

Airbus Fly Your Ideas: FAQs

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I. ABOUT AIRBUS FLY YOUR IDEAS: BACKGROUND, WHY?

1. What is Airbus Fly Your Ideas?

Airbus Fly Your Ideas is a biennial global competition, organised by Airbus in partnership with UNESCO, which challenges students worldwide to innovate for the future of aviation. Students have a chance to win the top prize of €30,000 or the runners-up prize of €15,000 and also shape the future of the aviation industry.

2. Why did Airbus launch Fly Your Ideas?

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. Innovation has been identified by Airbus as a core competency for future engineers. An open, co-innovation mindset is key: working in a team to make constant improvements and learning from different disciplines.

3. What does the Fly Your Ideas involve?

Fly Your Ideas involves three progressively competitive and challenging rounds – judged by a panel of Airbus and industry experts – concluding with a live final. Proposals must address one of the five challenges faced by the industry and selected by Airbus employees: 'Business Models'; 'Flight Operations'; 'Passenger Experience'; 'Design Engineering' and 'Manufacturing'. The teams selected for Round 2 will be asked to develop their ideas into a detailed project with support from Airbus staff. This involves submitting a video, a first prototype or visualisation of their ideas, as well as a supporting paper or any other relevant appendices. The five teams shortlisted for Round 3 will develop a more advanced prototype to showcase during a final in May 2017. During the final, the five finalist teams will present their ideas to a jury of Airbus and industry experts, for a chance to win €30,000. The runners up will share €15,000.

4. How can students get involved?

Students must register online at www.airbus-fyi.com, form a team, select their challenge and submit their idea by 25 November 2016.

5. During the contest, are students advised by Airbus staff?

An Airbus Mentor (an Airbus employee recruited from volunteers across various departments) is selected to work with each team who progresses to Round 2. The Airbus Mentor's role is to support teams with the direction and structure of their project, rather than contributing specific ideas or technical expertise. They also help teams with the clarity and presentation of their ideas; encourage their creativity and support them in finding useful information. They must not provide specific technical content or solutions to their team. Those working with the five finalist teams will continue to support them through to the final, which will be held in May 2017. Teams are also supported with technical advice from Airbus Experts throughout Round 1 and Round 2. See [Key People: Roles & Responsibilities](#).

6. During the contest, are students advised by anyone from their academic institution?

Before the end of Round 1, each team must identify one member of academic staff who can verify that the team members are genuine students at the named institution(s) and will lend support and advice in the development of their proposal. This 'Academic Mentor' is a member of the academic staff of one of the students' universities or institutions. They are invited to join the final in May 2017 if the team they are supporting is among the 5 finalists. See [Key People: Roles & Responsibilities](#).

II. PRIZES, RECRUITMENT

7. What is the prize? What can students win / achieve by taking part?

€30,000 will be awarded to and shared by the winning team following the final presentations to a jury at the final in May 2017. €15,000 will be awarded to and shared by the runners-up.

Importantly, students participating can also benefit from:

- Interaction with and coaching from Airbus employees
- The chance to develop their teamwork skills
- The opportunity to enhance creativity and innovation skills
- The chance to improve their project development and presentation skills
- Working with students from different nationalities
- Learning more about Airbus and the aviation industry
- Feedback on their ideas from industry experts
- Visiting Airbus sites for students in Round 3 and developing their ideas alongside Airbus Experts

8. Will the winners land a job at Airbus? Has Airbus recruited anyone from previous competitions?

Airbus Fly Your Ideas was launched to stimulate ideas and exchange between Airbus and the global student and academic community; it is not part of the company's recruitment process or a vehicle to recruitment – whether internship or employment opportunities – at Airbus.

Students interested in finding out about our recruitment process or in applying for an internship or career at Airbus should go to the Airbus careers pages at <http://www.airbus.com/work/>. However, participating in Fly Your Ideas can give students the opportunity to network with Airbus employees and gain valuable experience in a business environment. All of this should of course be constructive and a beneficial experience for students soon to be leaving University and seeking employment. Several previous participants have gone to do internships at various Airbus sites.

