

# MARITIME DECARBONISATION

## GREEN FUELS

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# What is ESA Space Solutions?

## SPACE TRANSPORTATION



## SCIENCE



## EXPLORATION



## EARTH OBSERVATION



## TELECOMMUNICATIONS



## NAVIGATION



## EXPLORATION



## APPLICATIONS





## TO WORK TOGETHER TO MAKE YOUR IDEA **COMMERCIALY VIABLE**, WITH:



Zero-Equity Funding  
(€50K-€2M+)



Tailored Project  
Management Support



Access to our  
Network and  
Partners



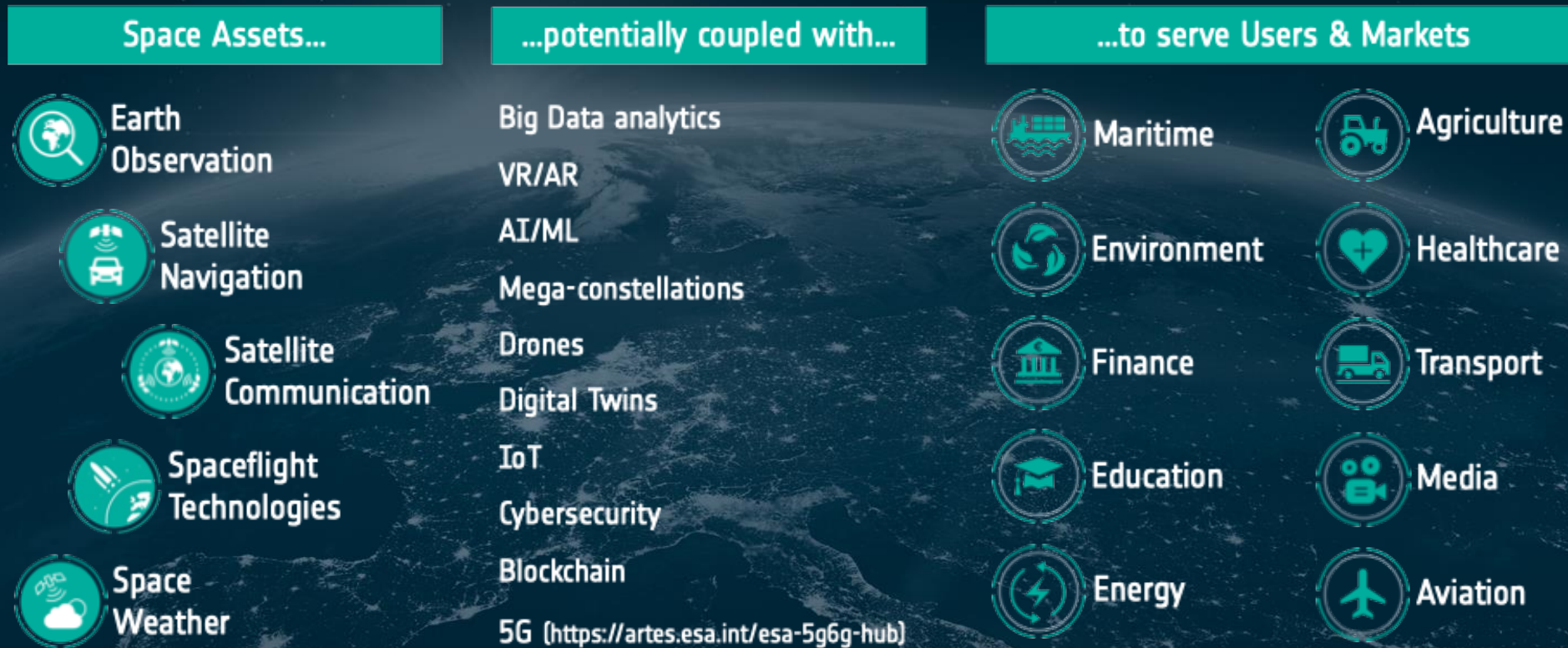
Use of ESA Brand  
for credibility

## AND ACHIEVE **VALUE** ENABLED BY **SPACE**



# Business Applications: space-enabled services

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



# Thematic Call



## Maritime Decarbonisation

Fixed Call for Proposals aimed at supporting the development of sustainable space-based services and applications that address challenges related to the decarbonisation of the maritime industry.

