. With the competition, Airbus is inspiring students to be creative and develop their skills with a leading global company on real-life challenges. By investing in global talent Airbus will be able to continue to meet the challenges facing the aviation industry.

Charles Champion, Airbus Executive Vice President Engineering, is Fly Your Ideas’ Patron and launched Fly Your Ideas 2015 in June 2014 at AIAA Aviation 2014 in Atlanta, USA. For this fourth edition of the biennial competition, Airbus is taking a glimpse into the future where growth, efficiency and people will be at the heart of a thriving aviation industry, and has set out six challenges to focus on with students, who should propose an idea addressing “Energy”; “Efficiency”; “Affordable Growth”; “Traffic Growth”; “Passenger Experience”; or “Community Friendliness.”

The competition involves three progressively challenging rounds judged by a panel of Airbus and industry experts. Students from any nationality or discipline can participate by forming a team of 3 to 5 members, supported by an ‘Academic Mentor’; a member of the academic staff from one of the team members’ institutions. From the many teams to send a proposal for Round One, up to 100 are selected for Round Two to develop their project in more detail with the involvement of an “Airbus Mentor” who supports with the direction and structure of their project. An “Airbus Expert” also supports each team with technical guidance at key stages of the competition. For Round Three, the five best teams are selected to spend a week behind the scenes with Airbus where they present their projects to a jury of Airbus and industry experts. The winners share a top prize of €30,000; the runners-up €15,000.

Airbus knows from experience – and the research backs it up – that diversity is a driver of innovation and performance. With over 100 nationalities and 20 languages spoken among 61,000 employees around the world, diversity is part of Airbus’ DNA. To enter the challenge this year, Airbus encourages students to make up teams that are as diverse as possible; every winning team since the competition was launched in 2008 has mixed nationalities, gender, profiles or disciplines.

Since the competition was launched, over 11,000 students registered to participate, from over 600 universities and 100 countries worldwide. Along with the assessors, who are also Airbus volunteers from right across the business, over 380 Airbus employees have been involved in Fly Your Ideas since the competition was first launched.

**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](mailto:media@airbus.com)

Participating in FYI gives students the opportunity to develop their potential to be creative and innovative; to improve their project development and presentation skills; to experience working in a team with other nationalities; to 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 Airbus. Airbus people also benefit from this experience – the inter-generational exchange is enriching for all and supports the open mindset and innovative culture, which defines the way Airbus works.

In 2013, 681 teams from over 100 countries took part. The winning team was **Team Levar, from University of São Paulo, Brazil**, selected for their proposal for a luggage loading and unloading system for airplane cargo compartments to reduce the workload of airport baggage handlers with an air cushion solution inspired by air hockey tables. The runner-up team was **Team CLiMA, from the Royal Melbourne Institute of Technology in Australia** for the development of aircraft fuelled by a blend of sustainably produced liquefied biomethane and liquefied natural gas (Bio-LNG). The team was composed of two Australians as well as a South African, a Canadian and a Maltese.

The three other finalist teams selected for the final were:

**Team AVAS, from SRM University, India** for reduced propulsion noise thanks to jet exhaust shape modification using intelligent materials (shape memory alloys). These alloys are energized by harvested electricity generated by advanced thermoelectric materials using engine heat; **Team Flybrid, Technical University of Milan, Italy** for an electric/turboprop combination for hybrid propulsion in regional aircraft. This system uses batteries pre-charged on ground and not in-flight. The team includes two Spanish students; **Team Embarker, Universiti Putra Malaysia, Malaysia** for a self-sustaining aircraft cabin concept in which the excess body heat from seated passengers is used as an alternative source of energy to power small electronics in the cabin.

A further 5 teams based in Australia, China, Germany, Kenya, and Spain were also selected to compete in a Video Competition online.

In 2011, 84 teams from 75 countries took part in FYI. 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 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.

For the first ever edition of FYI, 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.

At Airbus, more than 3,000 people are working either directly or indirectly on over 100 Research and Technology projects; every year, Airbus invests over €2 billion in R&D to improve the performance of its aircraft and files over 500 patents. Employing more than 61,000 people of over 100 nationalities, Airbus is a world's leading aircraft manufacturer, headquartered in Toulouse, France.

For further information, visit [www.airbus-fyi.com](http://www.airbus-fyi.com)