III. ENTRY CRITERIA, LANGUAGE

9. Who can enter / participate?

Fly Your Ideas is open to all college and university students from around the world. Students wishing to take part must register as a team of three to five members. To participate, they must be registered to study full or part time at a recognized degree-awarding institution until at least 30 April 2017. Participants can be studying a Bachelors, Masters or PhD level degree in any discipline – from engineering to marketing; business to science; philosophy to design. There is no age limit. Students within a team do not have to be of the same gender, nationality, from the same university – or even the same country.

Current interns or employees of Airbus, Airbus Group and their agents cannot participate. Family members of Airbus or Airbus Group employees are able to participate as long as they declare their relationship and provide details on the person they know or are related to. The participant can declare his relationship to an Airbus or Airbus Group employee by sending an e-mail at info@airbus-fyi.com.

10. What is meant by 'degree awarding institution'?

Any institution that has been granted the authority to award degrees by the relevant national government, recognised body or accredited association.

11. Do all students within a team have to be from the same academic institution?

No. Students within a team do not have to be of the same gender, nationality, from the same university – or even the same country. In previous competitions, there were a number of remote teams, in which one or more members were in a different location (and sometimes continent) from others. Airbus encourages teams to be as diverse as possible, with members of different genders or ethnic backgrounds, or from different disciplines. Every winning team since the competition was launched in 2008 has mixed nationalities, genders, profiles or disciplines.

12. How big can the teams be? How many members are there per team?

Students wishing to take part must register correctly as a formed team of between three and five members by 25 November 2016. Participants cannot be a member of more than one team.

13. Are teams with more than five members accepted?

Teams with more than five members will be accepted if the team already exists as a university work group (e.g. within a course or academic programme). We will ask the academic responsible for the programme to confirm that all students within the team are part of that course. Requests for bigger teams should be sent out via e-mail at info@airbus-fyi.com.

14. Do all students within a team have to be of the same nationality?

No. Students within a team do not have to be of the same gender, nationality, from the same university – or even the same country. Airbus has more than 100 nationalities who speak 20 different languages among its 55,000 employees today and we wish to reflect that diversity within Fly Your Ideas too. We strongly encourage diversity within each team.

15. What language must be used? Can students work in their own language?

Students can work together within their team in whatever language they like. However, the contest documents and products provided (proposals, submissions, videos & presentations) are all required to be in English. At Airbus, we work in English, so we feel it is important that all participants be able to participate in our working language.

IV. ABOUT FLY YOUR IDEAS 2015: THEME, TIMINGS, ROUNDS

16. What is the theme of Fly Your Ideas 2017?

Airbus people are defined by a constant desire to find even better ways to fly and this year's Fly Your Ideas student challenge is about delivering just that. For Fly Your Ideas 2017, students should propose ideas that fall into the 'Innovation Now' category or 'Innovation for the Future' category'; inviting a cross section of ideas that are both applicable today and deliver blue sky thinking for tomorrow, addressing one of the challenges related to Business Models; Flight Operations; Passenger Experience; Design Engineering and Manufacturing. These challenges have been identified by Airbus as the five key challenges of the 21st century for a sustainable aviation industry.

A team can address only one of the five proposed challenges and must respond to the specific question allocated to each challenge. **Solutions that do not answer the specific problem of that challenge will not be taken in consideration.**

The Fly Your Ideas 2017 Challenges are as follows:

Business Models

What else could be done with aircraft other than transportation?

Transporting passengers and, or cargo has always been the key mission of commercial aircraft. Could we imagine new business models for commercial aircraft? What innovative partnerships could be put in place between airlines and other (non-airline) companies to offer new services? How can digitalisation and new technologies transform commercial aviation? Are there unexploited opportunities for airlines or could new thinking deliver differentiated value to individuals or enterprises?

Flight operations

How can big data be used to improve the efficiency of flight operations?

Recent innovations have hugely increased the quantity of data and the possibilities available for companies who want to collect and use it. The challenge, and the opportunity, is to make this new world of data useful and useable to improve people's lives. New ways of linking datasets have played a large role in generating insights. Which issue could be solved or which flight operations could be enhanced by accessing and analysing large quantities of data?

Passenger experience

How can new processes or layouts ease passenger boarding and disembarking, whilst increasing capacity for luggage?

