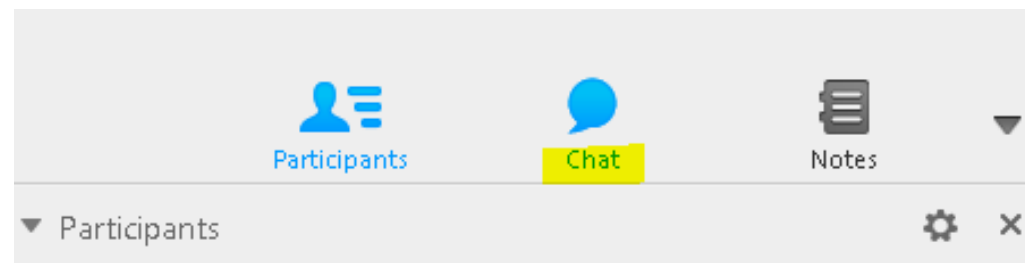
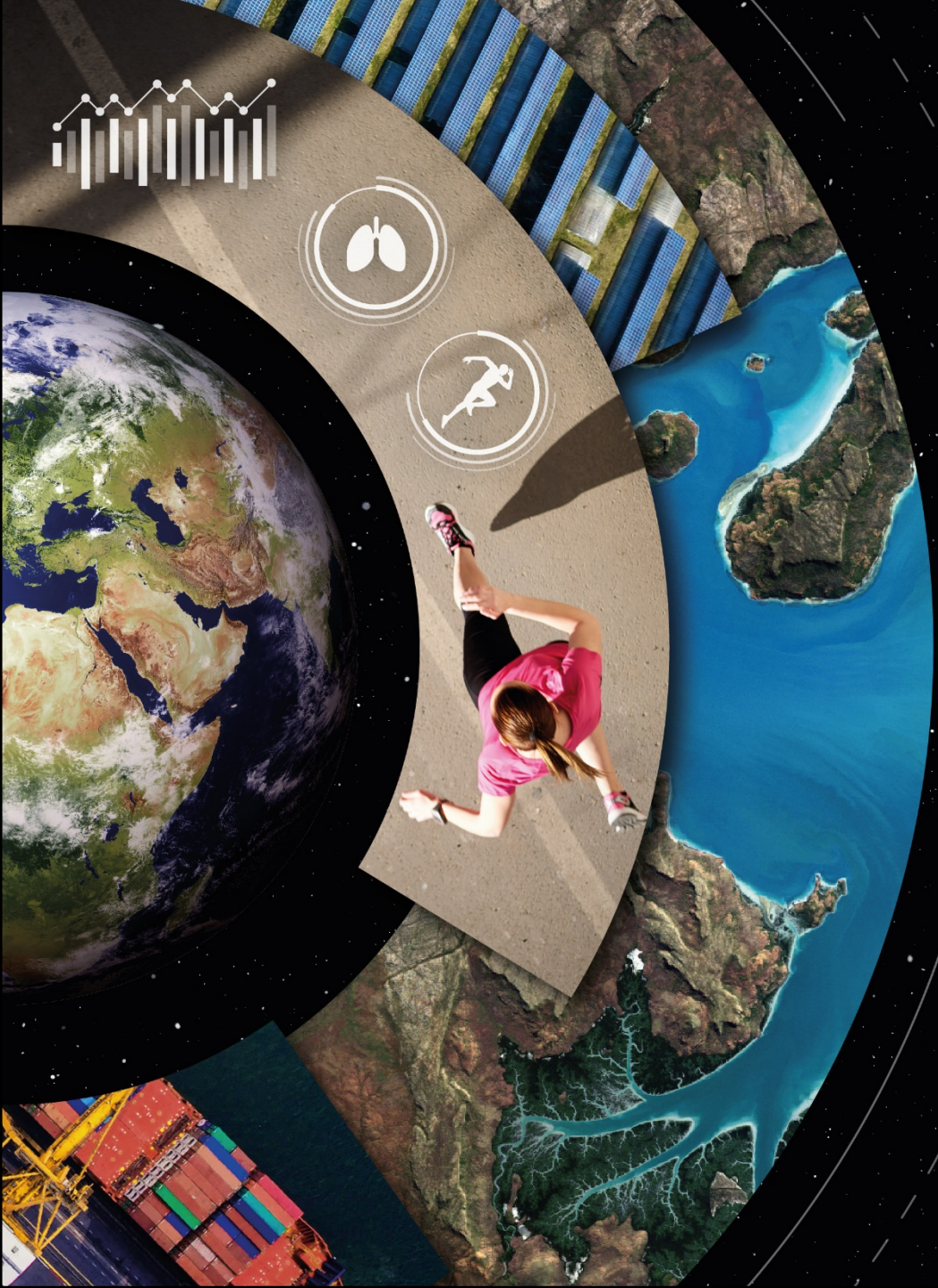


