

Cultural Change for Green Transition

Kick Start

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Before we start...

- Please keep your **microphones muted at all times** and switch off the webcam function
- You can use the **conversation function** anytime to submit your questions. They will be addressed during the Q&A at the end of the webinar

- ESA introduction
- Kickstart Programme
- Cultural Change for Green Transition Kick start
- How to apply
- Q&A session

We are ESA

EUROPE'S GATEWAY TO SPACE

WHAT

22 Member States, > 5000 employees

WHY

Exploration and use of space for exclusively peaceful purposes

WHERE

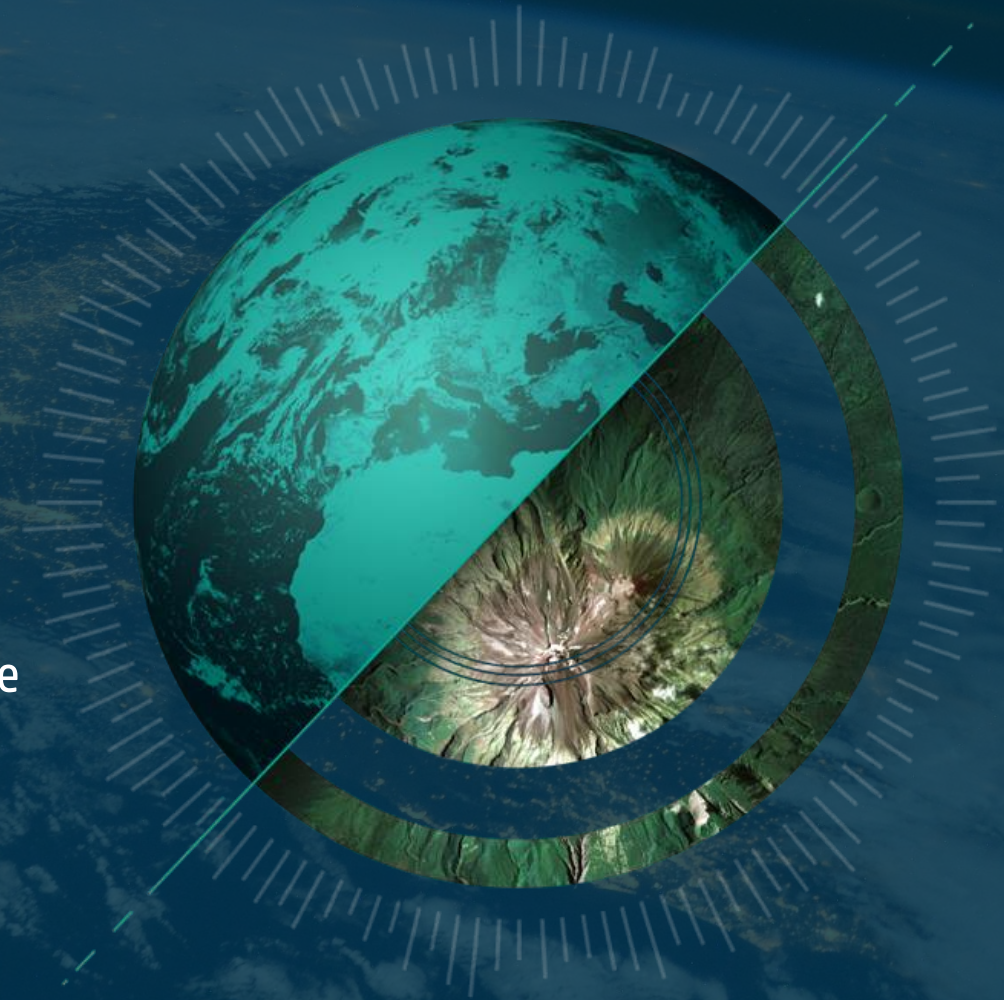
HQ in Paris, 7 sites across Europe and a spaceport in French Guiana

HOW MUCH

~ €7 billion = ~ €12 per European per year



- The go-to place for great business involving space to improve everyday life.
- Supporting European companies including start-ups and SMEs to develop businesses using space technology and data.
- Offering funding, business and technical support to help to generate successful business and create jobs.



