



Space for URN Management

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Welcome to the Webinar!

Before we start...

- Please keep your microphones muted during the webinar and make sure your webcam is switched off.
- You can use the conversation function anytime to submit your questions. They will be addressed during the Q&A at the end of the webinar

Webinar Plan



ESA Welcome and **Introduction**

About ESA's **Space for Underwater Radiated Noise Management** funding opportunity

How to Apply to the funding opportunity

Q&A Session

We Are European Space Agency (ESA)



EUROPE'S GATEWAY TO SPACE

WHAT

23 Member States, 5000 employees

WHY

Exploration and use of space for exclusively peaceful purposes

WHERE

HQ in Paris, 7 sites across Europe and a spaceport in French Guiana

HOW MUCH

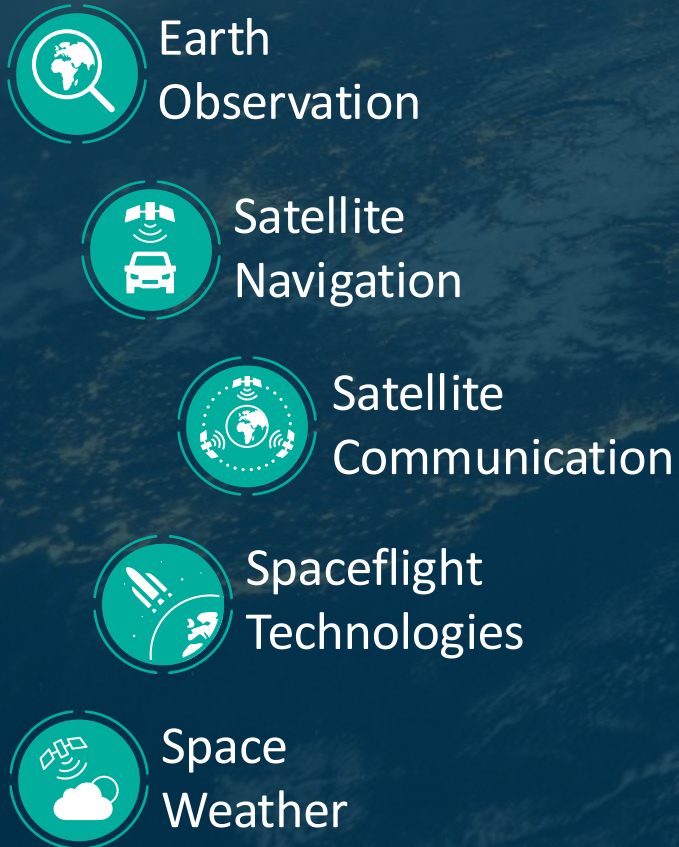
€7.68 billion in 2025



Business Applications: space-enabled services

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

Space Assets...



...potentially coupled with...

Big Data analytics
VR/AR
AI/ML
Mega-constellations
Drones
Digital Twins
IoT
Cybersecurity
Blockchain
5G (<https://artes.esa.int/esa-5g6g-hub>)

...to serve Users & Markets



What ESA Space Solutions offer



Our aim is to work together to make your idea commercially viable, with:



Zero-Equity
Funding
(€50K-€2M+)



Tailored Project
Management
Support



Access to our
Network and
Partners



Use of ESA
Brand for
Credibility

What's in it for us?

