



EUROPEAN UNION'S INITIATIVES TO FOSTER COPERNICUS USER AND MARKET UPTAKE

*Agnieszka Lukaszczyk,
European Commission DG GROW
July 2016*

Follow us on:

 Copernicus EU

 CopernicusEU

 www.copernicus.eu

Space

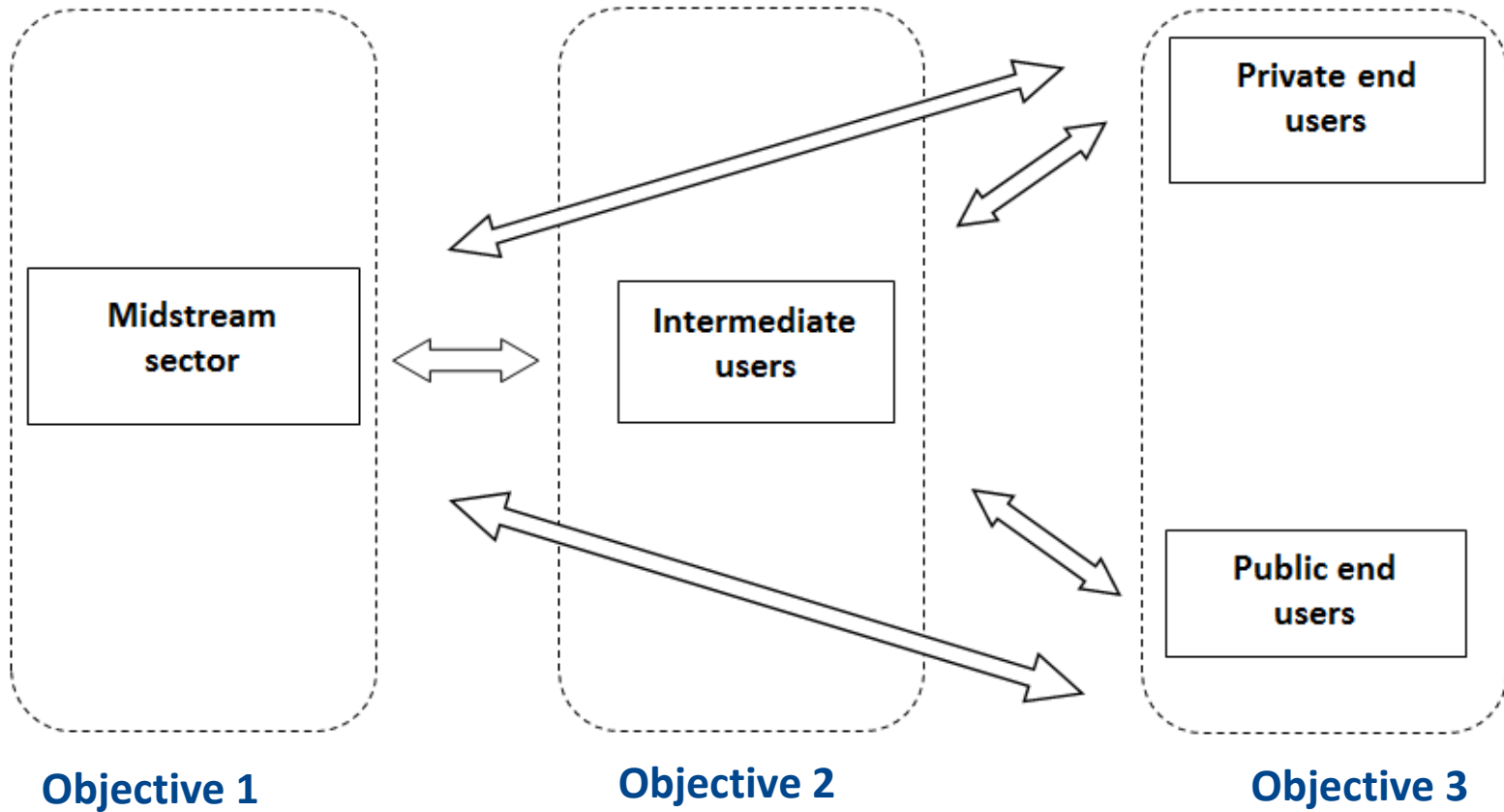


 **Copernicus**
Europe's eyes on Earth

VISION

- 1. Key role of the public sector**
- 2. Significant implication of the private sector is needed**
- 3. Leveraging existing infrastructures**

3 objectives



OBJECTIVE I: EASY ACCESS TO COPERNICUS

- ★ **Improving the current data access**
- ★ **Bringing the users to the data**
- ★ **Technical assistance**



OBJECTIVE II: INNOVATION IN THE DOWNSTREAM SECTOR

- ★ **Predictability**
- ★ **Copernicus start-up programme**
- ★ **Internationalisation of companies**
- ★ **EU financial instruments**



OBJECTIVE III: INCREASING AWARENESS OF END USERS

- ★ **Cooperation with Member States**
- ★ **Uptake from the COM**
- ★ **Cross-sectoral dimension**



