

# VIDEO SCRIPTS

## UNIT 1

Blending African traditions with the shapes of Western fashion, these are the *haute couture*, or high-fashion designs, of Imane Ayissi, making his historic debut at Paris Fashion Week.

**Imane Ayissi:** The French Federation of Haute Couture – it's the first time they have invited a Black man from sub-Saharan Africa. So it's a huge opening. I feel proud. I can show my work and show the real African fabrics, the African heritage.

Ayissi joins legendary fashion houses such as Dior and Chanel at the most exclusive event in the Paris Fashion Week calendar. Just 41 design houses are invited. The aim of haute couture is to encourage creativity and innovation, and all of the fashions must be unique and handmade. Each piece of haute couture clothing takes a huge amount of time and hard work to create.

This was Ayissi's third attempt at getting an invitation to show his designs here. The 51-year-old's long road to this day began when he was a small child. His mother was a former Miss Cameroon and an airline flight attendant, and she would bring back stylish new outfits from her trips abroad. Inspired by these clothes, Ayissi began sketching his own designs in the earth with a stick. Later, successful careers in dance and modeling brought him to the fashion capital of Paris, where he learned enough about the process of fashion design to begin a career as a designer. We went behind the scenes with Ayissi at his studio in Paris to find out more about his collection.

**Imane Ayissi:** And here I am working on the assembly – patches of *kente* fabric, which is a fabric originating in Ghana, a noble fabric of Ghana.

*Kente* is just *one* of the traditional African fabrics Ayissi uses – there's also raffia from Madagascar; *obom*, a fabric made from tree bark; *ndop* from Cameroon; and *bògòlanfini*, a fabric from Mali which is colored with mud. Ayissi is determined to change what people expect from African fashion.

You won't find printed wax fabrics like these in his designs. That's because these fabrics are not truly African – they were first imported by the Dutch during the colonial era. Ayissi says Africa has more to show than that.

**Imane Ayissi:** It's very important for me to show my work – the fabrics I'm fighting for – the real work of African fabric and the origins of African fabric, as well. Africa itself – we're going to celebrate it because it's important for us. I think it's a page of fashion history that's being rewritten.

That's not to say that the continent of Africa is Ayissi's only inspiration.

**Imane Ayissi:** I can't say I'm only a French designer or only an African designer. I think both places have enriched me so much. Both have given me something exceptional that I'm going to try to express in my own way – express certain things I have received from both cultures.

With his show, called *Akuman*, which is a word from his native language meaning "wealth," he is certainly doing that – combining African and French influences in a sophisticated and modern way that is a huge hit in the high-fashion world.

## UNIT 2

In December 2004, a huge tsunami caused devastation across coastal regions of Asia. One of the worst-hit countries in the region was Thailand, and in particular the Phang-Nga Province.

Incredibly though, in one village, all 500 people survived the disaster. This was the village of the Chao Lay people.

Hundreds of generations of Chao Lay have lived on this coast. Traditionally they are nomadic – they find a good place to fish and make their home there for a while, then move on. They are experts on the sea thanks to knowledge passed down from their ancestors.

It was this knowledge that protected Kem and his son when the four-meter waves of the tsunami approached in 2004. They knew the warning signs and were able to save themselves and others.

**Kem:** My father told me that when a tsunami happens, a strong wind blows people's clothes away.

Kem's son was on the beach when he recognized the signs the older generations had described.

**Kem's son:** They said that the water would recede and that the birds and other animals would start acting differently.

Kem's son had enough time to find his children, warn other villagers, and escape to higher ground. No lives were lost among the Chao Lay, but many of their homes were destroyed. There is nothing left of the home Kem's son and his family used to live in.

Now Kem and his son have moved inland to new houses built for tsunami survivors who had lost their homes. They say that in some ways their lives are better now – their new homes are more comfortable, and they still have access to the sea, but they can also get to the market to sell their fish more easily.

But the new homes inland come at a price for the traditional way of life in the Chao Lay community. Only a hundred people now live in this village where 500 people lived before. But while the younger generations may be moving on, some Chao Lay are determined to stay.

**Woman:** Life here is better. I can't go freely where I want on the mainland. My daughter lives in Ranong. I don't like it there.

**Kem:** I am worried the culture will no longer exist because now the children are learning about modern things instead.

For their traditional way of life to be preserved, academics say the knowledge passed down must be meaningful to the new generations.