SOCIO-ECONOMIC IMPACT

Deliver **social value** and
economic sustainability



USE OF SPACE TECHNOLOGY

Expand the **utilization of space** in
new markets and **user
communities**



INDUSTRY COMPETITIVENESS

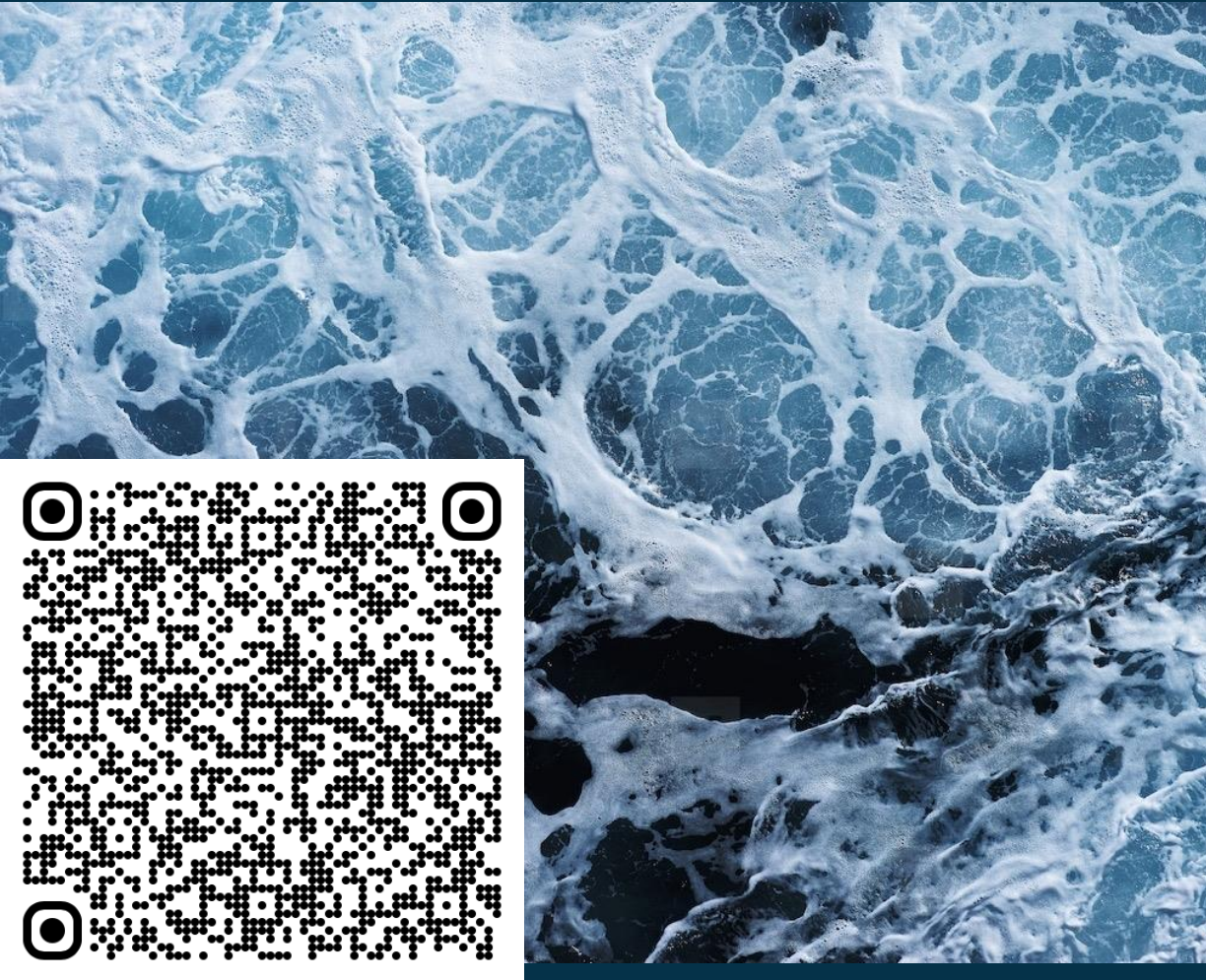
Strengthen **European Industry**
competitiveness on the global
space and non-space markets





Space for URN Management Call for Proposals

Space for URN Management funding opportunity



Opening date: 1 September

Closing date: 17 October

Objective: ESA will support the development of innovative services that leverage space technology to address the challenges posed by underwater radiated noise (URN) to the marine environment

Funding range: €50,000 - € 3 million per activity, covering 50-80% of activity costs.

Eligible Activities: Feasibility Studies and Demonstration Projects lasting 6 months to 2 years



