



Airbus Fly Your Ideas: FAQs

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

1. What is the Airbus Fly Your Ideas challenge?

A Airbus FYI is a contest that challenges students worldwide to develop new ideas to deliver a greener aviation industry. It's a rare opportunity for tomorrow's generation to join Airbus in our vision for the eco-efficient aviation industry of the future; to tackle the two percent the industry contributes to manmade CO₂ emissions and meet the needs of air transport in a sustainable way; and to win €30,000.

2. Why did Airbus launch FYI?

A The FYI challenge underpins our commitment at Airbus to investing 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 &/or interaction with academic research teams

3. What does the FYI competition involve?

A Airbus FYI involves three progressively competitive and challenging rounds – judged by a panel of Airbus and industry experts – concluding with a live final. It's not just about engineering; students are encouraged to think about the overall Life-Cycle: 1) design; 2) supply chain; 3) manufacturing; 4) aircraft operation; 5) aircraft end-of-life. The teams selected for Round 2 will be asked to develop their ideas with support from Airbus staff. The five teams shortlisted for Round 3 will win a VIP trip to the final which will be held during the International Paris Air Show - Le Bourget in France, June 2011. During the final, the five finalist teams will present their ideas to an independent jury – including industry experts – for a chance to win €30,000; the runners up will share €15,000.

4. How can a student get involved?

A Students wishing to take part must register correctly as a formed team of between three and five members by 30 November 2010. They should visit the competition website at www.airbus-fyi.com for all





the necessary information on the competition and how to register online. The team should be given a name, and one team member nominated to be team spokesperson.

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

A An Airbus Mentor is an Airbus employee recruited from volunteers across various departments who is selected to work with a University team at 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 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 during the International Paris Air Show - Le Bourget in France, June 2011. See Key People: Roles & Responsibilities.

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

A 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. This 'Academic Mentor' is a member of the academic staff of one of the student's Universities. They are invited to join the live final during the International Paris Air Show - Le Bourget in France, June 2011 and the FYI 2011 Awards Event at the International Paris Air Show, if the team they are supporting is among the five finalists. See Key People: Roles & Responsibilities.





II. PRIZES, RECRUITMENT

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

- A** €30,000 will be awarded to and shared by the winning team following the final presentations to a panel of judges at the FYI 2011 final during the International Paris Air Show - Le Bourget in France, June 2011. €15,000 will be awarded to and shared by the runners-up.

Importantly, students participating can also benefit / gain 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 & presentation skills
- Working with other nationalities
- Learning more about Airbus and the aviation industry
- Feedback on their ideas from industry experts

8. Will the winners land a job at Airbus? Has Airbus recruited anyone from FYI 2009?

- A** Airbus FYI 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. Nevertheless, one member of the FYI 2009 winning team 'COz' from the University of Queensland, Australia, is currently working in Airbus offices in Bremen, Germany, following his application to an R&T position.

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 www.airbus.com. However, participating in the FYI challenge 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.



III. ENTRY CRITERIA, LANGUAGE

9. Who can enter / participate?

A Airbus FYI is open to all college and University students from around the world. Students wishing to take part must register as a formed team of three to five members. To participate, they must be registered to study full or part time at a recognized degree-awarding institution and could 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. And 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 cannot participate. Family members of Airbus or EADS employees are able to do so as long as they declare their relationship and provide details on the person they know or are related to.

10. What is meant by ‘degree awarding institution’?

A Any institution which 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?

A 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 FYI 2009, there were a number of virtual teams, in which one or more members were in a different location (and sometimes continent) from others.

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

A Students wishing to take part must register correctly as a formed team of between three and five members by 30 November 2010. Participants must be a member of one team only.

13. Are teams with more than five members possible?

A 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. A button will be visible on the registration page to allow participants to request permission for a bigger team (exactly as was the case for FYI 2009). However, in these cases, still only five of the team will be able to register using the



FYI website as this is the maximum technically possible, and up to five of the team would be invited to the final if they were to be successful in reaching this stage of the FYI 2011 challenge.

