

Airbus Fly Your Ideas 2019 A Complete User's Guide

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I. WHAT IS AIRBUS FLY YOUR IDEAS, AND HOW DO I GET INVOLVED?	3
1. What is Airbus Fly Your Ideas?	3
2. Why did Airbus launch Fly Your Ideas?	3
3. What does the Fly Your Ideas competition involve?	3
4. How can students get involved?	3
5. During the contest, are students advised by Airbus staff?	3
6. During the contest, are students advised by anyone from their academic institution?	3
7. How and when to create a team?	4
8. What is the Team Dashboard?	4
II. WHAT'S IN IT FOR ME?	4
9. What is the prize? What can students win / achieve by taking part?	4
10. Will the winners land a job at Airbus? Has Airbus recruited anyone from previous competitions?	5
III. AM I ELIGIBLE TO TAKE PART?	5
11. Who can enter / participate?	5
12. What is meant by 'degree awarding institution'?	5
13. Do all students within a team have to be from the same academic institution?	5
14. How big can the teams be? How many members are there per team?	5
15. Do all students within a team have to be of the same nationality?	5
16. What language must be used? Can students work in their own language?	6
IV. WHAT DOES THE 2019 COMPETITION INVOLVE?	6
17. What is the theme of Fly Your Ideas 2019?	6
18. What are the competition dates and deadlines for Fly Your Ideas 2019?	6
19. What happens in Round 1?	7
20. What happens in Round 2?	7
21. What happens in Round 3?	7
22. What happens in the live final?	7
V. WHO OWNS THE IDEA?	7
23. Who owns the Intellectual Property of the ideas?	7
VI. WHO'S WHO?	7
24. Who is the Patron of Fly Your Ideas 2019?	7
25. Who are the challenge sponsors and how were the challenges selected?	7
26. Who are the 'Academic Mentors' and what is their role?	8
27. Who else from Airbus is involved and what is their role?	8
28. Who is on the 'Jury' and what is their role? How are they chosen?	8

VII. WHAT HAPPENED IN PREVIOUS EDITIONS?	8
29. What were some of the subjects proposed in previous editions?.....	8
30. Who won Fly Your Ideas 2017?.....	9
31. Who were the runners-up in Fly Your Ideas 2017?.....	9
32. Who were the other finalists in Fly Your Ideas 2017?.....	9
33. What has Airbus done with the ideas from previous Fly Your Ideas editions?	10
34. What happened in Fly Your Ideas 2017?.....	10
VIII. WHO DO I CONTACT?	10
35. How will participants / teams receive further information after registering?.....	10
36. Where should student or technical (e.g. website) enquiries be directed?.....	10
37. Where should enquiries from university staff be directed?.....	10

I. WHAT IS AIRBUS FLY YOUR IDEAS, AND HOW DO I GET INVOLVED?

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 aerospace. Students have a chance to win the top prize of €25,000, the runners-up prize of €10,000 or a share of the remaining €10,000 for other finalist teams. Beyond the financial prize, it's also an opportunity to transform the future of the aerospace industry and gain valuable experience along the way.

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-world challenges. By investing in global talent, Airbus will be able to continue to meet the challenges facing the aerospace 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 competition 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 six challenges faced by the industry and selected by Airbus employees: Electrification, Data Services, Cyber Security, Internet of Things, Artificial Intelligence and Mixed Reality. 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 report or any other relevant appendices. The teams shortlisted for Round 3 will develop a more advanced prototype to showcase during a final in May/June 2019. During the final, the finalist teams will present their ideas to a jury of Airbus and industry experts, for a chance to win a share of the €45,000 prize fund.

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 16 November 2018.

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 finalist teams will continue to support them through to the final, which will be held in May/June 2019. Teams are also supported with technical advice from Airbus Specialists during Round 2. See 'WHO'S WHO' section.

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/June 2019 if the team they are supporting is among the finalists. See Key People: Roles & Responsibilities.

7. How and when to create a team?

Starting Round 1 (10 September 2018), every pre-registered user will be invited to complete their registration and profile information on the competition platform. 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.

Once registration is complete and users have activated their account, they will have access to the competition platform to explore the challenges and select one challenge to create a team in. The **'Create Team and Submit'** button will be visible in the challenge area and allows any user to create one team in one challenge. Users cannot be part of more than one challenge and submit more than 1 idea in the competition.

The user who creates the team should identify a Team Leader who will be the main point of contact for the team during the competition. Once the team leader has created a team 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 the team is complete, the team should be activated by checking the field at the end of the team section.

8. What is the Team Dashboard?

After activating the team, the Team Dashboard is the area where draft and final team ideas are located. Here, the team description, and submission can be viewed and edited by any team member by clicking on the below icon on the idea page or by pressing 'e' on your computer keyboard:



Team descriptions and idea submissions can be edited up until the submission deadline on 16 November 2018, at which point the submission area will close and teams and ideas cannot be modified further.