USER UPTAKE CHALLENGE

1. **The public sector** has a key role to play
 - Supporting R&D, providing public goods, driving demand, setting the right framework conditions
2. Need to encourage uptake of space data by other areas of economy/ society and by the **private sector**
 - developing customized applications, reaching out to new sectors, improving productivity, accessing international markets.
3. The uptake strategy must **leverage existing infrastructures**
 - MS, Regions, ESA, Entrusted Entities, COM (e.g. COSME)

USER UPTAKE CHALLENGE

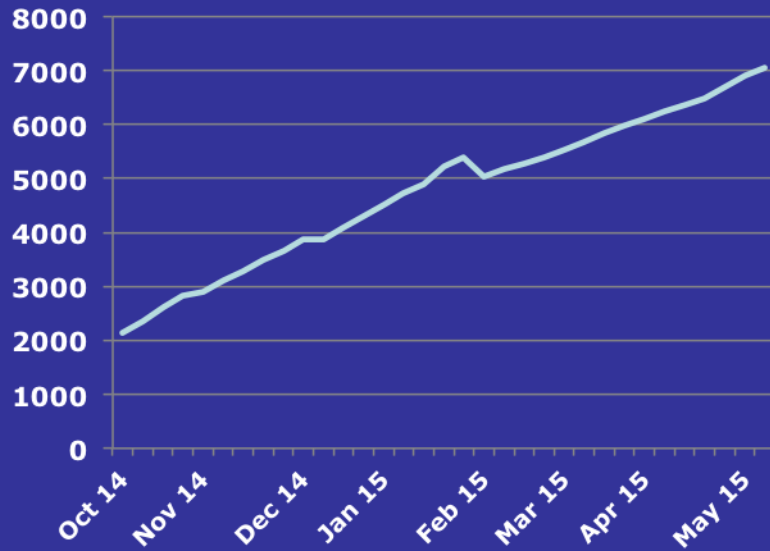
- ★ Examples of foreseen actions:
 - ★ Interoperability and standardisation
 - ★ Public-private boundary
 - ★ Information and training sessions in the MSs
 - ★ Relays and Framework Partnership Agreement with the MSs
 - ★ "Copernicus/ Space data Start-up programme"
 - ★ COSME/ Horizon 2020, ESIF
 - ★ Internationalisation support
 - ★ Demand-side and procurement

COMMUNICATION ACTIVITIES AS A TOOL FOR USER UPTAKE STRATEGY

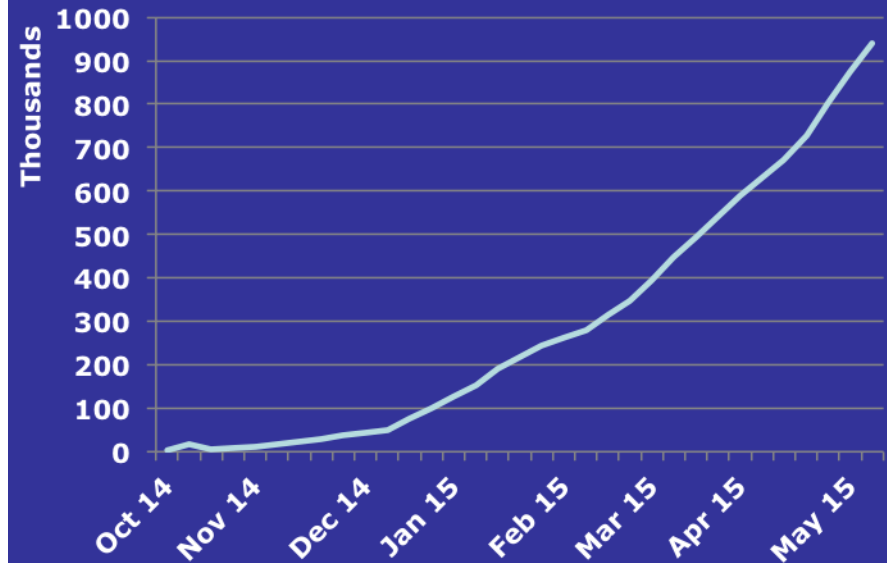
- ★ **Promoting uptake and offering support for using Copernicus data**
 - ★ Increasing the knowledge of the Copernicus trademark;
 - ★ Promoting concrete applications and benefits for EU citizens
 - ★ Creation of supporting materials on Copernicus services and data
 - ★ Organisation of events such as matchmaking events as well as a yearly event, "Copernicus Fair", gathering downstream stakeholders

CURRENT UPTAKE OF COPERNICUS PRODUCTS

Number of users



Number of products downloaded



EXPECTED BENEFITS FROM COPERNICUS

1. Support policy-making and public sector decisions at European, National and local levels
2. Enable and stimulate new services and business models in the private sector

ECONOMIC AND SOCIAL VALUE ADDED

- ★ Copernicus constitutes a **cornerstone of the broader EU space and industrial policy**, and will generate **significant economic and social benefits**.
- ★ **Driver** for research, innovation and the creation of highly skilled jobs, with direct and indirect **benefits for the EU economy**.
- ★ The bottom-line can be summarised as follows:
 - ★ Cost per EU citizen = $\sim\text{€}1,07/\text{year}$;
 - ★ Every $\text{€}1$ spent generates a return of $\sim\text{€}3,2$;
 - ★ Expected minimum financial benefits by 2030 of $\sim\text{€}30$ bn. on Europe's GDP;
 - ★ An estimated 50.000 jobs will be maintained or created over the next 15 years.