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

A 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 80 nationalities who speak 20 different languages among its 52,000 employees today and we wish to reflect that diversity within the FYI competition too.

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

A 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. Airbus is a company, like the aviation industry, that works in English so we feel it is important that all participants be able to participate in our working language.



IV. ABOUT FYI 2011: THEME, TIMINGS, ROUNDS

16. What is the theme of FYI 2011?

A FYI 2011 challenges students worldwide to develop new ideas to deliver a greener aviation industry. The theme has been chosen to encourage students to think about the overall 'Environmental Life Cycle Approach', below.

17. What is the Environmental Life Cycle Approach?

A Airbus has successfully set up an innovative Environment Management System aimed at continuously improving the environmental performance of the company, at every stage of the lifetime of an aircraft. Airbus uses this integrated lifecycle approach to map, better understand, monitor and minimize the environmental impact an aircraft and its production process may have over its lifecycle, from design to dismantling. This has been recognised, for the first time in the aerospace sector, through an extended ISO14001 certification, which covers all the company's production sites and products throughout their lifecycle. Today, Airbus is the first and only aerospace company in the world to have such an extended ISO 14001 certification. The five stages of the Environmental Life Cycle Approach are: design; supply chain; manufacturing; aircraft operation; and aircraft end-of-life.

18. What are the competition dates and deadlines for FYI 2011?

A Airbus FYI involves three progressively competitive and challenging rounds – judged by a panel of Airbus and industry experts – concluding with a live final during the International Paris Air Show - Le Bourget in France, June 2011. The competition timings for FYI 2011 are:

- | | |
|---|--|
| ▪ Registration: | Closes 30 November 2010 |
| ▪ Round 1, Project Proposal: | 01 September 2010 – 10 December 2010 |
| ▪ Round 2, Project Submission: | 17 January 2011 – 15 April 2011 |
| ▪ Round 3, Project Presentation (development): | 16 May 2011 – 17 June 2011 |
| ▪ Final, Project Presentation (live): | June 2011 (International Paris Air Show -
Le Bourget, France) |



19. What happens in Round 1?

A Round 1 of Airbus FYI 2011 runs from 01 September 2010 – 10 December 2010. Each team completes an online questionnaire or 'Project Proposal' – an online questionnaires about their idea, including its origin, potential benefits and development.

20. What happens in Round 2?

A Round 2 of Airbus FYI 2011 runs from 17 January 2011 – 15 April 2011. 80 teams have been selected to participate. All must develop and submit a more detailed 'Project Submission' consisting of 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.

21. What happens in Round 3?

A Round 3 of Airbus FYI 2011 runs from 16 May 2011 – 17 June 2011. The five finalist teams must prepare and refine a 'Project Presentation' to be given in front of the jury – an independent panel including industry experts – at the live final to be held during the International Paris Air Show - Le Bourget in France, June 2011. The Airbus Mentor and Academic Mentor continues to work with the team during this stage of the competition.

22. What happens in the live final?

A The five finalist teams must deliver their 'Project Presentations' prepared in Round 3 to the 'Jury' – an independent panel including industry experts – at the live final during the International Paris Air Show - Le Bourget in France, June 2011. The results will be announced during the FYI 2011 Awards Event, to be held at the International Paris Air Show - Le Bourget.





V. INTELLECTUAL PROPERTY

23. Who owns the Intellectual Property of the ideas?

- A** Airbus owns the Intellectual Property, this is clear in the Terms and Conditions of the competition which all participants must sign up to for their team to be accepted. Airbus also agrees to grant the participating institution user rights for the purpose of normal academic teaching and basic research purposes not directly involving third parties. These rights come into effect on completion of the Competition. Please consult the competition T&C, available on www.airbus-fyi.com, for a more detailed explanation.





