

ESA Business Applications

Kick-start Activity

Theme: Space for Municipalities

October 20th 2017, Webinar
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AGENDA

- 11:30-11:50
 - Welcome by ESA
 - Introduction to the Kick-start Activity
 - What ESA offers
 - Kick-start Work plan
 - The Thematic Calls for Kick-start Activities
 - Support from National Delegations
 - The Call for Proposals (EMITS)
 - “What you need to do”
 - The Proposal Template

- 11:50-12:00
 - Space for Municipalities Background
 - Topics of relevance for “Space for Municipalities ”
 - Enablers from space

- 12:00-12:30
 - Open Questions & Answers session

Next webinar is planned on 31 October 2017, 11:30 -12:30 CEST

WELCOME BY ESA

- Welcome to participants
- Guidelines how/when to interact during the webinar:
 - 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 the **presenter**. They will be addressed during the Q&A at the end of the webinar

INTRODUCTION TO KICK-START ACTIVITY



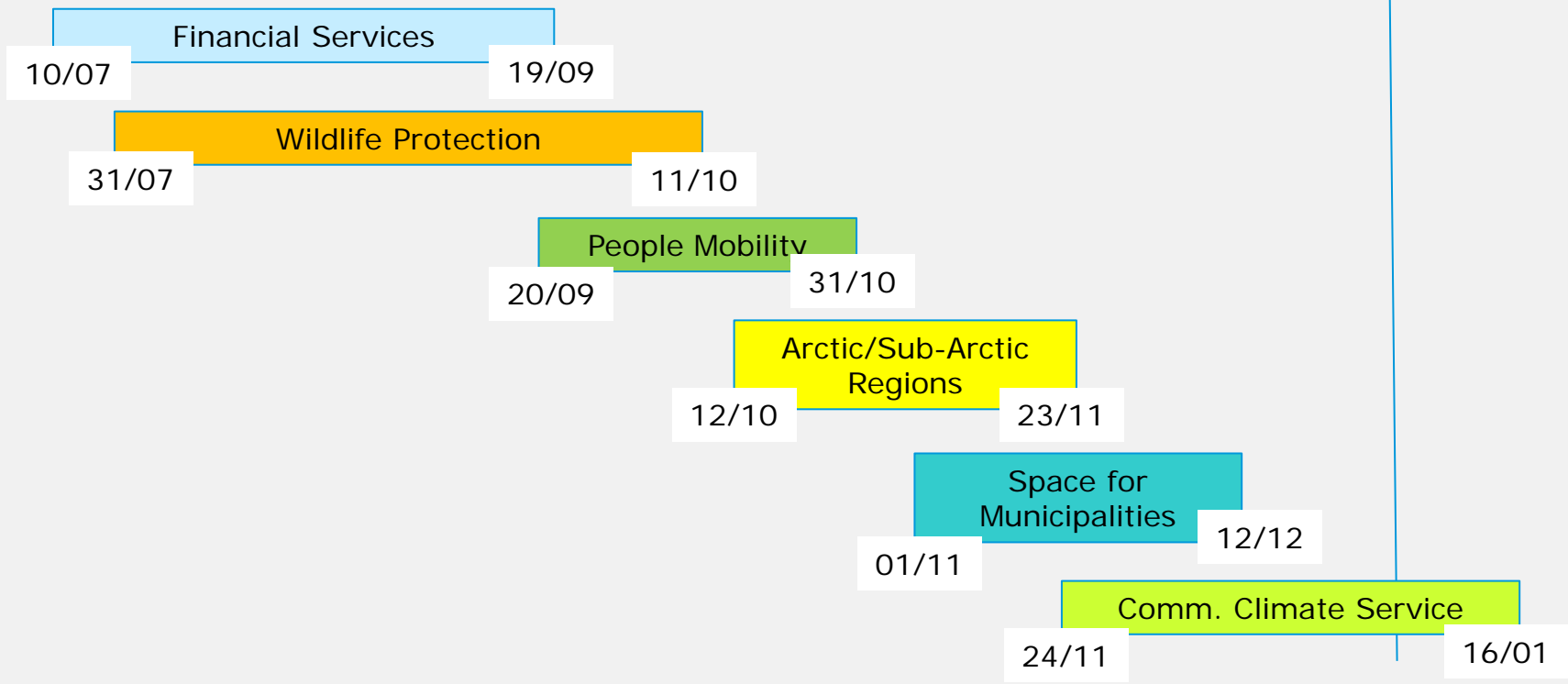
- The “Kick-start Activity” is ESA’s **new funding scheme** which enables companies to undertake **short Feasibility Studies** (up to 6 months) that explore new service and application concepts making use of space capabilities (e.g. Satcom, SatNav, SatEO).
- Kick-start Activities offer an instrument 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 ESA Business Applications**.
- ESA is committed to a **rapid evaluation process**, for allowing companies to keep the pace in the market.
- **Successful Kick-start Activities** can be further developed into commercially-viable businesses with follow-up support from ESA Business Applications in the form of **Demonstration Projects^(*)**