48,000 direct and indirect jobs
being created over the period
2015-2030.

Supporting public authorities to implement and monitor policies

EU level

Several cooperation initiatives within the European Commission to identify their EO needs and potential use of Copernicus data and information

★ *Tool: internal mapping exercise and direct contacts*

Nat., reg. & local levels

Cooperative approach with national, regional and local stakeholders

★ *Tool: full mapping exercise is underway to develop an integrated strategy beginning 2016*

Network of national and regional points to promote uptake and offer support for using Copernicus data to be set up

OBJECTIVE II: INNOVATION IN THE DOWNSTREAM SECTOR

- ★ **Boundary between the Copernicus services and the downstream sector**
- ★ **Copernicus start-up programme**
- ★ **Internationalisation of companies**
- ★ **H2020**
- ★ **Geo-ICT skills**
 - Copernicus academy
 - Cooperation with EIT



OBJECTIVE III: INCREASING AWARENESS OF END USERS

★ Cooperation with Member States

- Copernicus Relays
- Framework Partnership Agreement

★ Uptake from the COM

★ Cross-sectoral dimension



Copernicus Relays

A study on “Engaging with public authorities, the private sector and civil society for Copernicus user uptake”:

1. Identified strengths and gaps from existing user and market initiatives across the Copernicus Participating Countries.
2. Examined current running initiatives – need for coordination.
3. Recommended to build an extended Copernicus User Uptake Network to enlarge the reach into the various Copernicus Participating Countries, and to leverage the user uptake initiatives across borders.

Copernicus Relays

1. Promotion channels:
 1. Intermediate and end-user communities with the help of the Copernicus Participating Countries.
 2. An awareness structure
 1. Sustainable and homogeneous coverage within each country.
 2. Engage with national, regional and local stakeholders for Copernicus user uptake.

Creation of a Network of Copernicus contact points called the **"Copernicus Relays"**.

Copernicus Relays

The Relays should act as multipliers developing initiatives to reach two different types of objectives:

1. To promote Copernicus as a source of free, open, and reliable information to meet the needs of local public services.
1. To promote Copernicus as source of full, free, open, and reliable data for the development of environmental services with high commercial potential by local entrepreneurs.

COPERNICUS SUPPORT OFFICE

A support mechanism (through a contractor) for the Relays.

Tasks:

1. To actively contribute to the functioning of the network of Copernicus Relays
2. Distribute promotional material to the Relays when requested
3. Create and run a helpdesk for the Relays or anyone interested in obtaining information about Copernicus
4. Support the organisation of Copernicus promotional events in Copernicus Participating States.
5. Support the organisation of targeted training sessions.

FRAMEWORK PARTNERSHIP AGREEMENT (FPA)

A FPA aims to be a co-operation mechanism between the Commission and the beneficiaries of grants

The FPA shall specify:

1. the common objectives of the co-operation;
2. the nature of actions planned;
3. the procedure for awarding specific grants; and
4. the general rights and obligations of each party under the specific agreements or decisions

It could last up to four years

Rationale for a FPA for User Uptake

1. Co-financing makes the beneficiary co-responsible for the actions
1. The Copernicus States (EU28+Norway and Iceland) know their constituency of users better than the Commission or its contractors
1. Actions by a consortium of the Copernicus States means actions can be run simultaneously in 30 countries

Types of FPA Actions

- 1. Tier 1: National actions:** promotion of user uptake in each individual country
- 2. Tier 2: Cross-border actions:** co-operation, exchange of best practices, joint actions in more than 2 Copernicus States
- 3. Tier 3: Global actions:** user uptake event or action covering all Copernicus States (exhibit, incubators, etc)
- 4. Tier 4: International actions:** user uptake in countries in co-operation agreements or schemes with Copernicus

European Commission

Framework Partnership Agreement

Copernicus start-up Programme

Info sessions

Awareness material

Promotional events

H2020

Support to EO skills

Cluster internationalisation

Uptake initiatives from the Copernicus Services

Toolbox

Copernicus Support office

Workshops with industry

Copernicus Relays

Copernicus Academy

Network of Commission Space users

Multipliers & Networks

Users



Thanks for your attention

Agnieszka.lukaszczyk@ec.europa.eu

Follow us on:

 Copernicus EU

 CopernicusEU

 www.copernicus.eu

