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TEMPLATE OF THE BUSINESS FORESIGHT PRACTICES REVIEW RESULTS

beFORE - Becoming-Oriented Entrepreneurs in universities and companies

Project funded by European Commission Erasmus + Programme – Key Action 2

Knowledge Alliances - Agreement n. 2016 - 2858 / 001 - 001 Project n. 515842-EPP-1-2016-1-PL-EPPKA2-KA

Guidelines: The aim of this template is to identify core foresight and innovation/entrepreneurship competences in relation to knowledge, skills and social competences that a future-oriented manager should possess. The information about the competences and the scope of business foresight practice could be retrieved from e.g.: 1) well documented foresight practices in the existing published works; 2) beFORE project partner's experience in (knowledge about) application of business foresight in the given enterprise. The number of the analysed cases is motivated by its availability.

A name of the enterprise	Airbus
A country	SPAIN
A city	Madrid
A field of activity	Aerospace Industry
A size of the enterprise	Large (nearly 6000 employees in Spain)
What was the scope of foresight practice? (a short description, up to 1500 characters including spaces)	<p>Through innovation, and out-of-the-box thinking, Airbus will continue to meet its eco-efficiency goals, and ensure that air travel continues to be one of the safest, and most eco-efficient, means of transportation.</p> <p>As the air transport sector continues to grow, Airbus believes that the industry as a whole must concentrate on technological advances, while also advancing solutions that will meet passenger and market demands, the growing population and its demographic profile, and respect all aspects of the environment.</p> <p>After celebrating its own four decades of innovation, Airbus now is looking to the next 40-plus years – actively working with other industry stakeholders and experts to anticipate the global needs of a better-connected and more sustainable world.</p> <p>However, it all begins with one question: “what will air transport look like in the year 2050?” In its report “The Future by Airbus,” Airbus hypothesis how the industry, aircraft and passengers might change by that time – while highlighting potential steps to meet the needs of tomorrow.</p> <p>Airbus is a global leader in aerospace, with a large and diverse range of expertise across a number of applications including: aircraft manufacturer for civil and military aviation, helicopters, satellites and communications, defence and space (including propulsion systems for interplanetary vehicles). Airbus is committed to breaking down industry barriers and forging cross-disciplinary partnerships to accelerate our understanding of the world we live in.</p>



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Core foresight and innovation/entrepreneurship competences	Airbus is utilising and developing new systems, materials and power generation and storage solutions – using demonstrators to test and roll out new technologies quickly, outside of a lab environment. Refining our projects with inputs learned in real-world situations. Airbus is focused on specific research and development areas that we believe are going to be the key drivers in building the future of flight: Electrification, Urban Air Mobility, Design & Digital Factory, Connected Fleet & Data Analytics, New Business Models.
The source of knowledge about the foresight activities of the enterprise	Web page: https://ub-cooperation.eu/index/casestudies
Other observations or comments	http://www.airbus.com/innovation/future-by-airbus/ http://airbus-xo.com/about-us/