Many passengers prefer to keep their luggage on-board. At the same time, cabin space is limited and getting onto and off Aircraft with your luggage takes time. Airbus cabins already provide spacious baggage bins but what new and innovative ideas would ease on-boarding and off-boarding while also allowing passengers to keep their belongings to hand during their flight?

Design engineering

How can artificial intelligence support aircraft design and/or manufacturing?

Aircraft design, testing and manufacturing are complex activities involving many parameters and data. How could artificial intelligence assist Airbus engineers to make the right choices, test their ideas or follow up complex processes faster and with more reliability?

Manufacturing

How can manufacturing be disruptively improved to reduce waste and ensure the sustainability of resources?

What new initiatives can be imagined that would make significant gains to reduce the environmental footprint of Airbus manufacturing activities and/or reduce non-value added activities in order to enhance efficiency and customer satisfaction?

17. What are the competition dates and deadlines for Fly Your Ideas 2017?

Airbus Fly Your Ideas involves three progressively competitive and challenging rounds – judged by a panel of Airbus experts – concluding with a live final in May 2017:

Phase	Starts	Ends
Registration	31 May 2016	25 November 2016
Round 1	7 September 2016	25 November 2016
Round 2	January 2017	March 2017
Round 3	April 2017	May 2017
Final Presentations & Awards	May 2017	

18. What happens in Round 1?

In Round 1, each team must submit their 'Proposal' – an online questionnaire about their idea, including its origin, potential added value and development.

19. What happens in Round 2?

In Round 2, up to 50 teams will be selected to participate. All teams must develop and submit a more detailed 'Project' consisting of a basic prototype or visualisation of their idea and a written document and relevant appendices such as charts or calculations. They must also create and upload a short video about their team and proposal to support their written work.

20. What happens in Round 3?

In Round 3, five finalist teams must prepare a 'Presentation of an advanced prototype or visualisation' to be presented to the jury – a panel of Airbus and industry experts – at the final to be held in May 2017. The Airbus Mentor and Academic Mentor will continue to work with the team during this stage of the competition.

21. What happens in the live final?

The five finalist teams must deliver their 'Presentation' prepared in Round 3 to the Jury – a panel of Airbus and industry experts – at the live final in May 2017. The results will be announced during the Fly Your Ideas 2017 Awards Event.

V. INTELLECTUAL PROPERTY

22. Who owns the Intellectual Property of the ideas?

For the first two editions of Fly Your Ideas, the Intellectual Property generated was formally owned by Airbus with user rights granted to the university for normal academic teaching and basic research purposes.

Since the third edition of Fly Your Ideas in 2013, we have changed this in favour of participating universities. We want students and universities to be able to share information about their projects to stimulate more exchange during the competition.

Please consult the competition [Terms and Conditions](#), available on www.airbus-fyi.com, for a more detailed explanation.

VI. KEY PEOPLE: ROLES & RESPONSIBILITIES

23. Who is the patron of Fly Your Ideas 2017? Who is Charles Champion?

Charles Champion, Executive Vice President Engineering at Airbus, is Fly Your Ideas 2017 Patron. His full profile / biography and accompanying high-res images are available on request, via the e-mail info@airbus.com.

24. Who are the 'Academic Mentors' and what is their role?

Each team must identify one member of academic staff who will verify that the team are genuine students at the named institution and will lend support and advice in the development of their proposal. The Academic Mentor is a member of the academic staff of one of the students' universities. They are invited to join the live final in May 2017 and the Awards Event, if the team they are supporting is among the five finalists.

25. Who are the 'Airbus Mentors' and 'Airbus Experts' and what is their role?

An Airbus Mentor is an Airbus employee recruited from volunteers across various departments who is selected to work with each team selected for Round 2. The Airbus Mentor's role is to support their team with the direction and structure of their project, rather than contributing specific ideas or technical expertise. They also help the team to clarify and present of their ideas; encourage their creativity and support them in finding useful information. They must not provide specific technical content or solutions to their team. Those working with the five finalist teams will continue to support them through to the final in May 2017.

The Airbus Experts will offer extensive support from Round 1 on the five challenges through the Experts Online Communities, accessible only to complete teams. Each challenge will benefit from 5 experts that will answer questions specifically related to their assigned challenge. The experts will also support the 50 teams that go through to Round 2 with technical advice on their proposal.