II. WHAT'S IN IT FOR ME?

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

€25,000 will be awarded to and shared by the winning team following the final presentations to a jury at the final in May/June 2019. €10,000 will be awarded to and shared by the runners-up. €10,000 will be divided equally between the remaining finalists. 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

10. 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://company.airbus.com/careers.html>. 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 or full-time work at various Airbus sites. We encourage participants to add Fly Your Ideas within their CV as a way of highlighting their involvement to recruiters.

III. AM I ELIGIBLE TO TAKE PART?

11. Who can enter / participate?

Fly Your Ideas is open to all higher education students from around the world. Students wishing to take part must register as a team of three to four members. To participate, they must be registered to study full or part time at a recognised degree-awarding institution until at least 30 April 2019. 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, and their agents cannot participate. Family members of Airbus 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 employee by sending an e-mail at info@airbus-fyi.com.

12. 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.

13. 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.

14. 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 four members by 16 November 2018. Participants cannot be a member of more than one team.

15. 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 130 nationalities who speak 20

different languages among its 130,000 employees today and we wish to reflect that diversity within Fly Your Ideas too. We strongly encourage diversity within each team.

16. 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. WHAT DOES THE 2019 COMPETITION INVOLVE?

17. What is the theme of Fly Your Ideas 2019?

Airbus Fly Your Ideas offers a unique opportunity for students worldwide to activate their pioneering spirit and innovate for the future. With support from Airbus, teams will tackle global challenges, harnessing the latest digital tools and technologies to create a safer, cleaner, better connected world. Fly Your Ideas 2019 launched on 5 June 2018 with an expanded scope and a strong focus on digitalisation and innovation. Since the previous editions, with a primary focus on commercial aircraft activities, the competition has gone company-wide and covers products and services from Space and Helicopters, reflecting Airbus' shared commitment to jointly innovate for the future of aerospace. For the 2019 edition, students must address one of the six challenges identified by Airbus related to Electrification, Data Services, Cyber Security, Internet of Things, Artificial Intelligence and Mixed Reality.

A team can address only one of the six 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 into consideration.**

The Fly Your Ideas 2019 Challenges are as follows:

- **Electrification** - How can we fly further, longer and cleaner by developing embedded electrical energy systems?
- **Data Services** - What innovative applications and services can you create based on Airbus data?
- **Cyber Security** - How can we securely and seamlessly authenticate travellers while minimising the impact on passengers, airport security and airlines?
- **Internet of Things** - How can the power of IoT revolutionise the passenger experience or improve collaboration in the aerospace industry?
- **Artificial Intelligence** - In the future of aerospace or industrial manufacturing, how can we use AI to identify opportunities or entirely new business models?
- **Mixed Reality** - How can the aerospace industry put Apple and Google's mass market Mixed Reality apps to work?

18. What are the competition dates and deadlines for Fly Your Ideas 2019?

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/June 2019:

Phase	Starts	Ends/Deadline
Registration	05 June 2018	16 November 2018, 12:00 CET
Round 1	10 September 2018	16 November 2018, 12:00 CET
Round 2	17 December 2018	11 March 2019
Round 3	March/April 2019	May / June 2019

19. What happens in Round 1?

In Round 1, each team must submit their 'Proposal' – an online questionnaire about their idea, highlighting the technology/principle behind the idea, a market analysis, originality, end user benefits, added value and potential obstacles. Team must also submit a simple sketch to help visualise the idea.

20. 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' and upload a short video about their team and proposal to support their written work.

21. What happens in Round 3?

In Round 3, up to 6 finalist teams will present their ideas to the jury – a panel of Airbus and industry experts – at the final to be held in May/June 2019. The Airbus Mentor and Academic Mentor will continue to work with the team during this stage of the competition.

22. What happens in the live final?

The 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/June 2019. The results will be announced during the Fly Your Ideas 2019 Award Ceremony.

V. WHO OWNS THE IDEA?

23. 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. WHO'S WHO?

24. Who is the Patron of Fly Your Ideas 2019?

Marc Fontaine, Digital Transformation Officer at Airbus, is the Patron of Fly Your Ideas 2019. His full profile / biography and accompanying high-res images are available on request, via the e-mail info@airbus.com.

25. Who are the challenge sponsors and how were the challenges selected?

Sponsors from across the business identify and define the challenges and the corresponding theme for each challenge. These were defined in correspondence with industry trends and challenges and in line with Airbus' Digital Transformation. The 2019 challenge sponsors are:

- Jean-Michel Darroy (Data Services)
- Anes Hodzig (Internet of Things)
- François Favre (Mixed Reality)
- Pascal Andrei (Cyber Security)
- Adam Bonnifield (Artificial Intelligence)
- Valery Gineste (Electrification)

26. 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/June 2019 and the Awards Event, if the team they are supporting is among the finalists.

27. Who else from Airbus is involved and what is their role?

Since the competition launched in 2009 over 400 people from Airbus across the business have been involved, dedicating their time and effort to support students in their endeavour to bring their ideas to life. To ensure the students have the right amount of support several roles have been defined related to the different rounds.

