



Fly Your Ideas Brief

Airbus Fly Your Ideas 2013

Airbus is inviting teams of students from around the world to participate in Fly Your Ideas, a contest that challenges teams of students to develop ideas for a greener aviation industry.

The competition involves 3 progressively challenging rounds, starting in September 2012. Five teams will be selected to present their ideas to a panel of experts in June 2013 during the Airbus Fly Your Ideas final for a chance to win €30,000, the runners up winning €15,000.

Fly Your Ideas was launched in 2008. The first two editions attracted over 5000 students from 82 countries and more than 280 universities around the world. More information about the projects and finalists from Fly Your Ideas 2009 and 2011, as well as details of the current competition challenges and evaluation criteria, can be found at www.airbus-fyi.com.

Who Can Participate in Airbus Fly Your Ideas?

College & University students from around the world studying:

- Foundation, Bachelors, Masters, MBA or PhD level degrees
- Any academic subject
- Full-time or part-time students (as long as they are not working at Airbus or EADS)
- Students should form a team of 3 to 5 people and must be supported by one member of academic staff.
- Teams can be made of students from the same institution or from institutions miles apart – even in different countries!
- Students can create their own team, or go to the **Airbus Careers Facebook** to meet other students who want to join the competition and form a team together.



Fly Your Ideas 2013 – Key Dates

Fly Your Ideas involves three progressively competitive and challenging rounds – judged by a panel of Airbus and industry experts – concluding with a live final in June 2013:

Phase	Starts	Ends
• Registration	July 2012	30 November 2012
• Round 1	3 September 2012	7 December 2012
• Round 2	January 2013	April 2013
• Round 3	May 2013	
• Final Presentations & Awards	June 2013 – date and venue to be confirmed	

- In Round One of Fly Your Ideas each team must submit their ‘Proposal’ – an online questionnaire about their idea, including its origin, potential benefits and development.
- In Round Two up to 100 teams will be selected to participate. All must develop and submit a more detailed ‘Project’ 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.
- In Round Three five finalist teams must prepare a ‘Presentation’ to be delivered to the jury at the final. An Airbus Mentor (Airbus member of staff working with students from Round 2) and the Academic Mentor (one Academic member of staff supporting the team) continue to work with the team during this stage of the competition.

Why should students get involved?

In addition to the chance to present to a panel of experts at the final, Airbus is offering:

Prizes

- First Team Prize €30,000
- Runner-up Team Prize €15,000



More importantly, all participants will have the opportunity to:

- Learn about Airbus, the aviation sector and eco-efficiency.
- Network and engage directly with Airbus Mentors – one member of staff assigned to support each team during round 2 of the challenge.
- In Round 2 each team will also be assigned an expert from Airbus in their subject area, to feedback on critical aspects of the project development.
- Acquire and develop essential skills, such as planning, presentation skills, team work and communication.
- Projects will be evaluated by industry experts so that students can gather feedback and suggestions.

How can you and your students get involved?

- If you would like more information about the competition, a detailed briefing pack on the challenges and evaluation criteria, or the role for academic staff, please contact us at uni@airbus-fyi.com.
- Please share this information with your students if you think they may be interested in forming teams.
- Please note that Fly Your Ideas has been launched to stimulate ideas and exchange between Airbus and the global student and academic community, and is not part of Airbus' recruitment process or a vehicle to recruitment at Airbus.
- For further information about the Airbus Fly Your Ideas Challenge please go to our website: www.airbus-fyi.com or email: uni@airbus-fyi.com!