Business Applications: space-enabled services

Using **any space asset(s)** and **integrating them with terrestrial assets** for the **benefit of life on Earth**



Our aim is to work together to make your idea commercially viable, with:



Zero-Equity
Funding
(€75k - €2M+)



Tailored Project
Management
Support



Access to our
Network and
Partners



Use of ESA
brand for
credibility

Kick-start Activity

Kick-start Activity: What is it

“Kick-start Activities” are ESA’s funding scheme enabling companies to undertake **short Feasibility Studies** that explore new service and application concepts making use of space capabilities.

- Limited initial investment by companies, particularly attractive for SMEs and start-ups
- Rapid evaluation process, to allow companies to keep the pace in the market.
- If successful, possible follow-up support via Demonstration Projects.

Duration: 6 months
Overall cost €100k

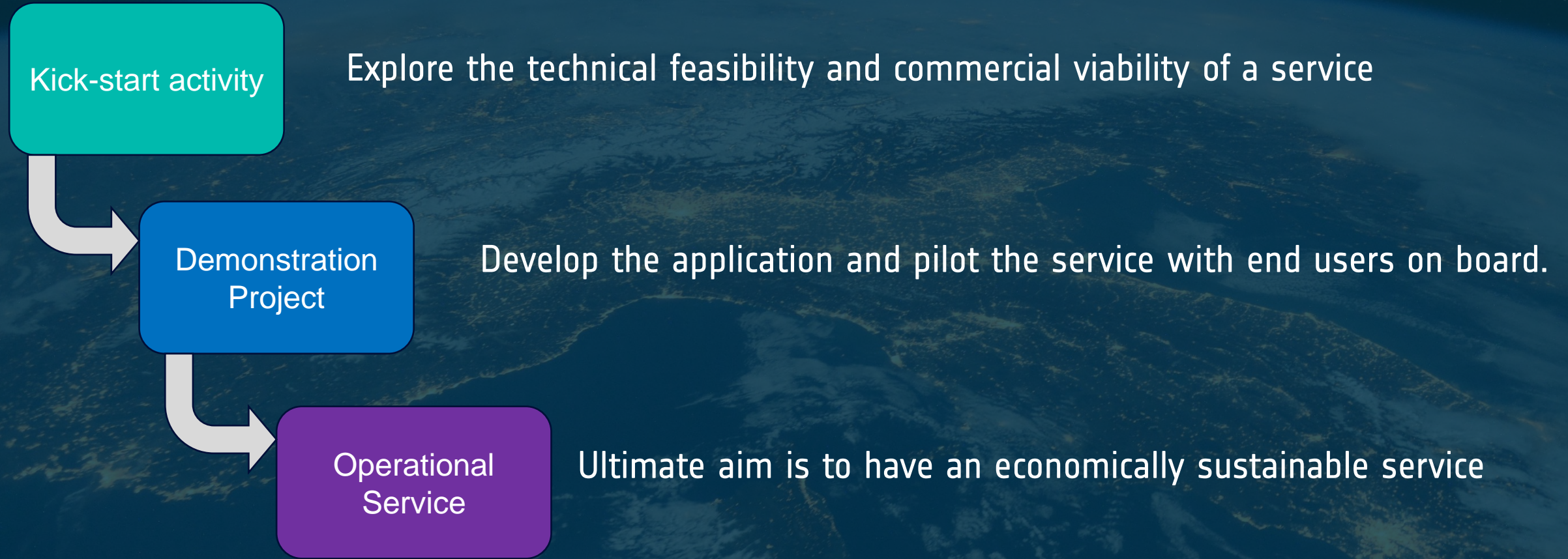
€75k ESA funding
(75% ESA co-funding)

Kick-starts look at 3 main elements:

1. Engagement with potential **end users and customers** to understand their needs → service requirements
2. Evaluation of the **technical feasibility of the service** → service definition and system architecture
3. Evaluation of the **economic viability of the service** → business plan



Kick-start Activity: The big picture



Cultural Change for Green Transition Kick-start



Cultural change for a green transition: Background



- Climate change has emerged as our society evolved towards modernisation, with the rise of industrialisation and technological advancement. Those trends induced new behaviours, attitudes and habits such as overconsumption with negative effects on the environment.
- For our societies to become more sustainable, there needs to be a paradigm shift in mindset, habits and even in beliefs, with citizens required to adapt their behaviours accordingly.
- The role of education is key in tackling the climate crisis. Greening the school curriculum provides students with the right tools and solutions to show resilience towards the climate change risks. It also helps them develop green skills and become qualified for green jobs. Education is not only crucial for students, but it also aims to sensitise citizens, governments, cities and communities.
- The call aims to promote the use of satellite technologies, in combination with digital technologies to bring about innovative solutions able to trigger cultural change by raising awareness on climate change and providing mitigating actions

Call open from 28 Jun (PM) until 19 Sep 2024



Cultural change for a green transition: Topics of Relevance

The call offers a unique opportunity for companies to develop new applications /services addressing topics such as:

- **Cultural Change for Climate Awareness**

- enhance citizens' science, supporting public engagement and collaboration
- exploit art and other visual techniques to enhance visibility of the effects of climate change and support related mitigating actions, including development of a Digital Twin (DT) of a specific Area of Interest

- **Cultural Change for Smart and Green Cities**

- Enhancing digital skills for both public authorities and citizens
- E-consultation and voting for policies or plans by the local government

- **Cultural Change for Green Education**

- Innovative digital resources or applications to help integrate climate education in schools
- formulate new educational materials and training courses with emphasis on, for example, climate change and sustainability and its effect on finance and living conditions
- Services to provide training to teachers on climate education and green transition

More details available at:

[_https://business.esa.int/funding/call-for-proposals-competitive/cultural-change-for-green-transition](https://business.esa.int/funding/call-for-proposals-competitive/cultural-change-for-green-transition)

Cultural change for a green transition: Power of Space

Satellite Navigation



- provide localised information for services that help integrating climate education in schools, but also services to create innovative educational & awareness content targeting effect of climate change, climate adaptation and sustainability.

Satellite Communication



- connectivity for data transmission when terrestrial solution is not available
- helpful for capability building of educators and learners based in remote locations with little or no connectivity and in the case of e-participation of citizens