**Woman:** They live on the sea, from the sea, off the sea, and they develop this spiritual attachment to the sea since childhood. You see that, you know, the children, they play in the water, you know, all days, and the parents, all the generations, they fish from the sea, even the ritual or the ceremony also signifies the importance of the sea.

That means the Chao Lay must continue to live close to the sea or risk losing their cultural knowledge. The Chao Lay survived the 2004 tsunami, but when the next one comes, it may be modern buildings that protect them, rather than the stories passed down by their ancestors.

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## UNIT 3

**Qhourunnisa':** My name's Qhourunnisa' Endang Wahyudi. I'm from Malaysia. Well, I'm a female Malaysian freestyler. I'm 19 years old now.

Qhourunnisa' makes the challenging sport of freestyle soccer look easy. Freestyle involves using all parts of the body to perform tricks with the ball. It is mainly played by men, especially in Malaysia – so when Qhourunnisa' first appeared on YouTube showing off her superb ball control, she became an Internet sensation overnight.

Growing up, Qhourunnisa' was not a big fan of soccer, but she decided to learn freestyle because she wanted to prove a point to her parents.

**Qhourunnisa':** Why, and when, I get into freestyle is basically, at first, I always accompany my little brother to go to the field – play futsal ... play football. But, too bad, I cannot play with them, with the boys, because, well, I'm a girl and apparently my parents, mm, not really OK with that, that sports, it's quite tough for girls. But, I'm trying to show them that we girls still can do any sports, but we need to find our way. So I found freestyle.

Qhourunnisa' turned to the Internet to help her find a sport that she could get involved with.

**Qhourunnisa':** How I learned freestyle ... I don't have any coach. It's just me and YouTube. I go watch tutorial, well, technology you can always search anything on YouTube, any tutorial, there's always video and on the apps ... well, I searched ... first things first, I searched how to juggle, and I ... I'm telling you I cannot even juggle for two times.

It takes a lot of practice to develop skills like these. Qhourunnisa' trains four or five days a week, practicing her ball skills for up to three hours in each session. Her hard work has gained her tens of thousands of online followers.

Qhourunnisa's viral videos also got the attention of sports promoters in Germany, who thought she could help them.

**Qhourunnisa':** This year, I went to Germany, to Munich, Germany. I went for ... I got choosed for, uh ... a campaign. Well, I represent Malaysia for this one campaign. Well, Bundesliga want to promote their league through Asian country, and I represent for Malaysia. Um, I went there for three days in Munich, and we are ... I'm very proud of myself. I think that's the highest achievement I've ever, ever done.

Qhourunnisa' is often asked whether the hijab makes it more difficult to perform her freestyle tricks.

**Qhourunnisa':** Hijab is not a boundary for us girls with hijab. Of course, we can always do anything. Never forget that we are capable of doing anything – as long as we put effort on it.

Qhourunnisa' wants to inspire others to achieve their goals, too.

**Qhourunnisa':** You don't need to listen to anyone to achieve your dream. How to be successful is just by listening to yourself and focus on your goals, and just reach, reach it.

## UNIT 4

**George Harris:** Come on, bro. We're going right around the corner to the bus stop.

George Harris and his four-year-old son Nicholas look like any normal father and son heading to school, but there's one big difference – George and Nicholas are homeless. In the U.S., more than half a million people go homeless every night. Many of them, like George and Nicholas, stay in hostels – frequently moving from place to place.

Each homeless person's story is different, but financial problems are a common cause of homelessness. In George's case, he used to work in low-paying jobs in restaurants until he suffered a heart attack. Since then, he's been unable to work in a physically demanding job and cannot save enough money to afford a home.

Charities that help the homeless, such as the Denver Rescue Mission, understand the relationship between the lack of educational achievement, low-paying work, and homelessness.

**Lisa Cooper:** There's lots of research out there that shows that if someone has not received a high school diploma, many times they take jobs that are lower paying, and that causes financial problems, which cause homelessness.

The charity offers homeless people a one-year program that will help them to rejoin mainstream society.

**Lisa Cooper:** The New Life Program is a program designed to create self-sufficient citizens. Homeless is the only criteria to be in this program.

Participants in the charity can also enroll in a General Educational Development, or GED, program.

