

# ESA Business Applications

## Kick-start Activity

### Theme: Social Inclusion

17 April 2018, Webinar

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## AGENDA

- **15:00-15:20 (CET)**
  - 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
  
- **15:20-15:30 (CET)**
  - ‘Social Inclusion’ background
  - Topics of relevance for ‘Social Inclusion’
  - Enablers from space
  
- **15:30-16:00 (CET)**
  - Questions & Answers session

# 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 and  
switch off the webcam function
  - You can use the chat function anytime to submit your  
questions to Norbert Huebner (the presenter). They will be  
addressed during the Q&A at the end of the webinar

# INTRODUCTION TO KICK-START ACTIVITIES



- “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 (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, 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<sup>(\*)</sup>**

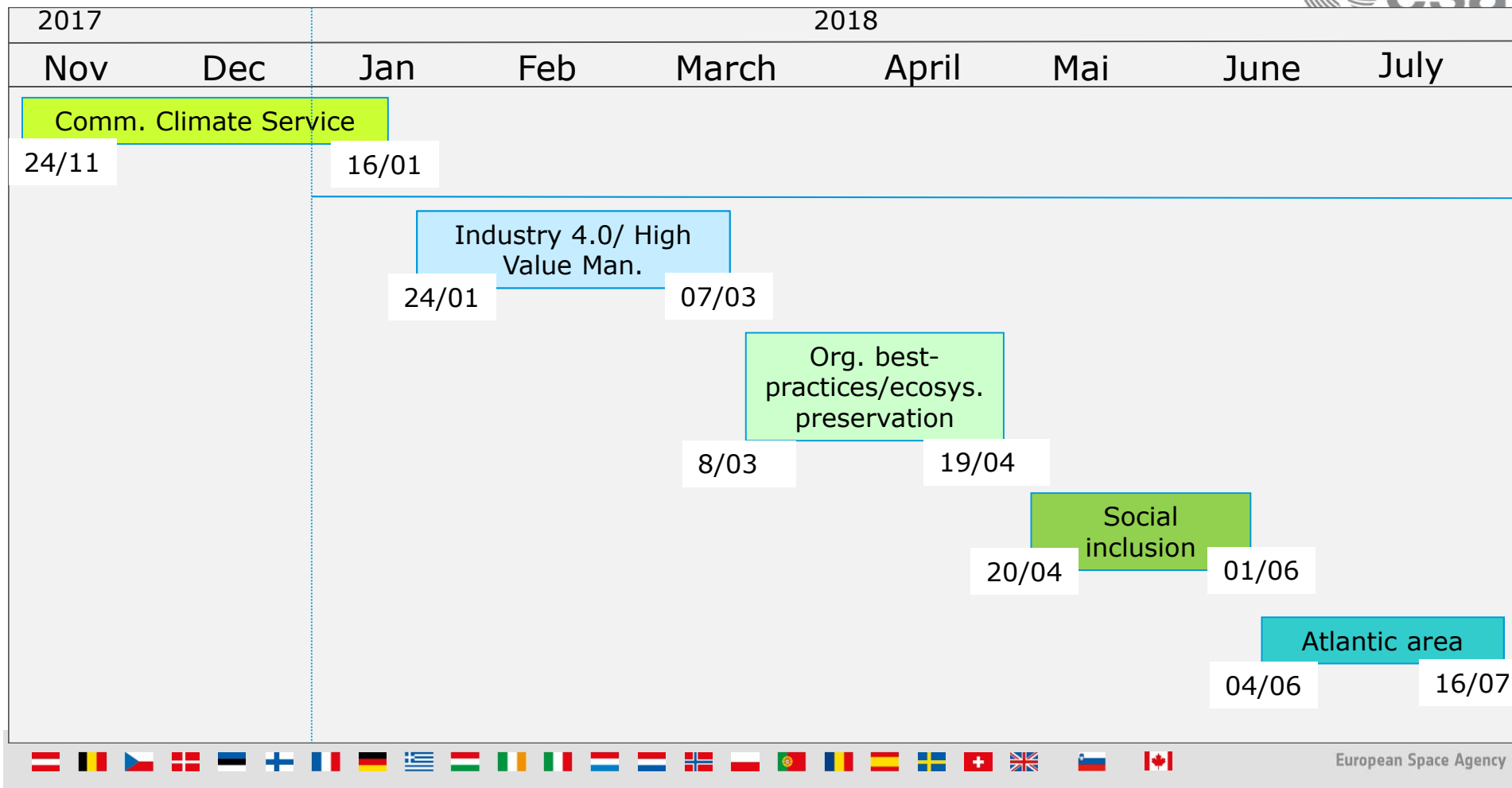
(\*) <https://business.esa.int/funding/direct-negotiation-call-for-proposals/demonstration-projects>

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# KICK-START ACTIVITIES 2018, 1<sup>st</sup> Semester



