



Airbus Innovation Days
May 2016

Fly Your Ideas

The next generation of aviation

Charles CHAMPION
Executive Vice President Engineering

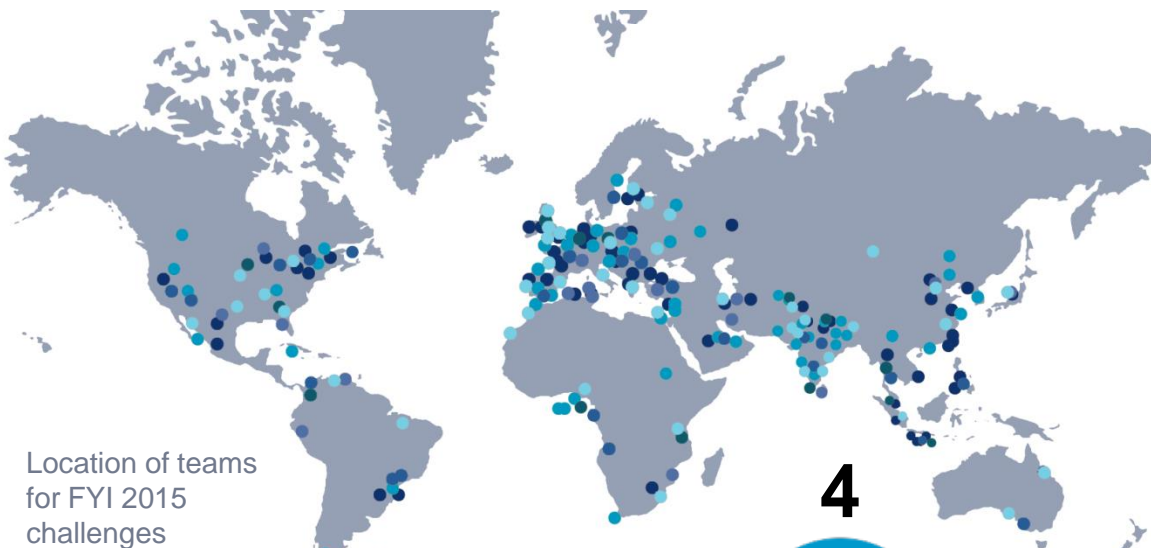
Inspire the generations of today to build sustainable aviation for tomorrow

Airbus challenges students worldwide to innovate for the future of aviation

Airbus people are defined by a desire to find better ways to fly, and Fly Your Ideas is about delivering that



Airbus Fly Your Ideas: co-innovate with universities



**FORMAL
PARTNERSHIP
WITH UNESCO**



4



**Competitions in
2009, 2011, 2013, 2015**

100+



**Countries
worldwide**

380+



**Airbus Assessors,
Mentors and Experts**

600+



**Universities
taking part**

15,000+



**Students
registered**

Retrolley: from idea to reality



Retrolley team

5 students in Design from the University of São Paulo, Brazil

Fly Your Ideas 2015 runners-up

The idea: a trolley to optimise waste management on-board

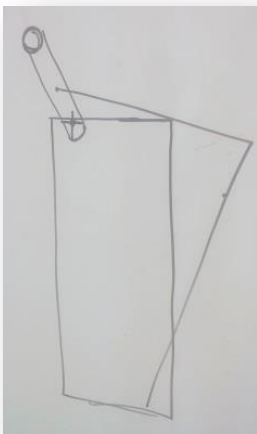
A trolley to optimise waste management on-board



Retrolley: a successful co-innovation story

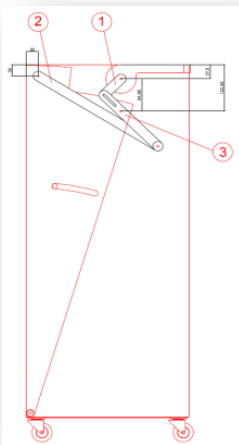
May 2015

**Retrolley:
Fly Your Ideas
2015 runners-up**



Dec. 2015

**BizLab Hamburg
6 month acceleration
programme**



April 2016

**Prototype I to
showcase**



June 2016

**Prototype II
for testing**



Retrolley: a successful co-innovation story



Retrolley co-innovators

The Retrolley team of
Students from the
University of São Paulo

The Airbus Corporate
innovation team

A waste management
specialist from Hamburg

An engineer from Mobile,
USA

3DSystems in São Paulo



Airbus objectives for Fly Your Ideas 2017



Fly Your Ideas 2017: 5 genuine industry challenges

Business Models



What else could be done with aircraft other than transportation?

Flight Operations



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

Passenger Experience



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

Design Engineering



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

Manufacturing



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

Fly Your Ideas 2017: 3 rounds and a final

Launch



- 5 challenges proposed
- Students sign up

June 2016

Round 1: ideas collection



- Students submit ideas in teams
- Airbus experts support

Sept. 2016

Round 2: ideas development



- 50 teams selected
- Airbus mentors assigned to teams

Jan. 2017

Round 3: final



- 5 finalist teams
- Prototypes created
- 1 winner & 1 runner-up

April & May 2017

Assessment

Assessment

Follow Fly Your Ideas 2017

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Meet the challenge !

Fly Your Ideas is a biennial global competition, organised in partnership with UNESCO, which challenges students to innovate for the future of aviation. At Airbus, we're constantly looking for new, better ways to fly, and that's what Fly Your Ideas is all about. Find out more about how the competition works and how you can be the first to hear our future editions. The competition is open to teams of 3 to 5 students from around e world, currently studying for a Bachelors, Masters or PhD in any academic discipline. Taking part is a unique opportunity for students to out their classroom learning and research to the test, or working with a team of



about fyi



challenges
2017



teams



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