

## Press Release

### **Airbus selects finalist projects from Chile, Hong Kong and USA for the 2018 Diversity Award in partnership with GEDC and UNESCO**

[#DiversityAward2018](#) [#WEEFGEDC2018](#) [@UNESCO](#)

Outreach and robotics initiatives use latest technology to increase diversity in engineering education

**Albuquerque, 25 October 2018** – Airbus, the Global Engineering Deans Council (GEDC) and The United Nations Educational, Scientific and Cultural Organization (UNESCO), today announced the three finalist projects for the 2018 Airbus GEDC Diversity Award.

The 2018 award will be given to the project that demonstrates the best use of technology to enhance diversity in engineering education.

The award honors successful grassroots projects that inspire students from all backgrounds to study and succeed in engineering. The long-term objective of the award, now in its sixth edition, is to increase diversity among engineering professionals globally, so the engineering industry reflects the full spectrum of communities around the world.

The three final projects based in Chile, Hong Kong and the United States were selected from 39 entries across 19 countries.

**Chile:** *Pontificia Universidad Católica de Chile* – [SaviaLab](#) – A STEM education initiative for indigenous minorities and young people in rural areas. University students travel around Chile, training teachers and introducing over 3,300 students from 7 regions to potential STEM career paths. “Our pre-engineering early innovation programme has looked to empower students and teachers from rural communities since 2014,” explains Constanza Miranda, Assistant Professor of Engineering. “Throughout this process, our own students that represent minorities themselves, have re-signified their own engineering careers by translating their tech-knowledge to others across communities. This nomination gives us enough recognition in our country to continue the pursuit of equality and empowerment in STEM through in-the-field teaching.”

**Hong Kong:** *Hong Kong University of Science and Technology* – [iSTEAM Underwater Robot Competition](#) – A robot design competition for children of all backgrounds and abilities, including those with special educational needs and disabilities. Over 1,000 children from 139 schools have participated since 2015. “Engineering in the Community’ and ‘Equal Learning Opportunity’ are two core beliefs of this project,” says Kam Tim Woo, Associate Professor of Engineering. “iSTEAM allows us to work together with different people in addressing both STEAM education and collaboration for a diverse group of contestants. It provides a great opportunity for an award-winning HKUST Robotics team to share their professional knowledge with young people.”

**United States:** *University of New Mexico* – [NASA Swarmathon](#) – A ‘swarm robotics\*’ programming challenge for students from minority serving institutions. Funded by NASA Education, the year-long competition culminates in a three-day tournament at the Kennedy Space Center. In the first 3 years, over 1,500 students participated, with 63 percent from

## Press Release

underrepresented ethnic and racial groups. Professor Melanie Moses explains: “It is wonderful to have the hard work and accomplishments of the Swarmathon students recognised by an international aerospace leader. To successfully explore beyond our world will require the creativity and engineering talents of all of us here on earth. Airbus funding will help the diverse community of Swarmathon students to soar to new heights.”

Representatives of the three finalist projects will present their initiatives to an expert jury at the 2018 [WEEF-GEDC](#) conference in Albuquerque, New Mexico, USA, which takes place from 12–16 November 2018. The winning project will be announced at a gala dinner on Tuesday 13 November.

\$10,000 will be awarded to the winning project team to support the continuation of their work. The two runners up will each receive \$1,500 to support further communication about their initiatives.

“A diverse workforce is proven to be more productive and innovative,” said Linda Herbert, Vice President Inclusion and Diversity, Change Management and CSR at Airbus Americas Inc. “For [Airbus inclusion and diversity](#) is recognized as an energizer for our business. An inclusive working environment is a place where all employees can bring their full self to work and are respected and valued for their distinctive contributions.”

Airbus initiated the award in 2012, with 198 submitted entries representing 140 institutions from 37 countries to date.

### Links

More information is available at: <https://www.company.airbus.com/diversityaward>

### Notes to Editors

\*Swarm robotics is a form of robotics in which multiple small or simple robots work as a coordinated system to perform tasks.

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### About Airbus

Airbus is a global leader in aeronautics, space and related services. In 2017 it generated revenues of € 59 billion restated for IFRS 15 and employed a workforce of around 129,000. Airbus offers the most comprehensive range of passenger airliners from 100 to more than 600 seats. Airbus is also a European leader providing tanker, combat, transport and mission aircraft, as well as one of the world’s leading space companies. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions worldwide.

### Airbus and the GEDC

Airbus is a corporate member of the GEDC (Global Engineering Deans Council), a leading global organisation whose members are individuals responsible for setting the agenda for higher education in engineering in their countries and universities.

### Airbus and UNESCO

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in Agenda 2030, adopted by the UN General Assembly

## Press Release

in 2015. Following patronage in 2017, UNESCO and Airbus signed a partnership agreement for the 2018 Airbus GEDC Diversity Award. The award supports Airbus' commitment to the UN Sustainable Development Goals: **SDG 4**: Quality Education, **SDG 5**: Gender Equality, **SDG 17**: Partnerships for the Goals

### Diversity Definition

Diversity is the inclusion of individuals that represent variations in gender, race, ethnic background, disability, sexual orientation, age, socio-economic status, nationality and other non-visible differences resulting in an environment rich in intellectual variety and respect for the individual, and optimally suited to address the technological, business and societal needs of the future. (Source: *American Society of Engineering Education and Airbus*)

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