Additionally, the call seeks to assist the maritime sector in adapting to and complying with new European and international regulatory frameworks.

- 4 themes opened subsequently from 1 May to mid 2025
- Funding: up to 50% (80% for SMEs) of development costs
- No IP or equity retention
- Open to Feasibility Studies and Demonstration Projects



# Maritime Decarbonisation Call



Digitalisation  
and operations optimisation



Port decarbonisation



Decarbonisation through  
maritime autonomy



Green Fuels  
(well to wake)





## Areas of interest

- Green Fuels Supply Chain Optimisation and transparency
- Regulatory Compliance
- Support for Supply Chain and Bunkering Infrastructure
- Bunker-Specific Smart Routing
- Improving Reliability of Safety-Critical Systems
- Carbon Capture Systems
- Optimisation and Monitoring of Wind-Assisted Propulsion Systems



# Maritime Decarbonisation Call

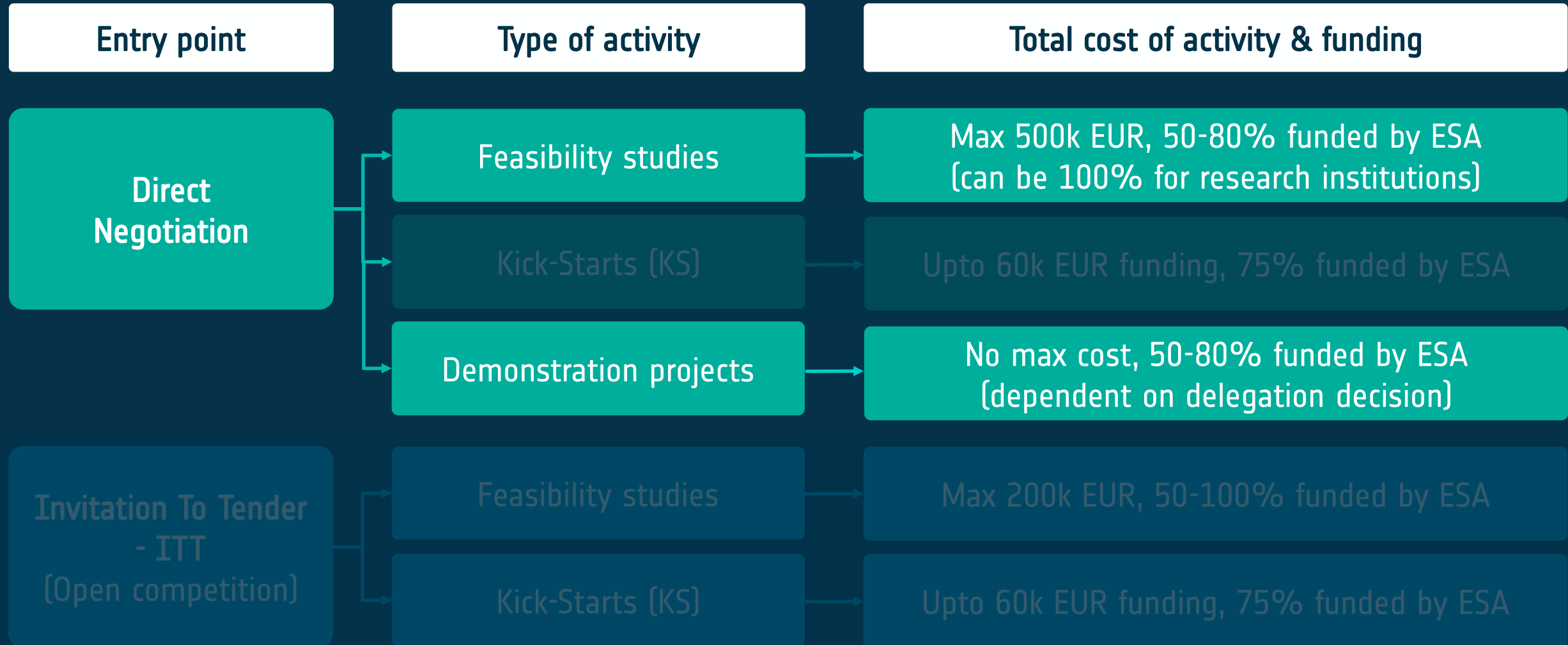
## Important dates

- OPENING DATE: 21<sup>st</sup> March 2025
- CLOSING DATE: 16<sup>th</sup> May 2025





# BASS Funding Schemes



*IPRs remain with companies*

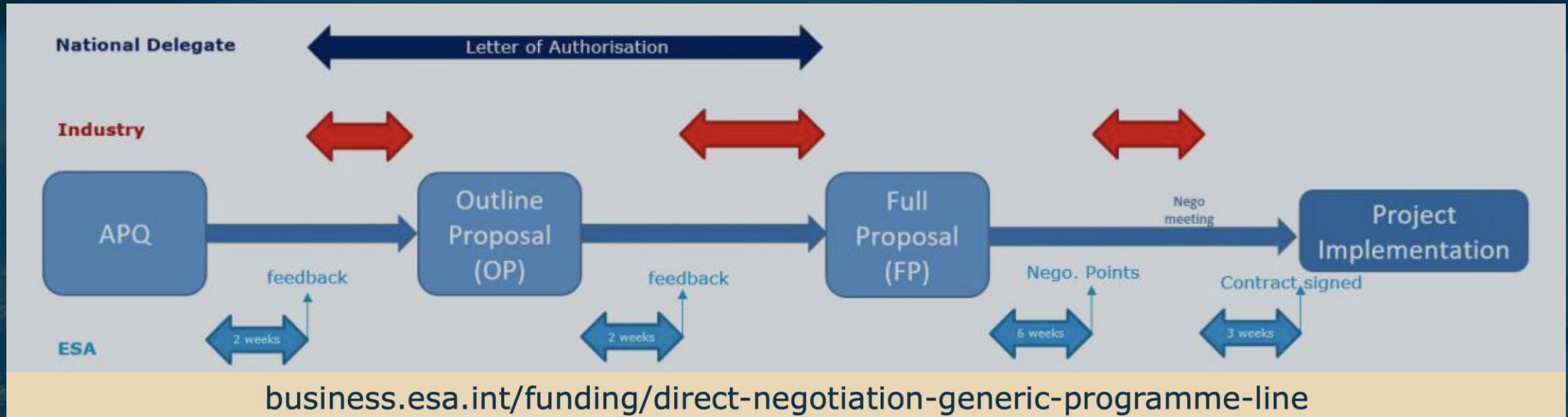






# How to apply?





- Incremental procurement approach: APQ is the starting point – max. 8-page document with a standard template to present WHAT, WHY, HOW
- Standard templates for proposals and deliverables before and during activity implementation
- Ambassador Platform available to guide companies in the process



# APQ – Activity Pitch Questionnaire

1. (WHO) Company Background Information.
2. (WHAT) do you want to offer your customers and what is the added value?
3. (WHY) Who are the target beneficiaries addressed by your offer, and what are their pains and gains
4. (HOW) do you intend to implement

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### ACTIVITY PITCH QUESTIONNAIRE (APQ)

ESA-TIAA-PO-2017-1054 - V. 3.19

The Activity Pitch Questionnaire (APQ) allows you to present your business idea in a reduced, standardised pitch. It helps ESA to quickly take informed decisions on next steps, pointing you to the most appropriate activity stream in case the APQ is considered acceptable (e.g., additional preparatory work, training, teaming up with some other partners, go ahead targeting a Feasibility Study or a Demonstration Project).