The GED is the educational equivalent to a high school diploma in the United States – the degree that around 90 percent of Americans leave school with. The GED offers anyone over the age of 16 a second chance at earning their degree. Recipients can use it to apply for a job or to college – so it works as a lifeline for adults who have not been able to complete their school education.

Ryan Ruybal left school without a degree. His situation soon spiraled into homelessness.

**Ryan Ruybal:** My whole life is turned around. Pretty amazing actually. I dropped out my junior year. I just was thinking, "I can get a job. I don't need school. I can do it on my own. It's pointless." But now that I'm in the real world, it's like, you do need education to have any kind of job, even to work at McDonald's.

Now Ryan is graduating thanks to the New Life Program.

**Man:** Our next GED recipient is Ryan Ruybal. Ryan!

**Lisa Cooper:** So 11 of the graduates today were GED graduates. It's amazing to see the self-confidence just build.

**Ryan Ruybal:** Now it's go to college and get a degree and keep going to college and just keep pushing myself to see how far I could truly go now. Because now my opportunities are endless, so ...

**Lisa Cooper:** Supposed to be on your left side, you are now done graduating.

**Ryan Ruybal:** Yeah! Oh, was it behind me?

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## UNIT 5

**Captain:** Ladies and gentlemen, have a wonderful first day here in Antarctica. Be sure to dress up warmly and enjoy!

The captain's announcement is one his passengers have all been waiting for. The 430 tourists aboard the *Midnatsol* cruise ship have just caught their first glimpse of the frozen landscape of Antarctica.

**Man:** You feel a little bit like an explorer, even though it's far easier to travel here on a nice boat, but deep down it's a dream to do a trip like this.

**Woman:** It's unbelievable. Just really unbelievable. I'm so happy to be here. It makes you feel tiny!

There are more and more cruise ships in the icy waters of Antarctica – around 15 companies currently share the cruise market here. The *Midnatsol* is making its first trip this season, traveling to the most accessible part of the frozen continent. The ship is equipped with advanced technology that makes it exceptionally well suited for such a journey.

**Woman:** It's a hybrid-powered expedition ship, which is the first of its kind. It is a comfortable bubble in a very, very inhospitable environment.

The ship provides a very comfortable “bubble” indeed. Passengers can eat their meals in one of three restaurants and relax in the sauna or hot tub. The 18-day trip, which starts in Chile, costs around \$14,000. But opting for a more luxurious cabin with a cozy gas fire and private terrace is considerably more expensive.

The tourists may be traveling in style, but this is a cruise ship with an ecological twist. Onboard entertainment has made way for libraries, microscopes, and lectures on topics such as wildlife, oceanography, and photography. The staff includes a number of scientists who ensure the tourists leave the lightest possible footprint in this pristine environment.

If the conditions are right, the tourists will get the chance to watch and swim with penguins, kayak alongside whales, and camp. Before each landing, the onboard team briefs them thoroughly on both the potential risks and the strict rules regarding their hygiene and behavior. Passengers must clean their boots and vacuum their clothes before going ashore. Taking food and getting too close to the animals is forbidden. The team prepares each area for the tourists before they disembark.

**Man:** We have made a zigzagged, zigzagged route up, so it's easy to walk. You don't walk straight ahead.

**Woman:** We understand even more when we come here – when we see the reality, when we feel it, how important it is that it stays that way. I think few people should come ashore here. It should stay that way – protected, uninhabited, reserved for animals.

At one time, Antarctica was inaccessible to all but the bravest of adventurers, but cruise ships now bring around 80,000 tourists here a year. The visitors have a once-in-a-lifetime chance to tread lightly on the surface of the world's most isolated continent.

## UNIT 6

Think of Venice and you probably picture something like this – black gondolas slipping along green canals between gracefully crumbling buildings. Unless you're a resident, you'd be forgiven for thinking that the gondola was the only Venetian rowing boat, but for hundreds of years, the Venice lagoon teemed with a variety of shapes and styles of boat. What they had in common, up until the 20th century, was that they were all adapted for these shallow waters and all rowed in the *voga* style that is unique to Venice.

The invention of the inexpensive outboard motor in the 20th century proved so popular that the rowing skill of *voga alla veneta* was nearly lost to the city. But some Venetians have been determined to keep the traditions alive. Now, the all-female team at the nonprofit organization Row Venice wants to help – not only to save the rowing style, but also an entire aquatic culture, which includes crafts such as boatbuilding and oar making.

Jane Caporal is the founder.

