



The network of IAP Ambassadors

ARTES Applications Workshop
Harwell Oxford, United Kingdom, 20th April 2012

Purpose of the Ambassador Platforms



1. To improve:

a. Awareness

- Redress a lack of dialogue, information and understanding between potential user communities and the space sector

b. Local presence

- Through both a physical presence and virtual portals

c. Synergy

- Replace compartmentalization of the offer from individual space technologies, with the integrated applications approach

d. Demand

- By connecting with new user communities, identifying their needs and federating their demand.

Role & Objectives of the APs

- a. To **identify and penetrate** new user communities.
- b. To **build awareness** of the potential of space-based services among users who are unfamiliar with them.
- c. To be an “**honest broker**” between ESA, potential users, service providers and other stakeholders who are interested in participating in the ARTES applications programmes.
- d. To **motivate** players to submit viable proposals, and/or to propose partnerships with ESA, where IAP or ARTES 3-4 might be instrumental in meeting user needs.
- e. To **federate demand**, creating a critical mass for the development of satellite applications that can lead to sustainable services.

The Network of Ambassador Platforms

1. A **growing European network**:
 - a. Eight operational IAP Ambassador Platforms;
 - b. Several more in preparation;
 - c. ESA is looking for more...
2. Each AP has **thematic and/or geographic expertise** and responsibility.
3. Hosted by **institutions/professional organizations** that meet key criteria:
 - a. Neutral and trusted as honest brokers;
 - b. Expert in their domain with strong local knowledge, experience and contacts with decision-makers, stakeholders, industry and institutions;
 - c. Credible as a regional/national entry point to ARTES applications programmes.

Network of IAP Ambassador Platforms



AP for e-Health in Inaccessible Regions (NST)

AP for the Baltic Sea Region (BSAG)

UK AP for Integrated Applications
(ESA Harwell)

AP for the Netherlands
(Het Waterschapshuis)

AP for Environmental Risks & Hazards in the
Mediterranean Region (Pôle Risques)

AP for Integrated Applications in the
Central & Eastern European Region
(ESPI)

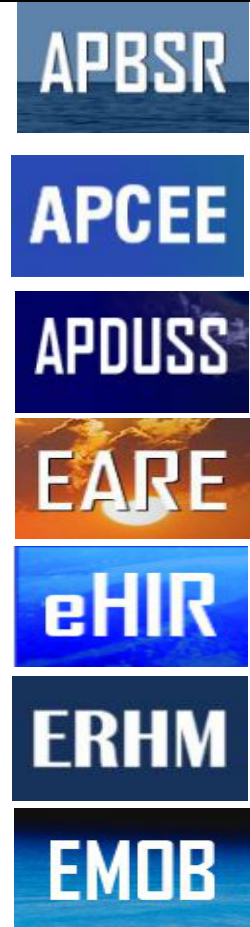
AP for EU adoption of Renewable
Energies (CENER)

AP for Dual Use Integrated
Applications (Italian MoD)

Ambassador Platform network



1. **Baltic Sea Region** (AP BSR), hosted by the Baltic Sea Action Group (BSAG) in Helsinki. Manager: **Anti JOKKINEN**: antti.jokinen@bsag.fi
2. **Central and Eastern European** (APCEE), hosted by the European Space Policy Institute (ESPI) in Vienna. Manager: **Erich KLOCK**: erich.klock@espi.or.at
3. **Dual-Use Space-based Services** (APDUSS), hosted by the Office of the Advisor for Aerospace Activities Italian Ministry of Defence (CIRA) in Rome. Manager: **Massimo CAVALIERE**: m.cavaliere@cira.it
4. **European Adoption of renewable energies** (AP EARE), hosted by the National Renewable Energy Centre of Spain (CENER). Manager: **Ignacio MARTI**: imarti@cener.com
5. **E-Health in inaccessible regions** (AP e-HIR), hosted by The Norwegian Centre for Integrated Care and Telemedicine (NST) in Tromso. Manager: **Leif Erik NOHR**: Leif.Erik.Nohr@telemed.no
6. **Environmental Risks and Hazards in Mediterranean** (AP ERHM), hosted by the excellence Cluster in Risk Management (Pôle Risques) in Aix-en-Provence. Manager: **Marie-Laure GERMAIN**: marielaure.germain@pole-risques.com
7. **Enhanced Mobility** (AP EMOB), hosted by the ESA office at Harwell in the United Kingdom. Manager : **Alan BRUNSTROM** (acting): alan.brunstrom@esa.int
8. **Water Management**, hosted by Het Waterschapshuis in the Netherlands. Manager: **Joris VAN ENST**: j.vanenst@hetwaterschapshuis.nl