## WELCOME TO THE WEBINAR! Before we start...

- Due to the number of attendees, please keep your microphones muted at all times and switch off the webcam function
- You can use the chat function anytime to submit your questions to [Antje Vogel \(the presenter\)](#). They will be addressed during the Q&A at the end of the webinar





→ **KICK START ACTIVITY**

**PULP & PAPER**

16/08/2018, Pulp & Paper Webinar

Antje Vogel

Norbert Hübner



## WEBINAR AGENDA

- Introduction
- Space for Pulp & Paper
  - Background
  - Topics of relevance
  - Enablers from space
- Kick-start Activity essentials
  - Introduction to Kick-start Activity
  - What ESA offers
  - The Thematic Calls for Kick-start Activities
  - Authorization from National Delegations
  - How to apply
  - The Proposal Template
  - Study Tasks
- Q&A



# FUEL FOR YOUR BUSINESS

Can you leverage Space technology and data for the benefit of life on Earth?





## PULP & PAPER BACKGROUND

Pulp is one of the most abundant raw materials worldwide

Large established forest-based industrial sector accounts for 7% of EU manufacturing

Environmentally important impacts, due to dependence on water, energy and the forest ecosystem as a source of wood fibre

Industry is advanced in resource efficiency and open to innovations



Source: <https://www.pppc.org>



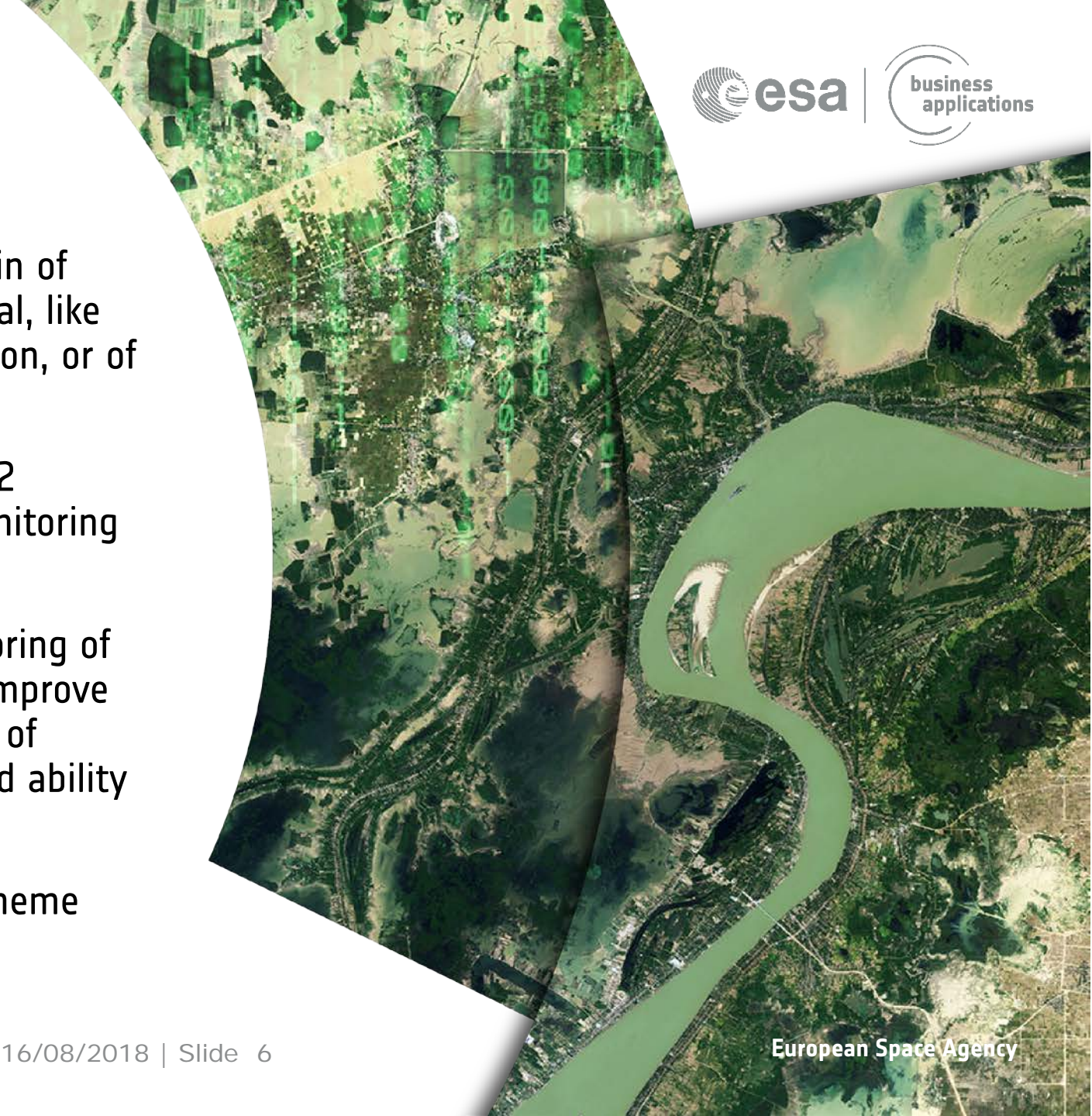
# TOPICS OF RELEVANCE

**Improved Pulp Logistics:** supporting value chain of pulp products starting from sourcing raw material, like logistics of salvage logging, waste paper collection, or of alternatives to wood (straw, grass, etc.)

**Cleaner Pulp Production:** support pulp mills CO2 emissions reduction with measurement and monitoring of emissions

**Supporting Paper Forest Management:** monitoring of plantations and tree maintenance in woods to improve forest management activities, such as inventory of timber, detection of growth issues and theft, and ability to obtain certification (from FSC or PEFC)

**Other topics:** any other idea fitting under this theme call



# THE POWER OF SPACE



## Satellite Navigation

- positioning/guidance to support trace and tracking and improved logistics
- route optimization for transports
- geo-tagging of in-situ data
- Personal security for forest workers