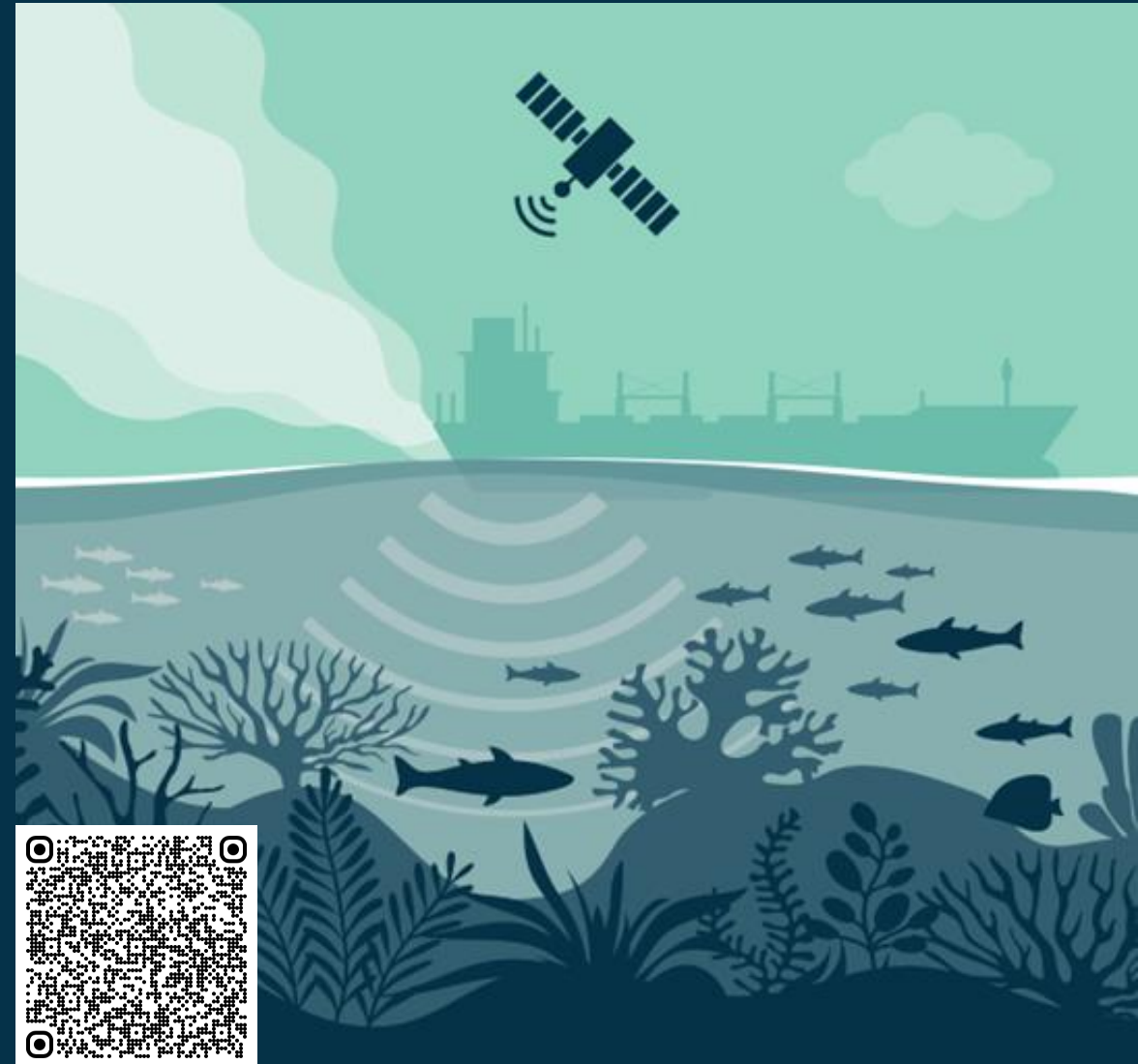
Impact of Underwater radiated noise on Ecosystems

- Growing environmental pressure:
 - 91% of Europe's seas are exposed to ongoing shipping noise and 10% to high shipping density
 - Impulsive noise affects around 8% of European marine areas
- Noise pollution consequences: disrupting communication, navigation, and behaviour in marine species, and threatens the stability of entire ecosystems
- Efforts to monitor, regulate, and mitigate noise are increasing (IMO, EU, UK ...)
- Challenges for fully assessing the scope of URN impacts, given variability in vessel types and noise characteristics, cumulative impacts of multiple noise sources, effectiveness of mitigation measures, risk assessments considering chronic exposure knowledge gap, dose-response relationships, etc.

Quiet Maritime environment: Quiet ship design, voluntary certification and compliance; quiet ship operation; and quiet port initiatives

Environmental Services: URN in ESG and Digital Maritime Analytics, URN Monitoring; Risk mapping of URN impacts, and Monitoring shipping and URN impact on MPAs.