**Jane Caporal:** A tradition like that, if you don't pass it on, it's lost within a generation. You know, even if you think of just little things in your life, you know, like the cake your grandmother used to make or some special recipe – if it's not passed on, it's gone. That's it.

Raised in Australia, Caporal has lived in Venice for over 20 years. Her team of 20 women teaches tourists from around the world how to do *voga*.

The type of boat they use is *batèla a còla de gàmbaro*, or a “shrimp-tailed” wooden boat – once the most popular style of boat in the city. Caporal picked it because it is more stable than the gondola and easier to maneuver. The traditional workboat was out of production – and the last master craftsmen who knew how to make them had died. So, in order to get a replica made, the plans had to be sourced from the city's naval history museum.

Gabriella Lazzari is one of Row Venice's instructors. Like most of the women who teach *voga*, she also races professionally, sponsored by Row Venice.

The first thing she shows the tourists is the basic *voga* stroke for rowing “*a prua*,” at the prow of the boat. To avoid getting stuck on the shallow canal bottom, it's important to stand up and lean over as you row.

The tourists head to the Venice lagoon where they also try rowing “*a poppa*,” steering from the back of a boat like a gondolier. It's physically challenging – and they love it.

**Yezi Jin:** Hard, um, backaching, um, but really fun ... I think people who want a different perspective of Venice should definitely do this because we see, like all the islands here, we're out in the lagoon. This is very different from the Rialto Bridge or um, being in the crowds, yeah. This is very, um, special.

**Alice Hendricks:** And this is traditional, stand-up *voga*. You know, *voga*, it's the Venetian way of rowing, and these women are keeping the tradition alive by educating people, letting them experience it, and so, I just love that part of it, too, that it's a traditional way to experience Venice in a whole other way than just walking the streets and eating in the restaurants, I mean it's ... it's really getting down to the Venetian side of things. So, I love that.

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## UNIT 7

Mount Vesuvius rises above the town of Ercolano, near Naples in Italy ... and beneath the town lie hidden treasures of the Roman Empire.

The great volcano erupted in 79 AD, covering the ancient city of Pompeii, and its less famous neighbor Herculaneum, in ash and thus freezing them in time. Hundreds of years later, the town of Ercolano was built directly above Herculaneum. Since the discovery of Herculaneum in 1709, the 2,000-year-old ruins have never been fully excavated for fear that Ercolano might collapse.

Slowly, though, the secrets of Herculaneum are being revealed to the world. Visitors can now enter the House of the Bicentenary, named for the fact that it was discovered in 1938, exactly 200 years after the first excavations of the city.

This ancient house was one of the grandest in Herculaneum, a town known for its grand houses. It was home to a noble family, with mosaic tiled floors and extensive wall paintings showing mythical figures, which are some of the most sophisticated at the site.

Despite their importance, these paintings were almost lost as the site deteriorated due to a lack of effective conservation methods.

**Leslie Rainer:** The reason that we chose this room to study and conserve is because the wall paintings here are some of the most beautiful at the site, but also some of the most severely deteriorated. Our interest is not only in restoring the wall paintings, but to carry out scientific research, environmental monitoring, and develop new, innovative treatment methods and materials that can be used here, but also applied around the site and in the region for wall paintings that have similar conservation issues.

Mosaics and paintings give a fascinating look at the lives of the Roman citizens who lived in Herculaneum. Other finds tell the tragic story of their deaths. These human remains were found in some buildings known as the “boathouses.” Unlike in Pompeii, many inhabitants had time to escape Herculaneum when Vesuvius erupted. However, historians think that those who couldn’t run away hid here, awaiting boats to come and rescue them. Soon, the temperature rose to such extremes that survival was impossible.

Another difference from the Pompeii site was the type, thickness, and heat of the volcanic materials that covered Herculaneum. In Pompeii, no wooden or paper materials were left. But in Herculaneum, many of these survived.

A number of buildings, including the House of the Bicentenary, still have their upper floors. Hundreds of scrolls containing Greek philosophical texts have also been discovered at the site. Many of these have been deciphered and published – although some are too damaged to read with existing technology.

Visitors to Herculaneum are offered an ever more revealing journey into life in the Roman Empire 2,000 years ago. The excavated area of Herculaneum consists of only one quarter of the entire ancient town, while the rest of the site lies beneath modern Ercolano. The questions now is: Will Herculaneum ever reveal all of its secrets?