## Earth Observation

- monitoring of trees and forest conditions
- detection and assessment of unexpected natural events and their impacts on forests
- detecting, classifying and measuring air and water pollution



## Satellite Communication

- reliable communication infrastructure
- availability in remote locations

# INTRO TO KICK-STARTS

“Kick-start Activities” are ESA’s **funding scheme** enabling companies to undertake short Feasibility Studies (up to 6 months) that explore new service and application concepts making use of space capabilities.

“Kick-start Activities” offer an instrument to assess the technical feasibility and commercial viability of an idea with **limited initial investment** by companies. As such, this scheme is considered 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>





## WHAT ESA OFFERS

We'll work together to make your idea commercially viable, with:



Zero-Equity  
Funding  
(€60k-€2M+)



Tailored Project  
Management  
Support



Access to  
Our Network  
& Partners



Use of the  
ESA Brand for  
Credibility

# 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.



# AUTHORIZATION FROM NATIONAL DELEGATIONS

The **availability of funding** for the specific Thematic Call against which you submit your Proposal is an admissibility criteria. Proposals not authorized at the closing date 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 need to **contact your National Delegation**. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>.

**For the Thematic Call on 'Pulp & Paper' **Austria** and **Norway** have already pre-authorized the funding.**

## → HOW TO APPLY 1/2

1. **Register** by completing online questionnaire on [ESA-STAR Registration](https://esastar-emr.sso.esa.int) (minimum 'light registration') (<https://esastar-emr.sso.esa.int>)
2. **Download** the official tender **documentation** (Invitation to Tender) via [EMITS 'AO 8872'](#) (incl. clarification 28) from 20th August 2018
3. **Create** 'Bidder Restricted Area' in ESA-STAR
4. **Write your proposal** and obtain **Letter of Authorization** from [National Delegation](#), if needed (see below)
5. **Submit** your proposal via 'Bidder Restricted Area' in [ESA-STAR Tendering](#) by 1st October 2018 13:00 CEST (Don't wait until the last minute!)