Subsea Activity Noise Management: Construction noise mitigation and Continuous machinery noise



For more details, the use cases can be found on the webpage. Please scroll to the bottom and check the downloads section. Document: Call Activity Description → Objectives of the Call

The value of space

Satellite Communications (SatCom)



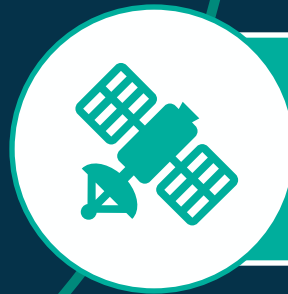
AIS supports correlation of noise emission with traffic patterns. When integrated with in situ acoustic sensors or DAS systems it can enhance URN monitoring. Satcom can also be used for real time retrieval of remote sensors.

Satellite Earth Observation (SatEO)



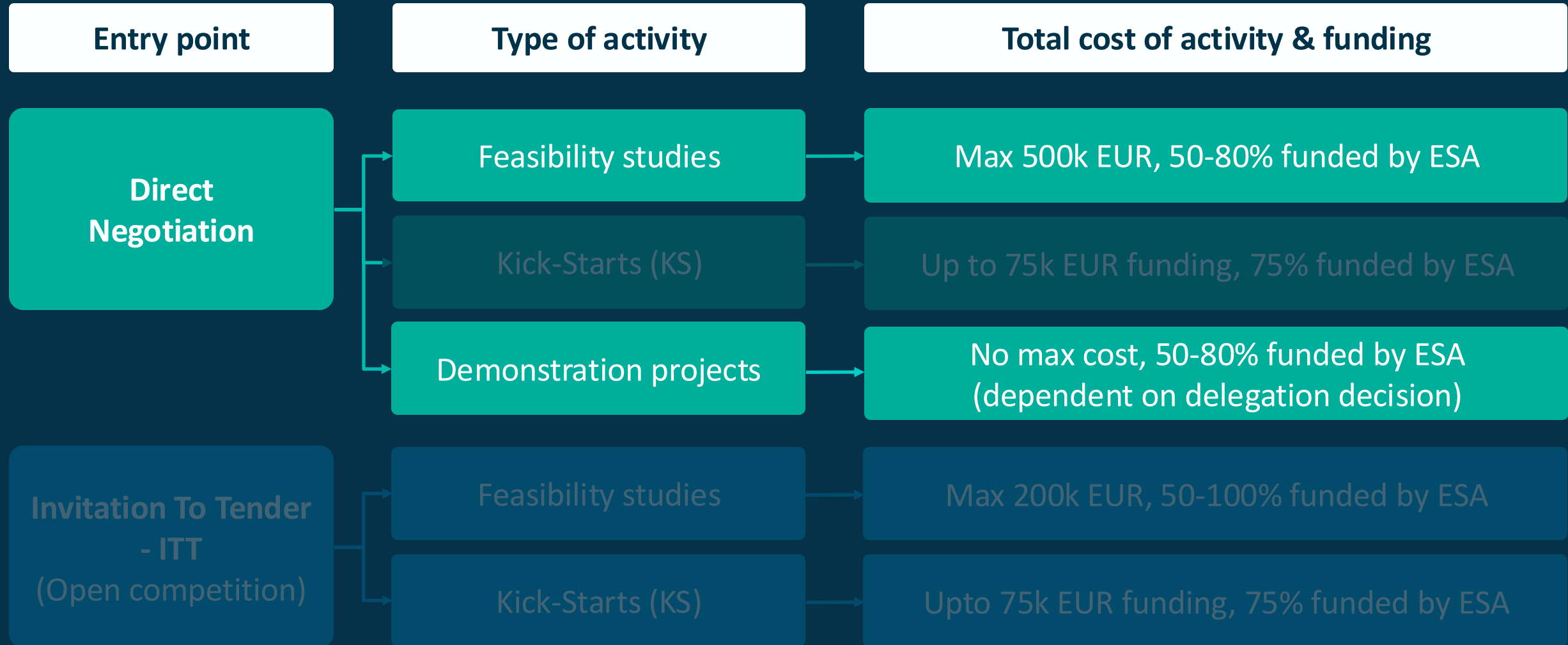
Can be used for environmental characterization including bathymetry, sea surface temperature or wave data. EO can also be used for monitoring vessel activity in sensitive areas.