Typical AP activities

1. Administer a dedicated **community web portal**:
 - a. Distribute information materials, notices on ITTs, upcoming events, workshops, news stories, calls for user ideas, best practices, etc;
2. **Organize workshops** and seminars
3. Create and distribute **promotional materials**
4. **Build relationships** with stakeholders:
 - a. Individual meetings, participation in conferences and other events.
5. **Foster IAP proposals**:
 - a. Including synergies for cross-sector or cross-border applications.
6. Regular **coordination meetings** with ESA and the other APs

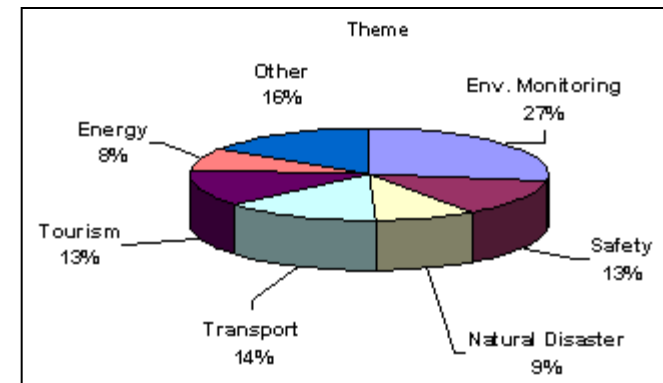
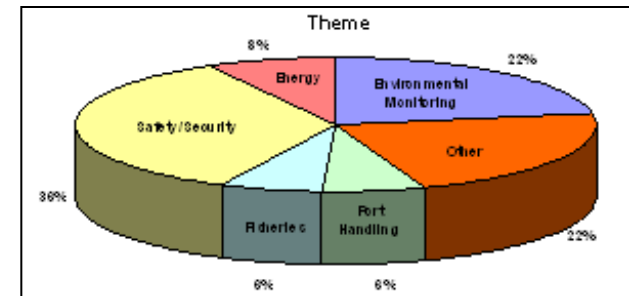
1. Space applications to enhance civil protection operational effectiveness
 - a. **Added value of space**
 - Integrated applications **are crucial to increase the efficiency** and effectiveness
 - Satellite-based services have the **potential to support the full disaster management cycle**
 - Satellite communications **provide a robust network**
 - b. Existing shortcomings
 - The limited **interoperability** among task forces
 - The **lack of standardisation**
 - The **costs** of satellite services are often higher
 - The **availability** of SatCom systems is often inadequate during crisis

- c. **User workshop dedicated to space applications for CP**
 - Held in May 2011 in Vienna
 - **Brought together** officials and experts from key European countries **to identify needs and requirements**
 - CP representatives **confirmed necessity of satellite services** and the need of a dedicated programme
 - **A dedicated Advisory Team was composed**

- d. The workshop facilitated an **Open Competition** on “Peace Building and Damage Assessment: Improving Disaster Response Capacity”
 - Federated European approach will improve flexibility, responsiveness and cost effectiveness

Call for User Ideas

1. Useful tool to **stimulate new ideas, federate user demand** and **collect user needs**
2. APs play an important role in promoting the calls
3. 1st IAP Call for User Ideas **on the Baltic**
 - a. 44 ideas received for evaluation
 - b. Resulted in 2 OC and 1 DN
4. 2nd IAP Call for User Ideas **on the Alpine region**
 - a. 38 ideas received for evaluation
 - b. Resulted in 1 OC and 2 DN



5. Upcoming Call for User Ideas on **Critical Infrastructure**

Why?

