

ARTES Integrated Applications Promotion

Kick-start Activities

Theme: Ageing Population

April 18th 2017, Webinar

Jan.Dettmann@esa.int

Norbert.Huebner@esa.int

Bavo.Van.Kerrebroeck@esa.int

➤ 16:00-16:20

- Welcome by ESA
- Introduction to Kick-start Activities
- What ESA offers
- Kick-start Work plan
- The Thematic Call for Proposals
- Support from National Delegations
- The Call for Proposals
- What you need to do
- The Proposal Template

➤ 16:20-16:30

- Definition of Ageing Population
- Background
- Topics of relevance for Ageing Population

➤ 16:30-17.00

- Questions & Answers session

WELCOME BY ESA

- Welcome to participants
- Guidelines how/when to interact during the WebEx session:
 - Due to the number of attendees, **please keep your microphones muted at all times**
 - You can use the chat function anytime to **submit your questions to Jan Dettmann**. They will be addressed during the Q&A at the end of the Webinar

INTRODUCTION TO KICK-START ACTIVITIES



- Kick-start is ESA's **new Integrated Applications Promotion (IAP) funding scheme** to enable companies to undertake **short feasibility studies** (up to 6 months) that explore new service and application concepts which make use of space capabilities (e.g. Satcom, SatNav, SatEO)
- Kick-start Activities offer an instrument to assess the viability of an idea with **limited initial investment by companies** (both financial and manpower). As such, it is particularly **attractive for SMEs and start-ups granting them an easy entry into IAP**
- ESA is committed to a **rapid evaluation process**, for allowing companies to keep the pace in the market
- **Successful Kick-start Activities** should be further developed into commercially viable businesses with follow-up support from IAP in the form of **demonstration projects^(*)**

(*)<https://artes-apps.esa.int/opportunities/call-for-proposals-artes-iap/demonstration-projects>

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European Space Agency

KICK-START WORK PLAN



January

February

March

April

May

June

Outdoor Tourism

30/01

Automated Road Transport

13/03

Ageing Population

24/04

Food Security

29/05

10/07

◆ Proposals Evaluation

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WHAT ESA OFFERS



Financial support



Technical and business expertise



ESA branding and promotion



Network and Partnership Building

THE THEMATIC CALL FOR PROPOSALS



- The Thematic Call for Proposals is [open to any Industry in IAP participating Member States](#) (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland and the United Kingdom)
- Kick-start Activities aim at exploring the [viability of new service/application concepts](#) and [consolidating the user landscape](#) including derivation of user requirements
- Kick-start Activities resulting from thematic calls are [funded at 75 %](#) by the Agency for a [maximum amount of 60,000 Euro](#) per activity
- The Kick-Start Thematic Call for Proposals follow a [competitive tendering procedure](#). The evaluation criteria and associated weighting factors are published in the cover letter of the Call for Proposals

SUPPORT FROM NATIONAL DELEGATIONS

- The availability of funding for the specific Thematic Call for Proposals against which you submit your Proposal is an admissibility criteria. Proposals not supported at the closing of the Thematic Call for Proposals will not be admitted for evaluation.
- For each individual thematic call, dedicated clarifications will be posted in EMITS (AO8872) to provide information on the list of IAP Member States that have already provided their financial support to the Thematic Call for Proposals.
- In case your company/organisation resides in a country which has not provided their financial support to the Thematic Call you are interested in, you should contact the National Delegation. The contacts of the National Delegations can be found at <https://artes-apps.esa.int/national-delegations>.

