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Airbus launches the fourth edition of its Fly Your Ideas challenge Exploring new concepts and solutions of future aviation through co-innovation

Airbus is challenging the next generation of students to stretch their imagination and to re-invent the norms associated with air travel today by launching the fourth edition of its Fly Your Ideas Challenge.

Fly Your Ideas is a biennial, global competition granted UNESCO patronage in 2012. The challenge offers students a unique opportunity to put their classroom learning and research to the test, by working with a team of aviation professionals on real-world challenges, going beyond the aircraft itself. It offers students a chance to apply their creativity in an exceptional learning environment that will equip them in a highly competitive job market. The competition is open to students of all nationalities and all disciplines – from engineering to marketing; science to design.

Speaking at the American Institute for Aeronautics and Astronautics in Atlanta, Georgia, USA today, Charles Champion, Airbus Executive Vice President Engineering, said: “Innovation is at the heart of Airbus. A strong pioneering spirit has made Airbus a leading aircraft manufacturer. Airbus people are driven by a restless desire to find better ways of flying, and this year’s Fly Your Ideas challenge is about delivering just that. Any student with a vision and drive to make their world a better place is invited to enter the competition. We know how to put innovation to work and we will take your ideas seriously.”

The 2014 launch follows the success of Fly Your Ideas’ previous editions which altogether drew entries from more than 11,000 students representing over 600 universities and some 100 countries. The winner from last year, Team Levar, is a group of five design students from the University of Sao Paulo, Brazil, who created an innovative air hockey table inspired air cushion solution for loading and unloading luggage which could reduce the workload of airport baggage handlers.

Registration for Fly Your Ideas 2015 opens in June 2014 and ideas can be submitted from this September. Students must register as team of three to five members at www.airbus-fyi.com. The participants will have the chance to work with Airbus innovators to develop their ideas further all along the competition and the winners will receive €30,000 (approx. US\$40,000).

With some 500 patents filed every year and partnerships with prestigious universities around the world, Airbus is a leading aircraft manufacturer and a global innovation catalyst. Airbus believes that an open mind set and collaboration drives greater innovation, which is key to ensuring business performance and securing a bright future for air travel.

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Notes to editors

Facts & figures

The aviation market:

- In the last 40 years the aviation industry has cut fuel burn and CO2 emissions by more than 70%, NOx emissions by 90% and noise by 75%. This has been achieved through the aircraft and operational improvements, and innovation.
- In the same time, flying has become 60% cheaper (in real terms) than it was in the 1970's.
- 58 million jobs supported by aviation worldwide
- 51.7 million tons of freight carried each year
- 3.1 billion passengers in 2013
- By 2026, it is forecast that aviation will contribute 1\$ trillion to world GDP

Fly Your Ideas competition – since the 2008 launch

- More than 100 countries represented
- Over 600 universities supporting
- More than 11,000 students registered
- 380 Airbus staff involved
- 968 proposal submitted