



ARTES Integrated Applications Promotion

Kick-start Thematic call for Ideas

Theme: Outdoor tourism

Jan. 12th 2017, Webinar
D. Tomassini, R. Rinaldo, N. Huebner
Davide.Tomassini@esa.int
Rita.Rinaldo@esa.int
Norbert.Huebner@esa.int

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WELCOME BY ESA

- Welcome to participants
- Guidelines how/when to interact during the WebEx session:
 - Due to the number of attendees, please keep your cameras always switched-off ; and microphones muted till the Questions & Answers session
 - You can use anytime the chat function to submit your questions that will be then addressed at the end of the Webinar
- On 19th Jan2017 (time-slot TBD) a second Webinar session will be held

AGENDA

- 10:00-10:20
 - Welcome by ESA
 - Introduction to Kick-start Thematic call for Ideas
 - What ESA offers
 - Kick-start Work plan
 - The Thematic Call for Ideas
 - Support from National Delegations
 - The Call for Proposals
 - “What you need to do”
 - The Proposal Template

- 10:20-10:30
 - Definition of Outdoor Tourism
 - Background
 - Topics of relevance for Outdoor Tourism

- 10:30-11.00
 - Open Questions & Answers session

INTRODUCTION TO KICK-START THEMATIC CALL FOR IDEAS



- Kick-start is ESA's **new Integrated Applications Promotion (IAP) funding scheme** to enable companies to undertake **short feasibility studies** (up to 6 months) that explore new service and application concepts which make 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 IAP**
- 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 IAP in the form of **demonstration projects**^(*)

(*)<https://artes-apps.esa.int/opportunities/call-for-proposals-artes-iap/demonstration-projects>

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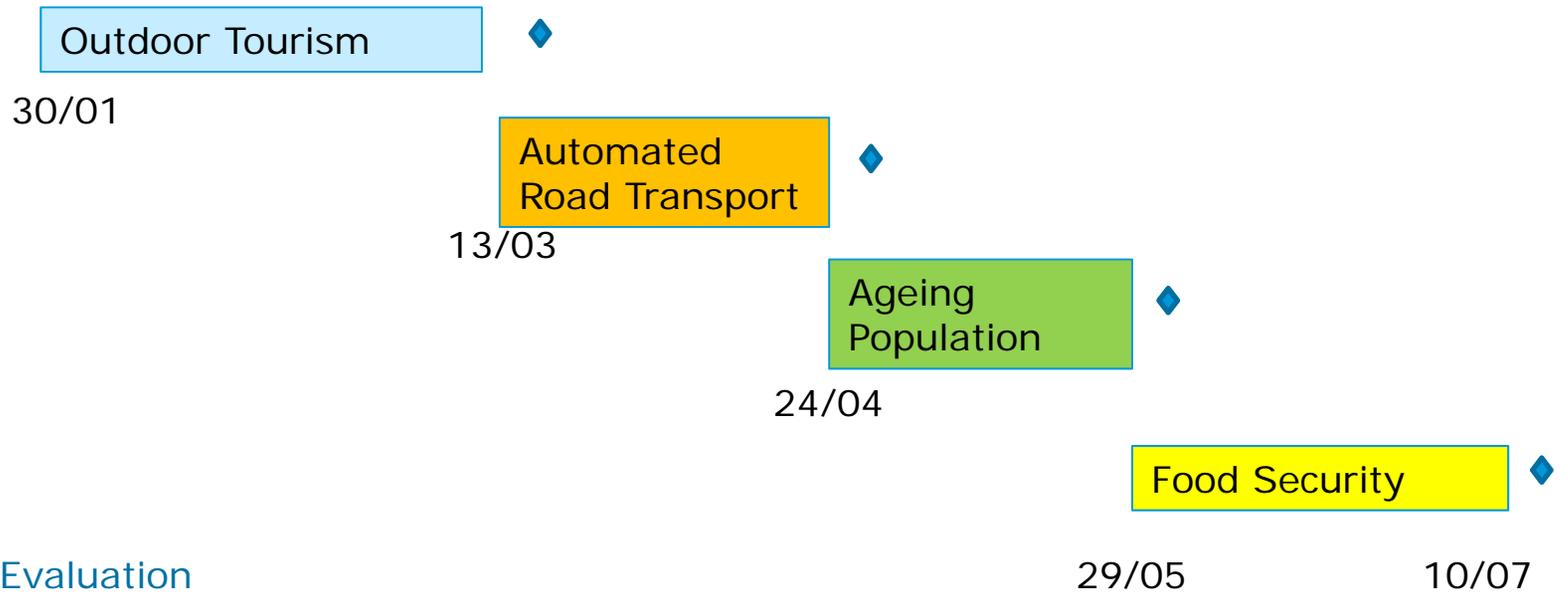
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WHAT ESA OFFERS

- Financial support
- Technical and business expertise
- ESA branding and promotion
- Network and Partnership Building

KICK-START WORK PLAN

January February March April May June



◆ Proposals Evaluation

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THE THEMATIC CALL FOR IDEAS

- The Thematic Calls for Ideas are [open to any Industry in IAP 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 Kick-Start Thematic Call for Ideas 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 for Ideas against which you submit your Proposal is an admissibility criteria. Proposals not supported at the closing of the Thematic Call for Ideas 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 IAP Member States that have already provided their financial support to the Thematic Call for Ideas
- In case your company/organization 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://artes-apps.esa.int/national-delegations>.

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THE CALL FOR PROPOSAL



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



“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” website (<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 contents 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)

DEFINITION OF OUTDOOR TOURISM



- Any type of tourism that mostly takes place outdoor is pertinent to this thematic call



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BACKGROUND

- Destinations worldwide received **348 million international tourists** (overnight visitors) between January and April 2016, some 18 million more than the same period in 2015 (+5.3%)
- Despite these good results, **safety and security of tourists, as well as preservation and valorisation** of touristic attractions remain a challenge
- Local authorities and relevant stakeholders (e.g. Travel Operators) are often faced with the **challenges** of both maintaining and preserving popular outdoor sites as well as encouraging and managing streams of visitors
- In addition, tourists are getting more and more **tech savvy**, and expect to be able to use their smart-phones and tablets to both plan their journeys and get information while on site

TOPICS OF RELEVANCE FOR OUTDOOR TOURISM

- These are **some examples** of topics of relevance that could be addressed via services utilising space capabilities:
 - **Improve safety of tourists** and the general situational awareness of the administration authorities via:
 - Track & trace of tourists and rescue teams on digital maps with real-time and global SOS and alerts messages
 - Management of tourists with geo-fencing and time-fencing
 - **Improve preservation of touristic sites/attractions** with the support of tourists
 - Tourist reporting geo-localised pictures/text via their smart-phones to support the identification of threats that require risks assessment and preservation by the administration authorities
 - **Improve tourists' planning and fruition:**
 - Augmented reality and tourist flow management

OPEN QUESTIONS & ANSWERS SESSION

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"Space is the Limit"

Thank You!

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