

## IAG launches the eighth edition of its Hangar 51 Accelerator programme

- IAG continues to build their open innovation programme through Hangar 51 to find innovations that support Group strategy and generate value
- The Group has defined Sustainability, Safe & Efficient Operations, Seamless & Experiential Airports, and End-to-End Customer Experience Enhancement as the strategic areas within the IAG's accelerator programme
- Applications for the programme are now open until 16 June 2024. Start-ups and scale-ups interested in working with IAG can visit the [Hangar 51 website](#) to learn more about the programme and submit their application

**London, 16 May 2024.** International Airlines Group (IAG) has launched the eighth edition of its Hangar 51 Accelerator programme which comes after IAG updated its strategic priorities in its Capital Markets Day at the end of last year. Hangar 51 is looking for start-ups and scale-ups that can help the Group to innovate and deliver in its transformation ambition, which underpins its strategy.

IAG has defined strategic areas which are: Sustainability, Safe & Efficient Operations, Seamless & Experiential Airports, and End-to-End Customer Experience Enhancement. These areas reflect the Group's intention to keep innovation activities as close to the core business as possible. The Group wants to generate a positive commercial impact from innovation and that is what makes Hangar 51 different to traditional accelerator programmes. In just a few weeks, companies will design and run a proof of value to assess the potential of their solutions. Joiners will be able to test their technology under operational conditions, working with experts across the Group.

Through the Hangar 51 Accelerator, the selected companies will:

- Work with airlines or operating companies on a proof of value, with the possibility of a commercial contract if successful.
- Gain a deep insight into aviation operations and develop their understanding of aviation customer needs and preferences.
- Benefit from introductions across the Group and the broader industry.

Annalisa Gigante, IAG's Head of Innovation, said: "We are looking forward to testing, learning, and delivering new solutions at scale, with a focus on speed and value. Start-ups are an important part of our journey, as we will reach our goals faster with their help and involvement. At IAG we believe that transformation will bring us in line with the industry, while innovation will enable us to leapfrog it. So, Innovation is not an option. It is essential for our growth and our long-term success and will bring value to IAG and our airlines and teams."

Through the Hangar 51 Accelerator, IAG's open innovation focuses on addressing key challenges within the industry, including sustainability, operational efficiency, and customer-centric solutions. IAG is committed to decarbonisation and accelerating change towards a more sustainable industry by leveraging sustainable aviation fuel (SAF) solutions and optimising operational practices to minimise environmental impact.

Since launching the Hangar 51 Accelerator in 2016, IAG has partnered with around 80 participants. Now, the Group, in partnership with the global innovation platform Plug and Play, will welcome up to 15 participants to collaborate, learn, and grow together during the second half of the year. Applications for the eighth programme today are now open. Start-ups and scale-ups interested in working with IAG can visit the [Hangar 51 website](#) to learn more about the programme and submit their application. The last day to apply is June 16, 2024.

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**About IAG:**

International Airlines Group (IAG) is one of the world's largest airline groups with 585 aircrafts flying to over 250 destinations and carrying more than 115 million passengers in 2023.

The Group was created in 2011 and includes the airlines British Airways, Iberia, Aer Lingus, Vueling and LEVEL, and IAG Loyalty and IAG Cargo. It is a Spanish-registered company with its corporate office in London, United Kingdom. Its shares are listed on the London Stock Exchange and on the Spanish stock markets.

IAG's vision is to be the leading airline group in sustainability. The group is proud to have been listed on the Carbon Disclosure Project's A List for its commitment to sustainability and action on climate change.

**About Plug and Play:**

Plug and Play is the leading innovation platform, connecting startups, corporations, venture capital firms, universities, and government agencies. Headquartered in Silicon Valley, we're present in 50+ locations across five continents.

We offer corporate innovation programs and help our corporate partners in every stage of their innovation journey, from education to execution.

We also organize startup acceleration programs and have built an in-house VC to drive innovation across multiple industries where we've invested in hundreds of successful companies including Dropbox, Guardant Health, Honey, Lending Club, N26, PayPal, and Rappi. For more information, visit [Plug and Play Tech Center](#)