(*) <https://business.esa.int/funding/direct-negotiation-call-for-proposals/demonstration-projects>

KICK-START WORK PLAN, 2nd Sem. 2017



June July August September October November December January



WHAT ESA OFFERS



Financial support



Technical and business expertise



ESA branding and promotion



Network and partnership building



THE THEMATIC CALLS FOR KICK-START ACTIVITIES

- The Thematic Calls for Kick-start Activities are [open to any company or organisation in 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 Thematic Calls for Kick-Start Activities 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 against which you submit your Proposal is an admissibility criteria. Proposals not supported at the closing of the Thematic Call will not be admitted for evaluation.
- For each individual Thematic Call, dedicated clarifications will be posted in EMITS to provide information on the list of Member States that have already provided their financial support to the Thematic Call.
- 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 are encouraged to contact the National Delegation. The contacts of the National Delegations can be found at <https://business.esa.int/national-delegations>.

So far, Norway has made funding available for the Thematic Call on Space for Municipalities.



THE CALL FOR PROPOSAL



The Letter of Invitation for the Call for Proposals (ESA AO/1-8872/17/NL/CLP) is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) and includes:

- Cover letter
- Appendix 1: List of Thematic Calls for Ideas (including the calendar of the Thematic Call for Ideas 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 AO 8872, once a new 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” - <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 content of your proposal will be limited to filling in as necessary 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)



SPACE FOR MUNICIPALITIES BACKGROUND

- The advent of mobile internet connected devices, through their key features (i.e. fast and reliable sharing and dissemination of information everytime and everywhere), has boosted the amount and the quality of the mobile services that municipalities can offer to their citizens(i.e. [Government to the Citizens \(G2C\)](#)) and viceversa (i.e. [Citizens to Government \(C2G\)](#)) services
- Example of such services are: emission of parking permits, purchase of ticketing, booking of appointments, management of utilities and penalties, issue of certificates, collection of household waste,
- Despite the unquestionable benefits of the digital developments, municipalities still widely face barriers (lack of financial, technical, and personnel capacities) and legal issues (such as privacy and security) to the progress of electronic government.
- There is a potential to expand the portfolio of services, the integration of terrestrial and space-based technologies is an enabler of such enhancement catering for new services to the benefits of the citizens.



TOPICS OF RELEVANCE FOR SPACE FOR MUNICIPALITIES



Municipalities are meant as both [metropolis](#) and [smaller city/town](#).

Some [examples](#) of topics of relevance that could be addressed via services utilising space capabilities:

- [Infotainment location-based services](#):

Based on exploiting the capability of locating people and objects outdoor and indoor, in order to provide different types of services e.g. event/promotion notification, alarm control, disruption notification

- [Buildings and asset management](#):

To monitor buildings (and other relevant asset) in order to support and perform the required management which encompasses: maintenance, logistic, land use planning, use of available resources.

- [Monitoring of Illegal house and shanty towns](#):

Any construction done without required building permits is an illegal house. Monitoring the birth of new illegal settlements and their extension is a priority of municipalities. Over the past decade, there has been a growing emphasis on the use of technology for mapping the situation of the illegal buildings. Images of Google Maps have been even used in a few judicial proceedings

- [Crime prevention and civil enforcement](#):

Service to report police forces whenever and wherever the citizen feels unsafe. The indoor feature is very useful for supporting police intervention in crowded places such disco or a cinema in order to easily locate the potential victim.

- Earth Observation (SatEO)



to provide periodic images of the area which needs to be monitored. By comparing time-series images, changes of the area can be highlighted. Nowadays, the algorithms of change detection are well advanced and they are able to automatically detect man-made objects such as roads and buildings.

- Satellite navigation (SatNav)



to provide precise positioning and guidance, they also support trace and tracking application and geo-tagging data collection. GNSS data are used for outdoor services. Other technologies (e.g. wifi, Bluetooth, magnetic fields) are used to complement GNSS data enabling indoor applications. SatNav is required for Remotely Piloted Aircraft Systems (RPAs) operations. RPAs can be used as complementary solution for monitoring purposes to fill the gap between space-borne acquisitions and when an higher spatial resolution is required.

The integration of satellites with innovative technology, big data analytics, Artificial Intelligence techniques, expert systems, pattern recognition, multi-agent systems and others offers a wide range of opportunities for new applications.

OPEN QUESTIONS & ANSWERS SESSION



Participants Chat Notes

Participants

Speaker:

Chat

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European Space Agency

ESA Business Applications

→ SPACE IS OPEN FOR BUSINESS

<https://business.esa.int/funding/intended-tender/space-for-municipalities>