Satellite positioning (GNSS)

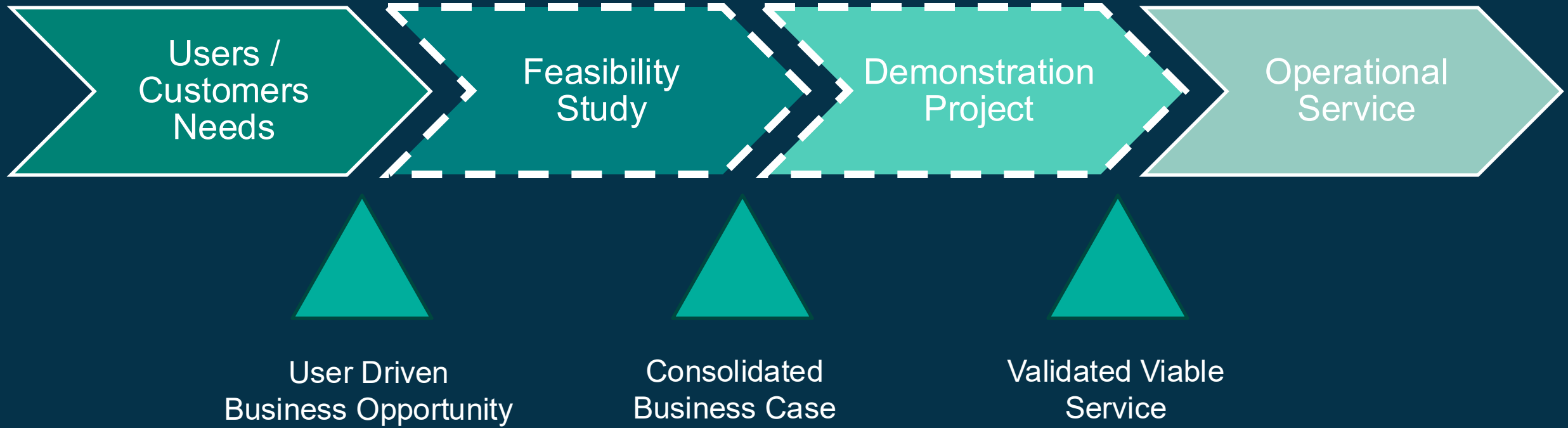


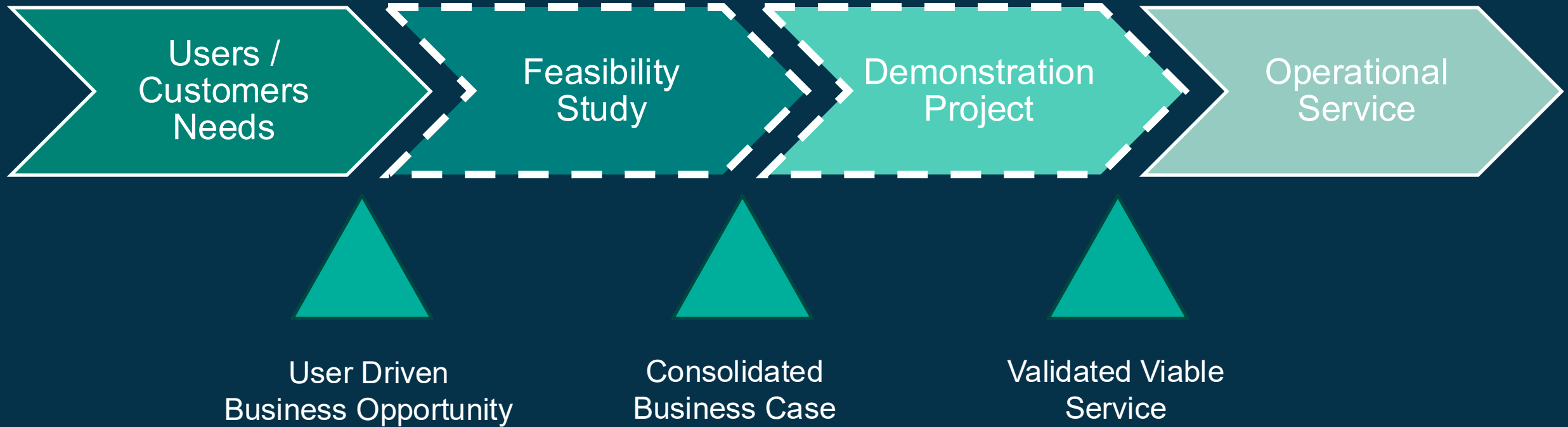
Underpins positioning accuracy for AIS for precise modelling. It can also be used for geofencing sensitive areas to enable noise reduction measures.