Austria and Norway have pre-authorized the funding. Companies residing in other participating members states have to request a letter of authorization.

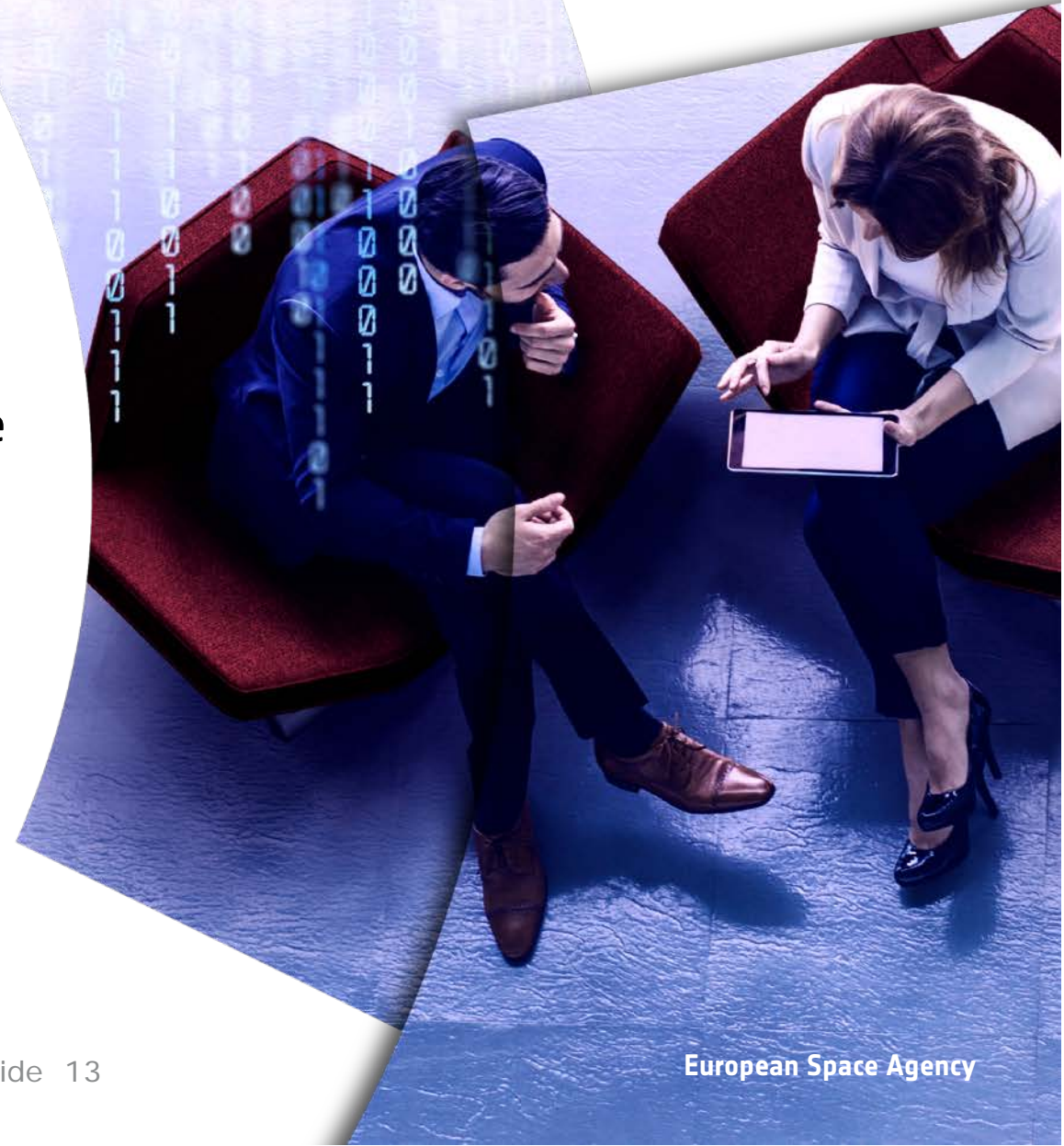




## → HOW TO APPLY 2/2

The Letter of Invitation to Call for Proposals is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) under 'AO 8872' 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



