



Copernicus User & Market Uptake: 3 pillars strategy

European Commission

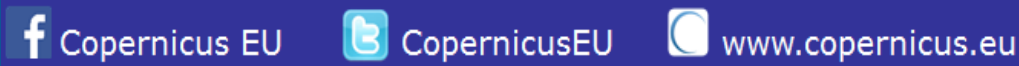
**DG GROW - Internal Market, Industry,
Entrepreneurship and SMEs**

Space Data for Societal Challenges and Growth I.3 Unit

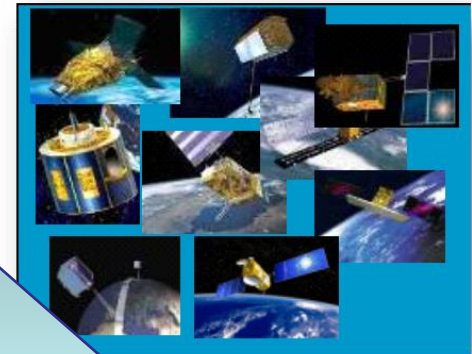
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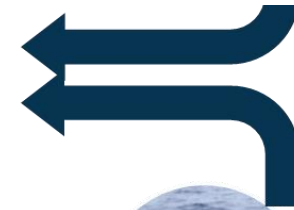


Copernicus, a snapshot



Sentinels

Copernicus
Contributing Missions



...added-value products



in-situ

A political momentum for Users Uptake



→ President Juncker guidelines 2014

→ priority #1: "A new boost for growth and jobs"

→ "Space should contribute to Europe's industrial base"

→ Commissioner Bienkowska's mission letter

→ "setting the conditions for the development of markets for space applications including the exploitation of space data"

→ "Space Data" in DG GROW

→ DG for Internal Market, Industry, Entrepreneurship and SMEs
Space Data for Societal Challenges and Growth | I.3 Unit

New I.3 unit Space Data for Societal Challenges and Growth

European
Commission

Key tags:

Copernicus

Space Data

Societal Challenges

Growth

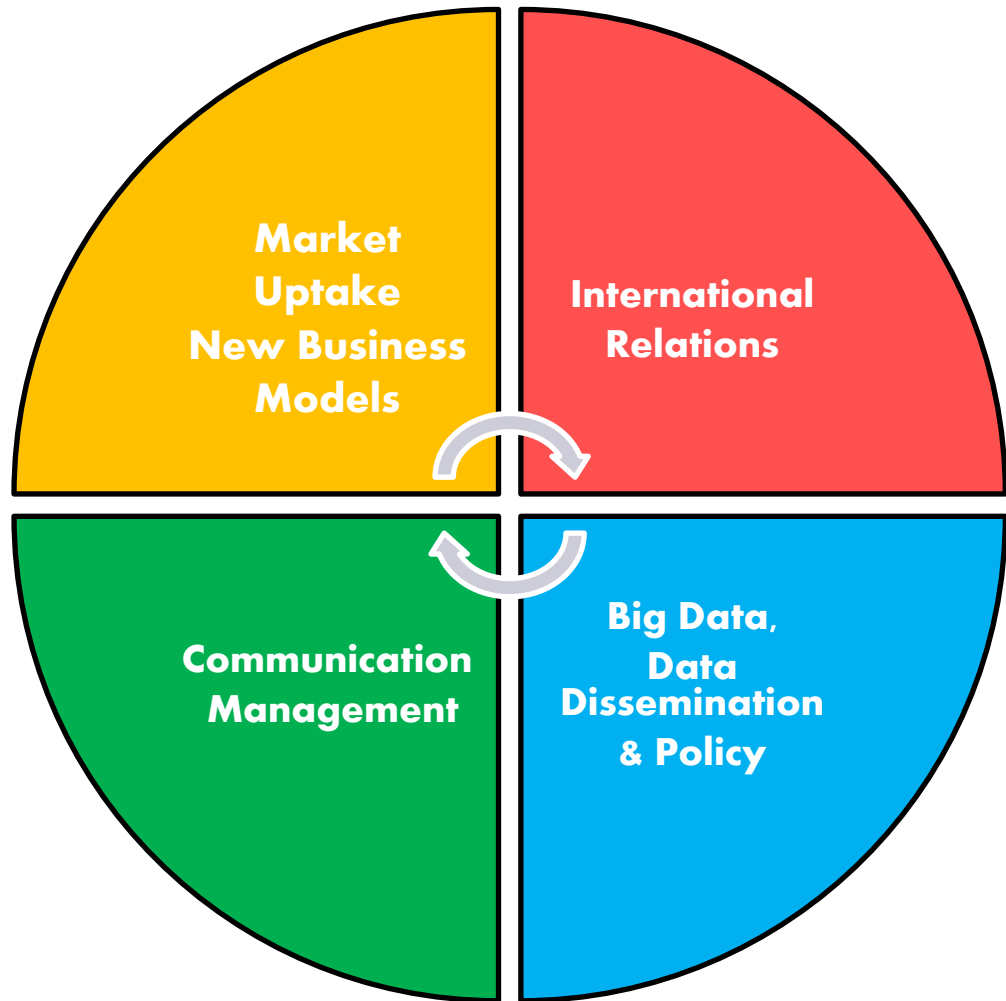
Intelligence

User Uptake

Network enabler

Big Data

Integrated GS



Enabling User Uptake



Key tags:

Value Chains

Taxonomy

Integration

Space 4.0

Services

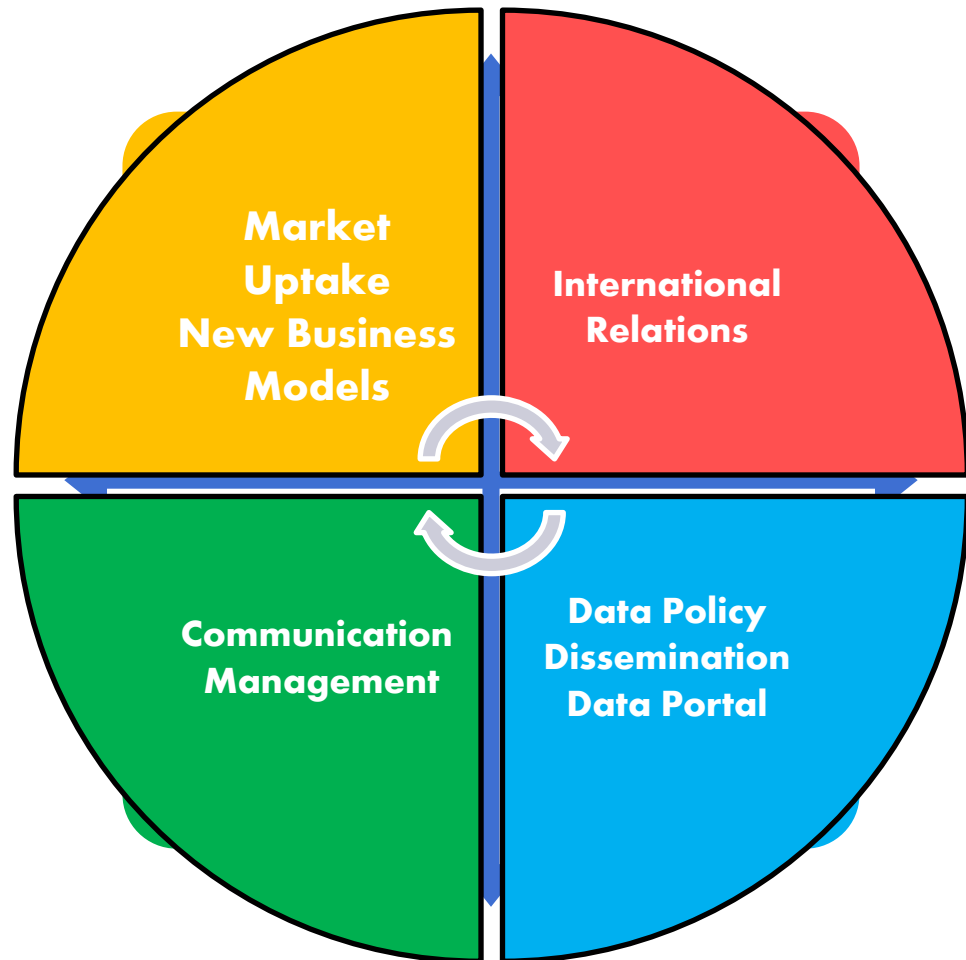
Applications

Next users

Big data

Interoperability

Business Models



Copernicus Users & Market Uptake: 3 pillars strategy



	1. Data dissemination / Midstream	2. Downstream sector / Intermediate users	3. End users (Public and private)
Objective	<i>Ensure easy access and use of Copernicus data and services</i>	<i>Forster innovative business models in the EO downstream sector</i>	<i>Increase awareness and facilitate use of Copernicus-based products by public and private end users</i>
Actions	Action 1: Develop a robust data dissemination infrastructure	Action 5: Support new applications and start-ups at all stages of their development (Copernicus master, incubators...)	Action 6: Increase uptake from EU institutions
	Action 2: Develop the Big Data paradigm in the Copernicus data dissemination architecture, including by stimulating demand from the downstream sector		
	Action 3: Interoperability , standardization and other technical solutions	Action 7: Develop technical assistance and awareness activities with the Copernicus entrusted entities	
	Action 4: Improve the representativeness of the User Forum and strengthen the procedure to integrate new products in the Copernicus services	Action 8: Create the Copernicus relais to help Regions provide technical assistance and increase awareness	
		Action 9: Support Member States in their user uptake initiatives	

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	<p>1. Data dissemination / Midstream</p>
<p><u>Objective</u></p>	<p><i>Ensure easy access and use of Copernicus data and services</i></p>
<p><u>Actions</u></p>	<p>Action 1: Develop a robust data dissemination infrastructure</p> <hr/> <p>Action 2: Develop the Big Data paradigm in the Copernicus data dissemination architecture, including by stimulating demand from the downstream sector</p> <hr/> <p>Action 3: Interoperability, standardization and other technical solutions</p> <hr/> <p>Action 4: Improve the representativeness of the User Forum and strengthen the procedure to integrate new products in the Copernicus services</p> <hr/>

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2. Downstream sector /

Intermediate users

Forster innovative business models in the EO downstream sector

Action 5: Support new applications and **start-ups** at all stages of their development (Copernicus master, incubators...)

Action 2: Develop the **Big Data** paradigm in the Copernicus data dissemination architecture, including by stimulating demand from the downstream sector

Action 7: Develop technical assistance and awareness activities with the **Copernicus entrusted entities**

Action 8: Create the **Copernicus relais** to help Regions provide technical assistance and increase awareness

Action 9: Support **Member States** in their user uptake initiatives

Action 10: Development by **the Commission and its contractors** of background material and awareness events

Action 11: Implement the **internationalisation** of EO companies (matchmaking events, IPR helpdesks, clusters ...)

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3. End users

(Public and private)

Increase awareness and facilitate use of Copernicus-based products by public and private end users

Action 6: Increase **uptake from EU institutions**

Action 7: Develop technical assistance and awareness activities with the **Copernicus entrusted entities**

Action 8: Create the **Copernicus relais** to help Regions provide technical assistance and increase awareness

Action 9: Support **Member States** in their user uptake initiatives

Action 10: Development by **the Commission and its contractors** of background material and awareness events

Action 12: Develop the **cross-sectoral dimension** with initiatives for specific sectors (oil & gas, agriculture, raw materials...)



- ➔ **An industrial policy for Copernicus**
 - ➔ **Innovative public procurement**
 - ➔ **Support to incubators, new financial tools, boosting GEO-ICT skills**
 - ➔ **Public Private Partnerships to support the EO market**



→ Understanding the value chain

→ PWC study on the downstream sector and
GDP impact of Copernicus

→ ESA and EARSC partnership



→ Structuring the dialogue with users

→ GEO-ICT community

→ Private sector (in the user forum)

→ PAs (EU institutions, MS, Regions...)



→ **Matching users' needs**

→ **Copernicus task force on integrated ground segment**

→ **Interoperability for data access**

→ **Big data challenges**

→ **Requirements for future Copernicus generation**



→ Supporting local clustering

→ Network of regions & national contact points

→ Awareness events

→ Support to EO clusters



→ ***Entrusted to EEA***

- Land Monitoring Service (LMS), local and pan-EU
- Overall In-situ Coordination

→ ***Entrusted to Mercator Océan***

- Marine Environment Monitoring Service (MEMS)

→ ***Entrusted to ECMWF***

- Atmosphere Monitoring Service (CAMS)
- Climate Change Service (C3S)

→ ***Managed by JRC***

- Land Monitoring Service (LMS), global
- Emergency Management Service (EMS)

→ ***Under negotiation***

- Security Service (CSS)