VI. KEY PEOPLE: ROLES & RESPONSIBILITIES

24. Who is the patron of FYI 2011? Who is Charles Champion?

A Charles Champion, Executive Vice President Engineering at Airbus, is FYI 2011 Patron. His full profile / biography and accompanying high-res images are available on request, via the competition website – www.airbus-fyi.com – or [for the Airbus PR network] through the FYI Toolkit.

25. Who are the ‘Academic Mentors’ and what is their role?

A 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 student’s University. They are invited to join the live final during the International Paris Air Show - Le Bourget in France, June 2011 and the FYI 2011 Awards Event at the International Paris Air Show - Le Bourget, if the team they are supporting is among the five finalists.

26. Who are the ‘Airbus Mentors’ and what is their role?

A An Airbus Mentor is an Airbus employee recruited from volunteers across various departments who is selected to work with a University team at 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 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 at the International Paris Air Show - Le Bourget in France, June 2011.

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

A Airbus Assessors are expert 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?

- A** The independent panel or 'Jury' – including industry experts – who will judge the five finalist teams during the International Paris Air Show - Le Bourget in France, June 2011 will be announced later in 2010. 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 FYI 2009, we will select a mixture of industry and environmental experts. Information on the FYI 2009 Jury is available on request.





VII. FYI 2009: HIGHLIGHTS, RESULTS, OUTCOMES

29. What were some of the subjects proposed in 2009?

A The subjects proposed in FYI 2009 included:

- 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 FYI 2009?

A The multinational winning team ‘COz’ included members from Switzerland, Hong Kong and Germany, all studying at University of Queensland, Australia. Their proposal was on the potential use of bio-composite materials made from the castor plant for producing aircraft passenger cabin components. The team consisted of three male students; two were PhD students in Mechanical Engineering and one a Masters student in Aerospace Engineering.

31. Who were the runners-up in FYI 2009?

A ‘Solaire Voyager’ from the National University of Singapore claimed the runners-up prize for their proposal to use solar cell technology integrating photovoltaic cells in aircraft to generate electricity. The team comprised of three male and one female Singaporean students. Two students were in their second year Bachelors studies for a Mechanical Engineering degree; one student was in the first year of Masters studies in Materials Science; one was a 2nd year PhD student in Manufacturing and Aerospace.



32. Who were the other finalists in FYI 2009?

- 'Big Bang Team' from Universidad Politécnica de Valencia in Spain for their windowless cabin concept for a new eco-efficient aircraft design. The team was made up of three men and two women, all Spanish. All were studying Bachelors degrees, four being Aeronautics students and one a student in Aircraft Design.
- 'Kometa Brno' from Brno University of Technology in the Czech Republic who developed a project on an energy recuperation system for aircraft taxiway movements using electro-motors charged during landing. The team consisted of four Czech male students in the first year of their Masters studies in aircraft design.
- 'Stanford ADG' from Stanford University in the USA for their proposal on inverted V-formation flight, building on the model of migrating birds to reduce energy consumption. The team of Americans made up of four men and one woman were second and third year PhD students. Four members of the team were pursuing Aeronautics & Astronautics degrees; one was pursuing a degree in Aircraft Design/Optimization.

33. What has Airbus done with the ideas from FYI 2009?

A 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, we are working with both Queensland University, whose team won FYI in 2009, and Stanford University, whose team reached the 2009 FYI final, to explore the possibilities for developing the ideas behind the projects they proposed.





VIII. FURTHER INFORMATION: ENQUIRIES

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

- A** At the start of each round of the competition, a Briefing Pack will be sent to the 'Team Spokesperson', to explain the evaluation criteria and format required for that stage of the competition. If the FYI Challenge organisers have any questions, they will contact the team spokesperson.

The competition website – www.airbus-fyi.com – will be a key resource for participating teams and anyone interested in following FYI 2011, 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.

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

- A** 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.

36. Where should enquiries from University staff be directed?

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

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