Large impact
on people's lives
and/or critical role
in the economy

- It handles a **vital good** (for the economy, for people's health):
* Energy, information, water, food, health services
- It enables a **large variety of activities** (e.g. roads).
Degradation would cause major financial losses & disruption in people's life

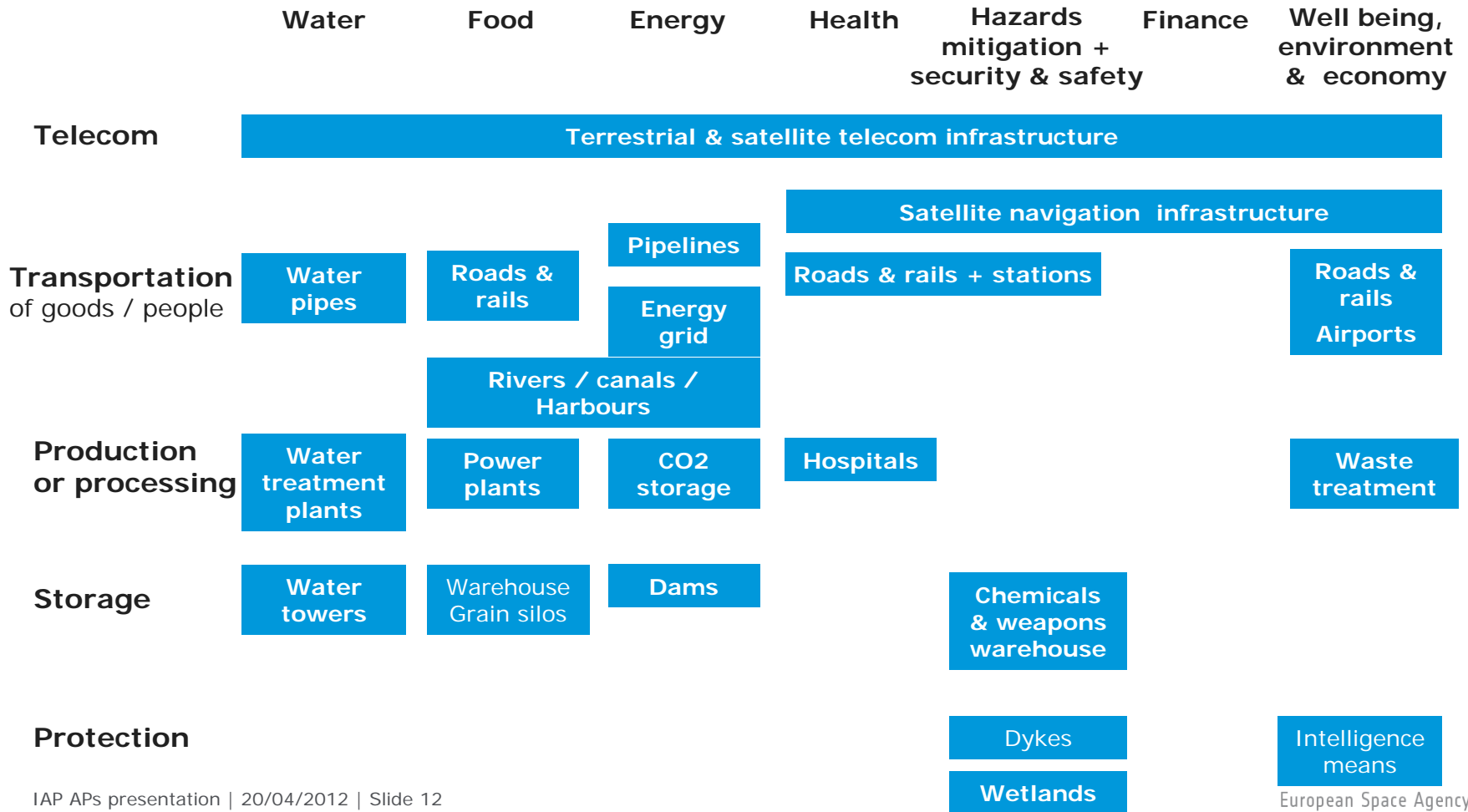
High Vulnerability

- It is **subjects to hazards** (e.g. natural or man-made disasters), e.g. storms, tsunamis, pollution events, nuclear explosions.
- **Functionally concentrated** infrastructure (i.e. the function is not spread over a distributed architecture)
=> Little tolerance to fault.
- **Physically spread** infrastructure, difficult to monitor and maintain. It is also more subject to environmental hazards.

Call for User Ideas

APPLICATION DOMAIN

FUNCTIONS



Thank you for your attention

QUESTIONS?

- IAP Ambassador Platform Info on IAP Website:
<http://iap.esa.int/communities/all>
- IAP general email address: iap@esa.int