26. What are the Experts Online Communities?

The Experts Online Communities are the place where students can interact with the Airbus Experts for their specific Fly Your Ideas 2017 challenge. Experts can only interact, answer questions and provide further information on the challenge within their assigned challenge community.

Teams will be able to view and ask questions in the online community of their chosen challenge. This will only be available after the team and all the team member profiles are complete. The questions will be moderated by the Fly Your Ideas team and answers will be given as soon as possible by one of the Experts.

A search field is available in the Online Communities to search for a specific information or question. There is also a Library present in the Experts Online Communities, where all the documents/ annexes/tables etc. uploaded by Airbus Experts will be gathered. These materials will be available to download for all teams.

27. Who are the 'Airbus Assessors' and what is their role?

Airbus Assessors are members of Airbus selected to complete the evaluation of the teams' work based on their area of expertise. Assessors also provide constructive feedback for each team.

28. Who is on the 'Jury' and what is their role? How are they chosen?

The 'Jury' – a panel of Airbus and industry experts – who will judge the five finalist teams during the Fly Your Ideas final in May 2017 will be announced early in 2017. In selecting the Jury, we will assemble a cross-section of representatives from Airbus and outside of the company. We think it is important to bring in external participants to show impartiality in the decision making process and to bring fresh

points of view. As with previous editions of Fly Your Ideas, we will select a mixture of industry and environmental experts. Information on previous Jury members is available on request.

VII. FLY YOUR IDEAS: HIGHLIGHTS AND OUTCOMES

29. What were some of the subjects proposed in previous editions?

The subjects proposed in previous editions of Fly Your Ideas include:

- A green leasing company
- Innovative aircraft design (e.g., windowless cabin)
- Different aircraft or air transport concepts or configurations
- New cabin solutions (e.g., configurations, materials, comfort)
- Alternative fuel development (e.g., biofuels, hydrogen)
- Development of secondary power sources (e.g., electric, solar, wireless, fuel cells)
- Natural fibre materials
- Recycling
- Engine developments
- Using time in-flight to raise environmental awareness.

30. Who won Fly Your Ideas 2015?

Team MultiFun from Delft University of Technology, The Netherlands was the winning team of Fly Your Ideas 2015. Their team members included: 5 students (all male); all Indians; studying Engineering – Aerospace (2 students studying in India at the Indian Institute of Science, one student studying in the UK at City University London, 1 student studying in the USA at Georgia Institute of Technology, 1 student studying in the Netherlands at Delft University of Technology; 4 at PhD Level, 1 at Master Level)

Their team idea combines energy harvesting and energy storage into weight neutral structural panels with the intent of gathering energy from structural deflections in flight, to replace or supplement energy from auxiliary power units and engine bleed.

31. Who were the runners-up in Fly Your Ideas 2015?

Team Retrolley from University of São Paulo, Brazil was the runner-up team in 2015. Their team members included: 5 students (3 male, 2 female); all Brazilians; studying Design (1 student is studying in the UK at the University of the Arts London, 1 student is studying in Italy at the Polytechnic University of Milan, 3 students are studying in Brazil at the University of São Paulo); all at Bachelors Level

Their team idea is The Retrolley - a new kind of cabin service trolley that enables the recycling of cabin waste and so improves airline operations.

32. Who were the other finalists in Fly Your Ideas 2015?

Team Aft Burner Reverser, Northwestern Polytechnical University - China

Team members: 4 students (3 male, 1 female); all Chinese; studying Engineering – Aeronautical; all at Bachelors Level

Team idea: LIVAS is a ground collision avoidance system, which uses infra-red and visual information to warn the pilot and ground crew of high-risk obstacles.

Team Birdport, The University of Tokyo - Japan

Team members: 5 students (all male); 4 Japanese, 1 Thai; studying Engineering; 2 at Masters Level, 3 at Bachelors Level

Team idea: The idea of the Birdport is to both to distract and move birds away from airports towards a more attractive habitat. In this way, bird collisions with aircraft can be reduced, leading to enhanced aircraft safety and availability.