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 finalist teams will continue to support them through to the final in May/June 2019.

The **Airbus Specialists** will be responsible for the evaluation of ideas submitted at the end of Round 1 and Round 2, providing constructive feedback and input for each team to be able to progress with their idea. The Specialists will also support the 50 teams that go through to Round 2 with technical advice on their proposal.

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 finalist teams during the Fly Your Ideas final in May/June 2019 will be announced early in 2019. 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. WHAT HAPPENED IN PREVIOUS EDITIONS?

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

Note: The themes change each year and teams should not necessarily be taking inspiration from previous editions.

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

- Private stowage compartment under passengers' feet
- An aerial fire-fighting solution
- 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)

30. Who won Fly Your Ideas 2017?

Team DAELead from the University of Hong Kong were the winning team of Airbus Fly Your Ideas 2017. The team members included: 4 students, all male, 3 Chinese, 1 Canadian (all studying at The University of Hong Kong), Studying Mechanical Engineering, all at Bachelors Level

Project Title: Private Stowage Compartment (PSC) / **Challenge Area:** Passenger experience

Project Description: A clever aircraft cabin design that locates a Private Stowage Compartment (PSC) underneath passenger's feet, utilising the space between the cabin floor and the cargo ceiling.

31. Who were the runners-up in Fly Your Ideas 2017?

Team Aquarius from Royal Melbourne Institute of Technology (RMIT), Australia were the runner-up team in 2017. Their team members included: 2 male, 1 female, 1 Canadian, 1 Australian, 1 German (all studying at Royal Melbourne Institute of Technology), Studying Engineering, 2 at Bachelors Level and 1 at PHD Level

Project Title: A400M Aerial Firefighting Platform / **Challenge Area:** Business Models

Project Description: A fire-fighting solution that incorporates modular systems using fire retardant containers fixed to fast-loadable pallets for a network of Airbus A400M aircraft, to create a system of aerial firefighting platforms that can be used for rapid wildfire suppression.

32. Who were the other finalists in Fly Your Ideas 2017?

Team Nevada, Obafemi Awolowo University, Nigeria

3 students, all male, all Nigerians (2 studying at Obafemi Awolowo University, 1 studying at Bells University of Technology), Studying Natural Sciences, Electrical and Electronic Engineering, Mechanical Engineering, all at Bachelors Level

Project Title: Improving Airport Taxi Flow and Efficiency / **Challenge Area:** Flight operations

Project Description: An airport taxiing system that uses sensors and algorithms for automated Ground Traffic Control, both in the tower and on the aircraft, to significantly improve aircraft traffic at airports and thus reduce emissions.

Team PassEx, Institut d'Administration des Entreprises - IAE Toulouse, France

3 students, 2 male / 1 female, All Indonesians (studying at Institut d'Administration des Entreprises - IAE Toulouse, ISAE - Institut supérieur de l'Aéronautique et de l'Espace, ENAC - Ecole nationale de l'Aviation civile), Studying Engineering and Business / Finance / Management, All at Masters Level

Project Title: Compact Luggage Strategy (CLS) Mobile App / **Challenge Area:** Passenger experience

Project Description: A revolutionary boarding system that uses a real-time mobile app to assign boarding status to passengers according to their luggage size. The Compact Luggage Strategy (CLS) addresses current storage issues in the over-head compartments by distributing passengers across the aircraft according to the size of their baggage.

Team SkyVision, University of Surrey, United Kingdom

3 students, 2 male / 1 female, 1 Iraqi, 1 British, 1 Cypriot (all studying in United Kingdom, University of Surrey), Studying Electrical and Electronic Engineering (2 students), Mechanical Engineering (1 student), All at Bachelors Level

Project Title: Airborne Earth Observation / **Challenge Area:** Business Models

Project Description: A radical concept that turns a commercial airliner into an 'Earth Observation Device' by installing equipment into the fuselage of the aircraft to monitor ground activity during flight. An alternative to satellite imagery, it opens up new opportunities such as ecology analysis and urban planning.

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

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 and BizLab decided to develop further the 2015 runner-up project, Retrolley in collaboration with the team of Brazilian students. A prototype was developed for real condition testing and in 2018, cabin equipment specialist Iacobucci HF Aerospace, agreed to produce and market the ReTrolley as buyer-furnished equipment under licence from Airbus.

34. What happened in Fly Your Ideas 2017?

Over 5,400 students registered to take part in the last edition of Fly Your Ideas, with 356 teams coming from 89 countries submitting an idea. The Final of Airbus Fly Your Ideas 2017 took place at Airbus HQ in Toulouse, France in May 2017.

VIII. WHO DO I CONTACT?

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](#) are the key resource for participating teams and anyone interested in following Fly Your Ideas 2019, as well as the digital competition platform which students will have access to in order to create their team and submit their idea. Each team will have their own private area on the competition platform.

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

Questions from potential participants, participating students, or any technical questions related to 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.