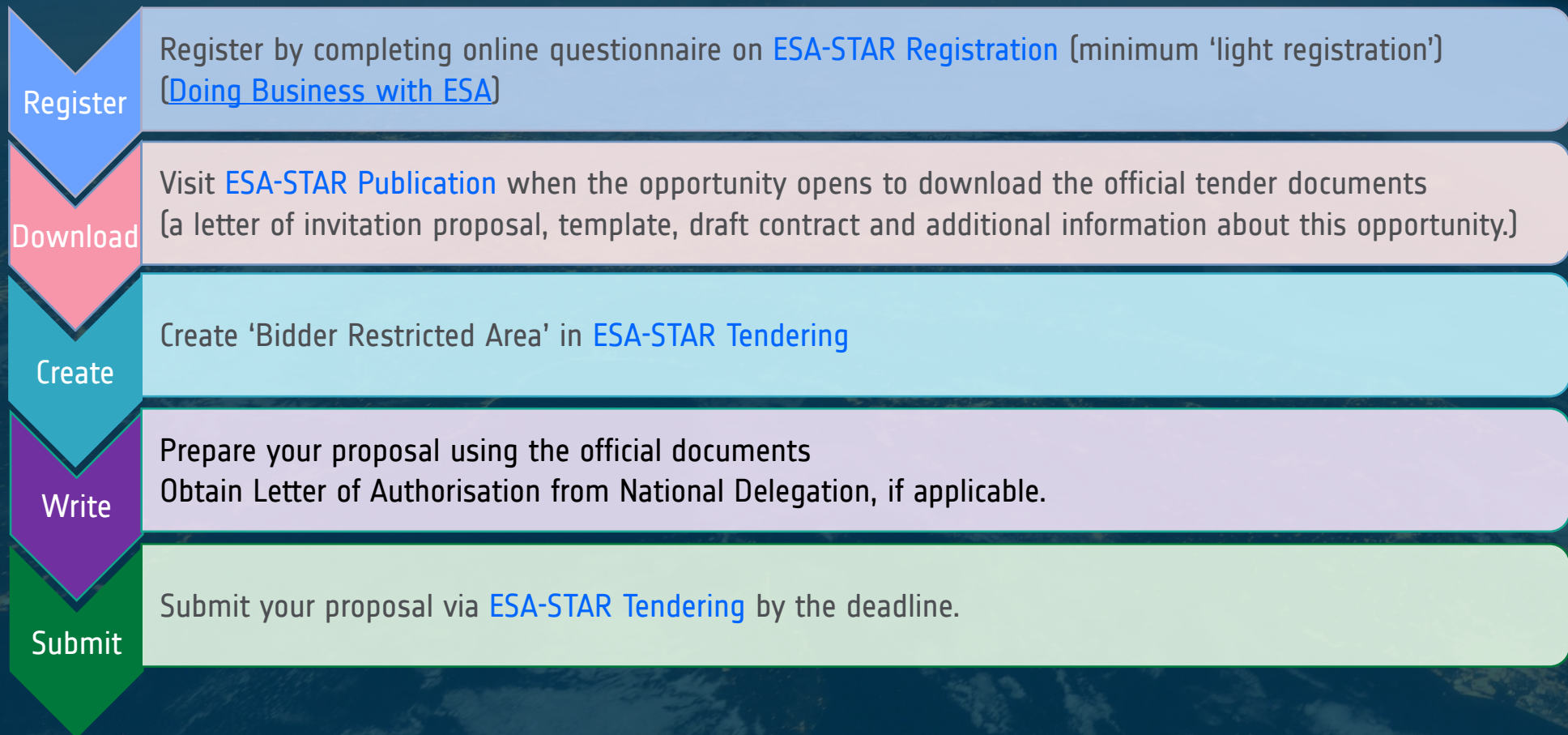
Earth Observation



- provide the global environmental and climate data used to enhance awareness and support education in matters related to the green transition
- underpin services to engage citizens and formulate new educational materials and courses on the topics of climate change and sustainability
- SatEO data can be combined to create 3-D simulation on platforms with mixed-reality for public participation in urban and public space design



How to apply?



Your Proposal should include the following information:

1. Executive Summary (max 1 page)
2. Business potential (max 5 pages)
3. Technical Concept (max 5 pages)
4. Team and Resources (max 3 pages)
5. Management (max 4 pages)
6. Financials (max 2 pages)



- To be eligible for funding, the company must be based in one of the following countries: *Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Slovenia, Sweden, and Switzerland.*
- Authorisation from National Delegation is an admissibility criterion. Proposals not authorised at the closing date of the Thematic call will not be admitted for evaluation.
- If you are based in *Germany, Luxembourg* or the *Slovenia*, you do not have to contact your National Delegate. The abovementioned Delegations have pre-authorized this Kick-start opportunity.
- In case your company/organisation resides in a country which has not provided a pre-authorization to the Kick-start Thematic call, you need to contact your National Delegation. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>.

TOWARDS A SPACE-POWERED ECONOMY

25-26 November 2024

ESA ECSAT Conference Centre, UK

Space applications for competitive, sustainable
economies and resilient societies



SPACE SOLUTIONS





Thank You

<https://business.esa.int/funding/call-for-proposals-competitive/cultural-change-for-green-transition>