Gated and incremental approach: The submission process is based on the following three stages: the Activity Pitch Questionnaire (this form), the Outline Proposal, and the Full Proposal. In case the APQ is accepted by ESA, the answers to the questions of this APQ will be directly integrated in the Outline Proposal and extended as needed. In a similar way, the elements of the Outline Proposal, if accepted by ESA, can be directly integrated in the Full Proposal.

**Prepare your pitch:**

- Make sure you use the **LATEST VERSION** of the [APQ template](#)
- Explanations of terminology used here can be found in the document [Terminology used in ESA Business Applications](#).
- Some explanations on how to prepare the APQ are available in the presentation [ESA Business Applications - Guidelines for APQ Preparation](#).
- Choose the appropriate Open or Thematic Call. For further details, visit [ESA Opportunities for Open Calls](#).

Call:  Activity:

*\*Please be aware, it's important to ensure you have selected the right options.\**

**Submit your pitch:**

- Contact your National Delegation<sup>1</sup> as specific rules may apply depending on your country.
- Please note that for a given idea, **ONLY ONE** APQ submission is possible (no subsequent submission of revised APQ Form(s) is allowed).
- The APQ has a validity of **ONE YEAR**: in case of no draft of Outline Proposal is submitted within one year from the date of the APQ submission, the APQ will be considered by ESA as withdrawn.
- Your APQ shall be submitted using the [online web form submitter](#) accessible at [APQ Submit!](#) Please note that only PDF formats are accepted.

**Activity Pitch Process:**

Upon submission of your Activity Pitch Questionnaire:

- ESA may provide this Activity Pitch Questionnaire to and discuss it with the National Delegations of the countries of your consortium.
- ESA will assess your pitch.
- ESA will provide written feedback typically within 10 working days from the date of the APQ submission.

<sup>1</sup> Contact details of the National Delegations can be found under: <https://business.esa.int/national-delegations>

For Greek entities, please note that Greece does not support non-competitive bids, therefore Greek proposals are not admissible under in this call.

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**Important Note:**

- For optimal viewing and accurate completion of the template, please download and install the latest version of [Acrobat Reader](#), which is available for free.
- Click on **?** for more information.

### Section AP.1 Background information

**1 AP.1.1 Idea name:**

Brand name:  Full name:

**1 Thematic market area**

Primary 1:  Subcategories 1:

Primary 2:  Subcategories 2:

Keywords 1:  Keywords 2:  Keywords 3:

**1 AP.1.2 Basic company information**

Name:  Website:

Address:  Country:  Phone:

Contact point name:  Email:

**1 AP.1.3 Company background**

Year of creation:  Revenues (Most recent figure in EUR) / Year:

Number of employees:  Industry / sector:

Coming from ESA BIC(\*):  (\*) If Yes, conclusion date of BIC contract: mm/yyyy

More details:

**1 AP.1.4 Have you had any previous activities within Business Applications?**

If Yes, indicate name of any previous activities and possible commercial outcomes

Max 270 characters (no spaces)

**1 AP.1.5 Are you applying with sub-contractors?**

If Yes, who are the other entities?

Name:  Website:  Industry:  Country:

Name:  Website:  Industry:  Country:

Name:  Website:  Industry:  Country:

Roles in Activity:

Max 360 characters (no spaces)



1. APQ is a critical stage
2. Limited word count makes it more complex – make every word count
3. Be specific and descriptive. Avoid “fluff”, and “magic” black boxes.
4. Key messages:
  1. Show you understand the final customer and their pains
  2. Very clear and understandable value proposition
  3. Clarity on how you will commercialise the development
  4. Clear definition on the scope of the activity, what’s in, what’s out
5. Commercial focus



1. The **authorization form the National Delegation** will be required for the submission of the Full Proposal (third step in the application process), thus it is a good idea to initiate a dialogue with your National Delegation early on.
2. Please note that funding is **open to consortiums**, however all organisations and businesses must be located in an ESA member state participating in the programme BASS
3. To date, these countries include Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Lithuania, Ireland, Italy, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland, and The United Kingdom.
4. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>



# Thank You!



Subscribe for Maritime  
opportunities



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<https://www.linkedin.com/in/nilangli/>