Austria, Germany, Luxembourg, Poland, and the United Kingdom have made available funding for the Thematic Call on Ageing Population

THE CALL FOR PROPOSAL



The Call for Proposals (AO8872) is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) and includes:

- Cover letter
- Appendix 1: List of Thematic Calls for Proposals (including the calendar of the Thematic Call for Proposals and specific information on the themes)
- Appendix 2: Draft Contract
- Appendix 3: Tendering Conditions for Express Procurement Procedure - EXPRO/TC
- Appendix 4: Proposal Template

Appendix 1 will be updated on AO8872, once the Ageing Population Thematic Call will be opened

WHAT YOU NEED TO DO



- The proposal submissions shall make use of the new **ESA-STAR** system which will allow the **submission of proposals electronically**
- Companies shall register beforehand by completing the **online questionnaire** on the “ESA-STAR registration” website (<https://esastar-emr.sso.esa.int/>)
 - For general information about how to do it, see the “esa-star” Registration User Manual http://esamultimedia.esa.int/docs/business_with_esa/CG-EM-ORR-S-16_End_User_Manual_v1.2.pdf
- The contents of your proposal will be limited to filling in the **Cover letter (1 page)** and **Proposal Template (maximum 20 pages)**
- **Full compliance to the Draft Contract** is a Key Acceptance Factor

THE PROPOSAL TEMPLATE



Your Proposal shall include the following information:

- 1) EXECUTIVE SUMMARY (maximum one page)
- 2) BUSINESS POTENTIAL (maximum five pages)
- 3) TECHNICAL CONCEPT (maximum five pages)
- 4) TEAM AND RESOURCES (maximum three pages)
- 5) MANAGEMENT PART (maximum four pages)
- 6) FINANCIAL PART (maximum two pages)

KICK-START ACTIVITY ON AGEING POPULATION



- Any proposal addressing the challenge of ageing population and utilising space assets is relevant for this thematic call

Leisure
Education Independent
Social Living
Health Care
Safety Security



BACKGROUND

- The ratio of working to 'inactive' people is shifting from **4 to 1** today to **2 to 1** by 2060
- Government spending on pensions, healthcare, long-term care, unemployment benefits and education will **increase by almost 20 percent** (2010-2060)
- By 2020 Europe will face **up to 2 million vacancies** in health and social care
- Europeans 65+ already have a spending capacity of **€3 trillion**

Ageing in good health allows us to:

Travel



Learn



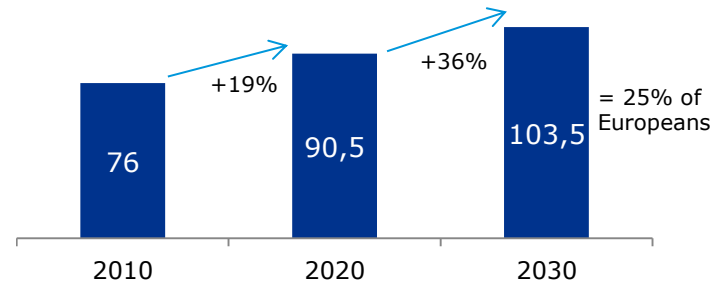
Work longer



Live independently



Ageing of European Population: 65+ (in millions)



APPLICATION EXAMPLES



- Healthcare

- Mobile health, tele-home, remote monitoring, fall prevention, wearable devices, ...

- Independent living

- Smart home, home automation, lifestyle intervention, remote workplace, personal assistance, ...

- Safety and security

- Surveillance, emergency response, extreme weather and pollution alerts, ...

- Social, leisure and education

- Social interaction, remote education, remote occupation, entertainment, (outdoor) mobility, ...

Other ideas that fit within the call may also be proposed

- Satellite communication

- Provides connectivity for example for smart homes for independent living, smart wearables or IoT for health monitoring, tele-home, services related to travel, safety and social activities.

- Satellite navigation

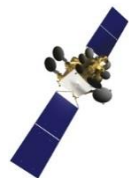
- Enables services related to outdoor navigation and mobility support (e.g. for public transport) and extended capabilities of smart wearables in navigation and travel.

- Earth observation

- Enables weather and environmental monitoring, in particular extreme weather or pollution alerts, or vulnerability and risk reduction.

- Human Spaceflight Technology

- Enables augmented reality, advanced robotics, sensors for medical monitoring and diagnostics leading to services in remote assistance, telemedicine or eHealth.



QUESTIONS & ANSWERS SESSION



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ESA Integrated Applications Promotion

→ SPACE IS OPEN FOR BUSINESS