Team Bolleboos, City University London - United Kingdom

Team members: 3 students (all female); 1 Spanish, 1 Dutch, 1 Italian; all are studying Engineering – Aerospace at PhD Level

Team idea: Wireless Power Transfer is an idea to improve taxiing for more efficient ground operations using the principle of inductive power transfer by which aircraft are electrically charged while running on the taxiway. The system consists of a source system embedded on the ground and pick-up system on the aircraft.

33. What has Airbus done with the ideas from Fly Your Ideas 2015?

The winning projects were not only chosen based on the proposed ideas, the degree of innovation and the potential contribution to a better environment, but also on the logic behind the project, the teamwork shown throughout the competition, the rigor of the study processes, and team presentations. Many of the ideas proposed were already being studied or explored within Airbus and the aerospace industry in general, but in some cases students showed innovation in the way they looked at a particular problem or subject.

Not all of the ideas will find their way onto Airbus aircraft or into Airbus processes, but many of them have been shared with specialists throughout Airbus for further consideration and potentially development by Airbus. In particular, the Airbus Innovation team has decided to develop further the Retrolley project in collaboration with the Brazilian students in order to deliver it in short term to airlines. A prototype was developed for real condition testing.

34. What happened in Fly Your Ideas 2015?

- Over 3,700 students registered to take part in the last edition of Fly Your Ideas, with 518 teams coming from 104 countries submitting an idea.
- The Final of Airbus Fly Your Ideas 2015 took place in Hamburg, Germany, on the 27 May.
- The Airbus Fly Your Ideas 2015 Jury was made up of six Airbus and industry experts, all passionate about sharing their expertise and inspiring students to innovate for the sustainable future of aviation:
 - Charles Champion, Airbus Executive Vice President Engineering
 - Gregor Dirks, Airbus Corporate Innovator
 - Dr. Sandra H. Magnus, Executive Director, American Institute of Aeronautics and Astronautics
 - Rana El Chemaitelly, Founder and Managing Director of 'The Little Engineer'
 - Dr. Osman Benchikh, Chief of Innovation and Capacity Building in Science and Engineering, UNESCO
 - Dr. Mark Watson, Head of Environmental Affairs, Cathay Pacific Airways Limited

VIII. FURTHER INFORMATION: ENQUIRIES

35. How will participants / teams receive further information after registering?

At the start of each round of the competition, a questionnaire will be sent to the 'Team Leader', to explain the evaluation criteria and format required for that stage of the competition. If the Fly Your Ideas organisers have any questions, they will contact the Team Leader.

The competition website www.airbus-fyi.com and the Facebook page <https://www.facebook.com/AirbusFlyYourIdeas/> are the key resource for participating teams and anyone interested in following Fly Your Ideas 2017, as well as housing a personal area for each team using the latest web 2.0 technology. Each team will have their own private area on the competition website.

36. Where should student or technical (e.g. website) enquiries be directed?

Questions from potential participants, participating students, or any questions about the functioning of the website should be directed to info@airbus-fyi.com where a dedicated team is on hand to reply.

37. Where should enquiries from university staff be directed?

Questions from university staff or Academic Mentors should be directed to uni@airbus-fyi.com

38. How and when to create a team?

Starting Round 1 (7 September 2016), every registered user that has his / her profile completed will be eligible to create a team of 3 to 5 members. A registered user can be either the team leader of only one registered team in the competition or can only be member of one team at a time.

The 'Create a team' button will be visible in the User profile area and will be active only when the profile of the user is complete. Once the team leader has created a team by accessing the 'Create a team' button and has invited team members, no one else can be a team leader of that team unless in case of an emergency that does not allow the team leader to fulfil their duty. In these exceptional cases, an email should be sent to info@airbus-fyi.com by the current team leader to explain the situation and nominate the new team leader.

Once a team member has accepted the invitation from a team leader to join a team, he/she will no longer be allowed to join another team.

39. What are the team leader and team member dashboards?

The Team Leader Dashboard is the area where all the information of the team is displayed once the team was created. Team's information can be edited and also other members can be invited or deleted, in order to have a team of 3 to 5 members, including the team leader. If the team is completed and all the members have their profiles completed, Round 1 button will be activated and the Round 1 questionnaire will be available for completion.

The Team Member Dashboard is the area a member who is not a team leader can access once s/he joined to a team. This is where all the team's information and the team's members will be displayed, without the option of editing the team's information.