ESA Business Applications
Kick-start Activity
Theme: People Mobility

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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**
  - ➢ People Mobility Background
  - ➢ Topics of relevance for People Mobility
  - ➢ Enablers from space

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

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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

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INTRODUCTION TO KICK-START ACTIVITY
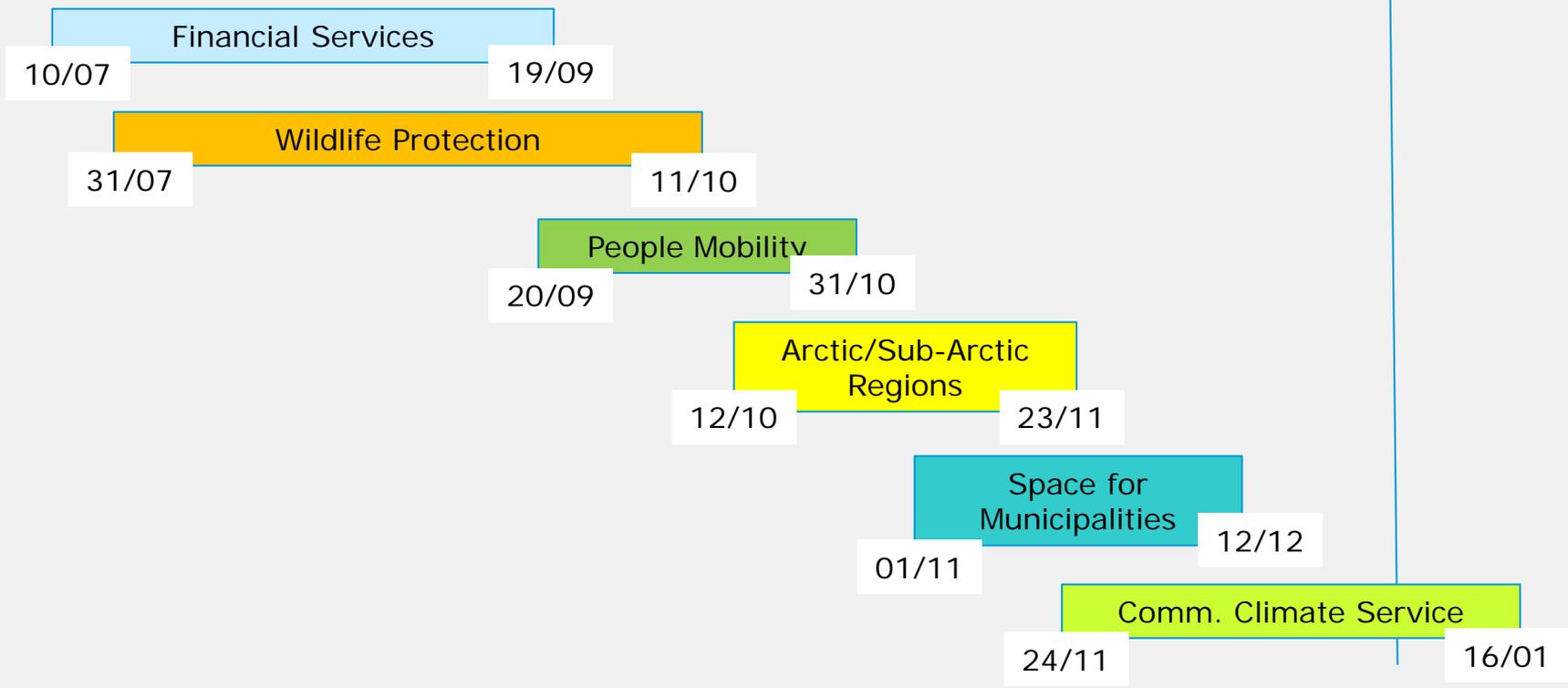

- The "Kick-start Activity" is ESA's new funding scheme which enables companies to undertake short Feasibility Studies (up to 6 months) that explore new service and application concepts making use of space capabilities (e.g. Satcom, SatNav, SatEO).

- 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

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KICK-START WORK PLAN, 2ⁿᵈ Sem. 2017

WHAT ESA OFFERS

Financial support

Technical and business expertise

ESA branding and promotion

Network and partnership building

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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, Austria, Germany, Luxembourg, and Norway have made funding available for the Thematic Call on People Mobility

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.

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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)

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PEOPLE MOBILITY BACKGROUND

Common challenge for the European cities is how to enhance people mobility while at the same time reducing congestion, accidents and pollution. In fact, urban mobility accounts for 40 % of all CO_2 emissions of road transport and up to 70 % of other pollutants from transport.

Solutions concern the creation of an efficient and integrated mobility system that allows for organising and monitoring seamless transport across different modes. Services offering travellers an easy, flexible, reliable, and environmentally sustainable everyday travel, including public transport, car-sharing, car leasing and road use, as well as offering a more efficient goods shipping and delivery possibilities to urban freight transporters, are pertinent to this thematic call.

Source: http://sites.ieee.org/connected-vehicles/news/news/

TOPICS OF RELEVANCE FOR PEOPLE MOBILITY

Some examples of topics of relevance that could be addressed via services utilising space capabilities:

- Integration platform for people mobility service:

  Combining data from several public and private transport services to provide the user with several transport options to choose the one that best suits the needs. Space can be a key element for coordinating and managing multimodal traffic flows and deliver mobility as a service.

- People mobility service in rural areas:

  Analysis of sustainable mobility solutions for people living in rural areas. Specific aspects to be investigated are the user needs, business viability and environmental impact to improve mobility and reduce car usage.

- Urban Logistics mobility service:

  As urbanization increases and the demand for urban freight transport grows, there is a need for a more efficient urban freight transport and logistics system that can minimize the travel distance and maximize the transport capacity by creating tighter relationships among different partners and by integrating the logistics operations in a single service platform can help transporters to identify the best solution by combining different mode of transport as trucks, trains, etc.

- AI for people mobility service:

  As daily travel generates massive amounts of data relating to traffic, flows, locations, all recorded into connected data sets, the capacity to mine these data sets using AI techniques to deliver insights and information on traffic and public transport data will be a key for the mobility service platform.

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ENABLERS FROM SPACE

- Earth Observation (SatEO)

High-resolution EO satellite images to provide the maps for the traffic management, to evaluate the conditions on the ground, assess changes and provide meteorological information such as wind speed and direction, humidity, and others

- Satellite navigation (SatNav)

For tracking & tracing the different types of vehicles, such as cars, buses, trucks, trains; to guide to target locations; to operate traffic management systems; to enable location-based services and others

- Satellite communication (SatCom)

For global communication whenever the terrestrial communications are absent or not reliable

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

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→ SPACE IS OPEN FOR BUSINESS

https://business.esa.int/funding/intended-tender/people-mobility

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