# WHAT ESA OFFERS



Financial support



Technical and business expertise



ESA branding and promotion



Network and Partnership Building

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# THE THEMATIC CALL 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 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 'Social Inclusion',  
Germany and Norway have made funding available**

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# THE CALL FOR PROPOSALS

The general Call for Proposals “ARTES Integrated Applications Promotion (IAP) Kickstart Activities” (ESA AO8872) is issued on ESA’s electronic tendering system EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) and includes:

- Cover letter
- Appendix 1: List of Thematic Calls for Ideas (2018, 1<sup>st</sup> semester)
- Appendix 2: Draft Contract
- Appendix 3: Tendering Conditions for the applicable  
Express Procurement Procedure - EXPRO/TC
- Appendix 4: Proposal Cover Letter & Proposal Template (.doc)
- Clarification (#26): Specific information on the theme “Social Inclusion”

# “WHAT YOU NEED TO DO”

- The proposal submissions shall make use of the **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](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)

# KICK-START ACTIVITY ON SOCIAL INCLUSION

- Any proposal addressing the challenge of Social Inclusion Services and utilising at least one space asset is relevant for this thematic call



**Education**

**Social  
Participation**

**Citizenship and  
residence**

**Discrimination**

**Poverty**

**Other**



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# SOCIAL INCLUSION BACKGROUND

**Social exclusion** is the process in which individuals or groups of people are systematically blocked from, or denied full access to, a number of various rights, opportunities and resources (e.g. **education, healthcare, employment, civic engagement and democratic participation**) that are normally available to members of society.

The concept of social exclusion therefore includes not only the traditional dimension of poverty, but also the multidimensional aspects of material and non-material deprivation, their interrelationships, and the dynamics of social, economic, and political marginalisation.

**Social inclusion**, the converse of social exclusion, is affirmative action to change the circumstances and habits that lead to (or have led to) social exclusion. E.g. the World Bank defines social inclusion as **the process of improving the ability, opportunity, and dignity of people, disadvantaged on the basis of their identity, to take part in society.**

A kick-start activity under this theme shall propose services which will rely on space based assets and data in addition to terrestrial capabilities to support sustainable Social Inclusion activities anywhere on Earth.

# TOPICS OF RELEVANCE (1)

- ❑ **Poor Education:** early school leaving and barriers to accessing affordable, quality education and training are common to socially excluded young people. Rural and remote areas are the ones that mostly suffer from poor education.
- ❑ **Discrimination:** Chronic and repetitive experiences of discrimination (based on various individual characteristics such as ethnic background, gender, sexual orientation, religion, language) increase the probability of experiencing social exclusion. Mapping information using geographic information system (GIS) technologies is enabling experts to combine and map multiple indicators in order to better understand the geography of deprivation.
- ❑ **Lack of Citizenship or Residence:** For immigrants, permanent address, a residency permit, and a legal status in the host-country, are often preconditions for enjoying basic economic and social rights in most welfare systems.  
Other cases are for instance, in rural and remote areas where many inhabitants do not have a valid residence simply because their house streets do not have names. The same may apply to some of the over 0.5 billion nomad people (husbandry) across the globe.

## TOPICS OF RELEVANCE (2)

- ❑ **Lack of Civil Engagement:** Rural and remote communities do not have, or have very limited, **civic engagement and democratic participation** due to a general lack of local infrastructures. For instance, large percentages of rural and remote communities do systematically not participate to the elections just because they cannot reach the urban areas, which are far and poorly connected, to vote, hindering their **social participation**.
- ❑ **Poverty:** Poverty and **very to extreme low income jobs** mean that poor people have insufficient resources to afford **quality housing and material security, quality education and training, good health care, cultural, and recreational activities**, etc. More extremely, malnutrition is a side of poverty that undermines the most basic human right, the right to live.
- ❑ **Any other topic:** Bidders are free to propose activities tackling **other topics which fit** under this theme call

# ENABLERS FROM SPACE



- **Earth Observation** can support social services, such as but not limited to food security, farming and related emergency managements. Earth observation can be also applied to demographic analysis and mapping.



- **Satellite Navigation** can enable or enhance several of the above mentioned services by adding the geo-localisation component to identify, locate and track things (e.g. crops, sensors or streets without names).



- **Satellite Communication** can overcome a lack or an insufficient reliability of terrestrial communications means via the provision of an independent communication network capable of enabling a wide range of social services, such as, but not limited to, Wi-Fi Hot-Spots for refugees and immigrants; education platforms, eHealth; electronic voting; cellular backhauling.

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# OPEN QUESTIONS & ANSWERS SESSION



Participants

Chat

Notes

▼

▼ Participants

Speaker:

▼ Chat

Send to: (Presenter) ▼

Select a participant in the Send to menu first, type chat message, and send...

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# ESA Business Applications

→ SPACE IS OPEN FOR BUSINESS

<https://business.esa.int/social-inclusion>