## → THE PROPOSAL TEMPLATE

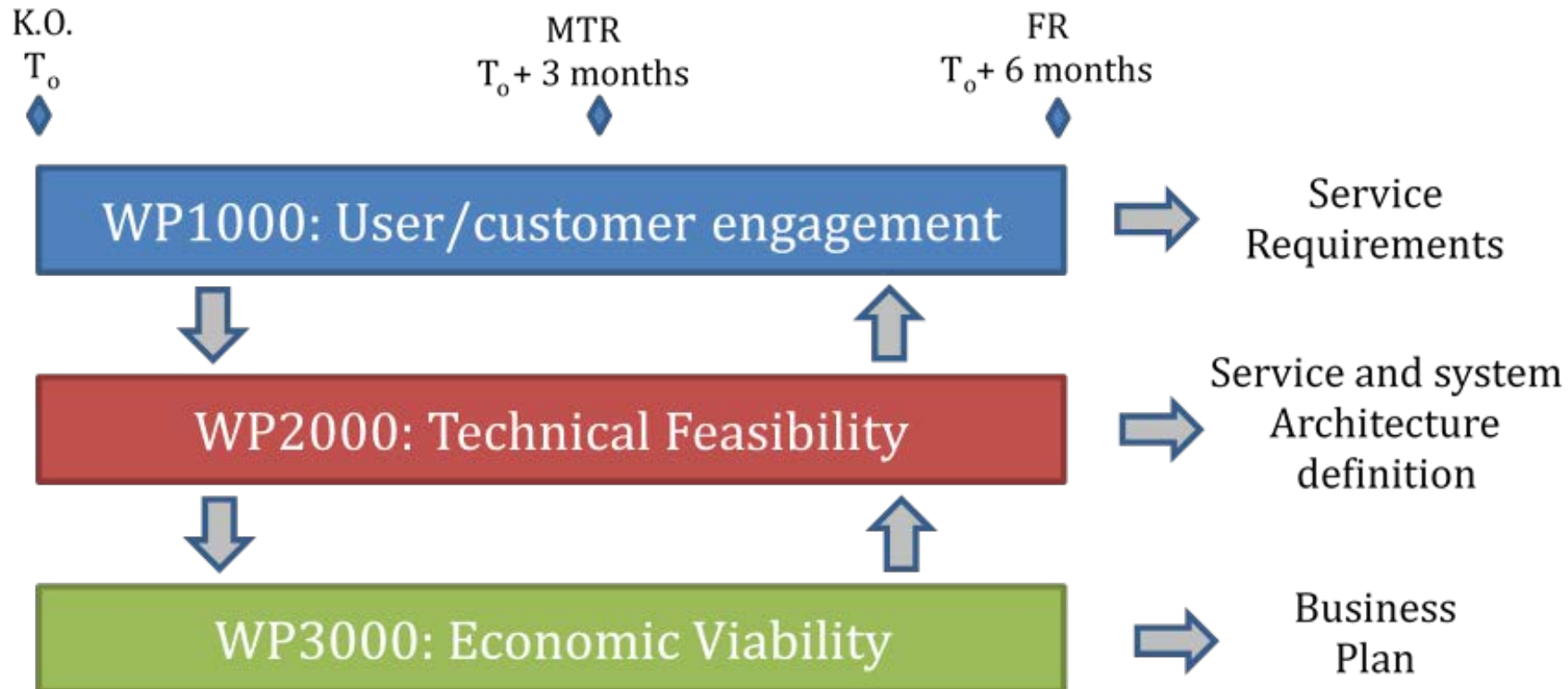
Your Proposal shall include the following information:

- 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)



# Kick-Start Activity

## → Study Tasks





A large circular graphic in the center of the slide. It features a central image of the Earth from space. Surrounding the Earth are several semi-circular segments containing different images: a bar chart with an upward-trending line, a pair of lungs, a person running, a container port, a solar farm, a landscape with a river, and a person in a pink shirt. The entire graphic is set against a dark background with a starry space pattern and concentric dashed white circles.

→ THANK YOU FOR PARTICIPATING

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Norbert Hübner– [norbert.huebner@esa.int](mailto:norbert.huebner@esa.int)

16/08/2018