## UNIT 8

Miko from Berlin is only five years old, but he already has €1,000 per month to live on. He doesn’t have a very generous allowance or a large inheritance; he’s been chosen to be part of an experiment into the idea of universal basic income.

On the surface, universal basic income, or UBI, is a fairly simple idea. It involves giving everyone an equal and regular amount of money – whatever their social situation or employment status.

This experiment by the German start-up *Mein Grundeinkommen*, in English, “My Basic Income,” has given hundreds of people all over the world an income like this. Their aim is to prove to the public that an idea like this can work. And it’s not the only experiment of its kind. Countries and cities around the world are trialing UBI programs, while still more governments eagerly await the results.

But why? Many industrial countries have heard the warnings of tech companies who anticipate that their creations will leave tens of millions without jobs over the next 15 years. UBI could be the answer to the social problems created by this kind of mass unemployment. While there are politicians on all sides who support the idea, critics say that such programs would make people lazy.

Finland, in northern Europe, is one of the world’s happiest and most equal societies. But it also has high levels of unemployment. That’s why they’ve completed a two-year experiment to see what effect a universal basic income program might have on the unemployed there.

One claim is that UBI gives people the economic freedom to come up with inventive ways to make money. Junho Javalen lives in a small town in the west of Finland where factory after factory has closed down. Instead of looking for unskilled work, or claiming unemployment benefits, Junho carves these wooden drums and sells them online.

**Junho Javalen:** It’s €560 per month. It’s totally free. I don’t need to do anything for that. I’m a free man.

Sini Martinen qualified for the Finland experiment despite having savings. She says the basic income gives her the flexibility to take care of her elderly father and help others.

**Sini Martinen:** I can plan my work so that, OK, I get the 560, then I work a little bit more so I get all my expenses covered, maybe can even save a little bit, and then ... but with the 560, I can also take, I took like a week off not working so I could do, uh, volunteer work.

Other experiments around the world demonstrate further possibilities of UBI.

In rural Kenya, about 20,000 people who are living in poverty receive a basic income from nonprofit organizations. The idea is to empower people.

**Caroline Teti:** When you give people cash, the first thing you give them is choice. Pretty much, we are telling you: Here are the resources. Make the decision on how you want to use it.

Monica has started a business raising chickens using the \$22 a month she gets as a free cash income.



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**Monica:** This money will take me out of poverty because after having fulfilled all my dreams, I can then invest my savings in my business and grow it, and I will have a better life.

The results of the study in Finland, which is the largest and most scientific so far, showed that UBI improved mental and economic well-being. But the shock finding was that rather than making people less likely to work, it slightly improved the likelihood that they would get a job.

Questions do remain about how UBI programs might affect society in the long-term. But in a world in which one-third of all jobs may soon be done by machines, UBI could be the answer.

## UNIT 9

There's an unwanted visitor to the stunning Caribbean coastline of Mexico, and it keeps coming back every year. Sargassum is a brown seaweed that smells as bad as it looks, and hundreds of thousands of tons of it are drifting in from the Atlantic every summer. Experts are warning of an ecological and economic disaster if something is not done. Meanwhile, local people are scrambling to find ways to make use of the seaweed – and they're coming up with some ingenious solutions.

The sargassum arriving on the coast affects everyone and everything that lives here. It turns the white sands and crystal waters brown. Then, as it dies, it releases a smell much like rotten eggs. Tourists find the beaches disgusting. Fishing boats have trouble starting their engines. Wildlife struggles and dies in the seaweed-filled water.

Huge efforts to clean up the beaches are taking place, but there remains the tricky problem of what to do with all that seaweed.

Instead of being wasted, could the seaweed actually be put to good use? That's what Omar Vasquez Sanchez has proposed. The founder of the company Blue Green began experimenting with ways to make bricks from sargassum, and soon, he'd built his first sargassum home.

**Omar Vasquez Sanchez:** I decided not to worry, but to get busy instead and turn this into a virtuous cycle. What does that mean? By cleaning the beaches, creating jobs, and starting to make sargassum bricks.

A two-bedroom, earthquake- and hurricane-resistant home can be constructed in just 15 days at a cost of around \$3,700. Houses like this could help low-income people to build homes cheaply, not only in Mexico, but across the region.

A 17-year-old high school student has come up with another use for sargassum. Victoria Curiel Morfil is making recycled paper notebooks out of it.

**Victoria Curiel Morfil:** I believe the solution to the problem is by supporting small projects using sargassum, like these notebooks, and also pots and bricks. In the future, I see my company selling worldwide, having a factory. We are just at the beginning, and we are already using 200 kilos per week.

An ecological footwear entrepreneur, Jorge Castro Ramos, manufactures shoes from recycled plastic bottles. He has added sargassum to the materials he uses.

**Jorge Castro Ramos:** Each shoe uses 100 grams of sargassum; that's 100 grams of seaweed. It has to go through a cleaning and drying process and a crushing process so that we can make it into what we need to enter production.

Ramos says the shoes, which will last two years, can be returned to Renovare for recycling when they wear out.

With a portion of Mexico's approximately \$23 billion a year from tourism at risk, the government has also stepped in to find a use for the troublesome brown seaweed. The science and technology council, *Consejo Nacional de Ciencia y Tecnología*, is funding a research project with the Polytechnic University of Quintana Roo to try and change the sargassum seaweed problem into a sustainable business opportunity. So far, several possible industrial uses for large quantities of the seaweed have been identified. The hope is that the curse of the sargassum may one day turn into a blessing.

## UNIT 10

In 1930, Amy Johnson stunned the world when she became the first woman to fly solo from Britain to Australia. In those days, nobody expected a woman to fly a plane, and almost 90 years later, not much has changed – globally just five percent of commercial pilots are women. And the vast majority of private license holders are male, too.

**Amy Johnson:** Here I am, giving yet another talk to British Movietone News before starting off on what is, I hope, to be my third long-distance flight. This time, I'm going to try to make the Cape in something under my husband's record time, which as you'll remember was 4 days, 17 hours, 25 minutes. I know I shall have to work very hard to improve on that! It'll mean very little sleep, but my machine has a slightly better performance than his had, and I hope to make slightly faster time.

One woman determined to keep Amy Johnson's spirit alive and inspire women to take to the skies is Amanda Harrison.

**Amanda Harrison:** Yes, she's a woman, so yes, that inspired me, but it was the fact that she didn't have a lot of money, so she ended up with a secondhand airplane; it wasn't her first choice, which is the same as me. She had to get sponsorship. She had to work for a living. She was the first female engineer... aeronautical engineer, in this country.

Now 46 years old, Harrison has only ever had one ambition: to fly planes. Leaving school at 15 without any significant qualifications or money behind her, she had to work harder than most to achieve her goals. A recent battle with cancer left her more determined than ever to live every one of her dreams.

**Amanda Harrison:** And then here, this is all I'm taking. So this is the route.

Harrison is recreating Amy Johnson's famous solo flight in a vintage biplane. It's a 37-stage journey from England to Australia, and she'll be meeting female pilots in every country she visits.

**Amanda Harrison:** I'm an ordinary person doing an extraordinary thing, and I didn't realize that Amy Johnson was actually quoted that. Somebody texted me that the other day, or, or, tweeted me and said, "This is exactly what Amy said." And I think that's ... that's the gel, isn't it – ordinary women doing extraordinary things. Um, you can.

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If Harrison completes the trip, she will be the first woman to do so since Johnson did it in 1930. The next generation of female flyers are right behind her.

**Ellie Carter:** I love it, the whole experience; it's so unique and it's amazing.

Aspiring aviators seeking career advice need look no further than Britain's youngest female solo flyer, 16-year-old Ellie Carter.

**Ellie Carter:** In the long-term, I'd quite like to be a test pilot or a stunt pilot.

However, she says that career advisers often don't know anything about aviation, other than the career path of airline pilots. And she still meets some rather outdated views about women in the field of aviation.

**Ellie Carter:** There are still some opinions about pilots, like I get told I can't be a pilot because I wear makeup and all sorts of stuff, but it's getting better.

Airlines around the world say they are determined to increase the number of female pilots in their crews, and that they need female role models in aviation to achieve this.

**Johan Lundgren:** It is a difficult thing to do because it is so much based in the role models. We did an investigation among our own pilots, and it turned out that among our male pilots, half of them knew by the age of 10 that they wanted to become a pilot. If you talk to our female pilots, by the age of 15, nobody had hardly even considered it.

With role models like Ellie and Amanda taking to the skies 100 years after Amy Johnson's pioneering flight, the age of equality in aviation may finally be upon us.