BASS Funding Schemes



IPRs remain with companies





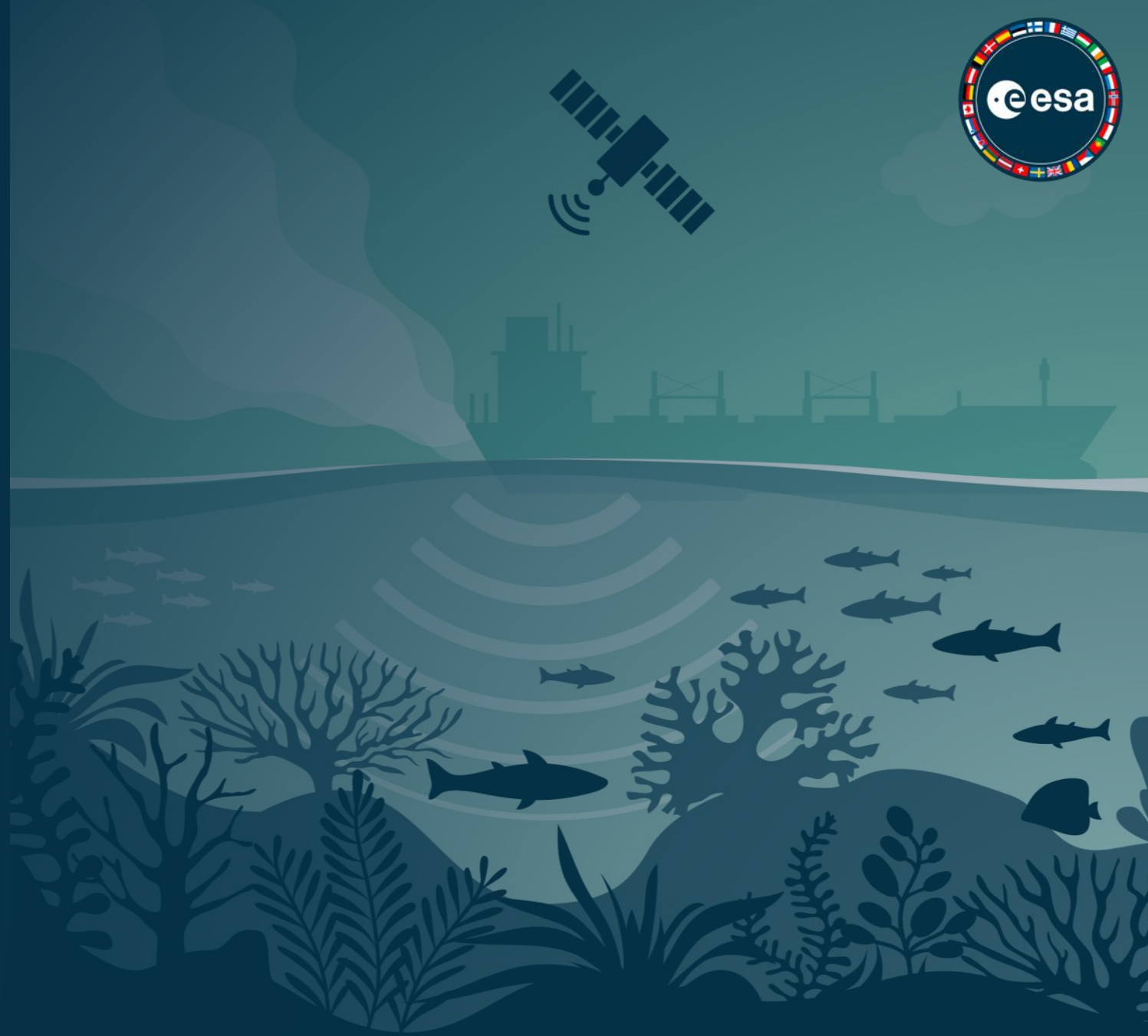
Feasibility Study

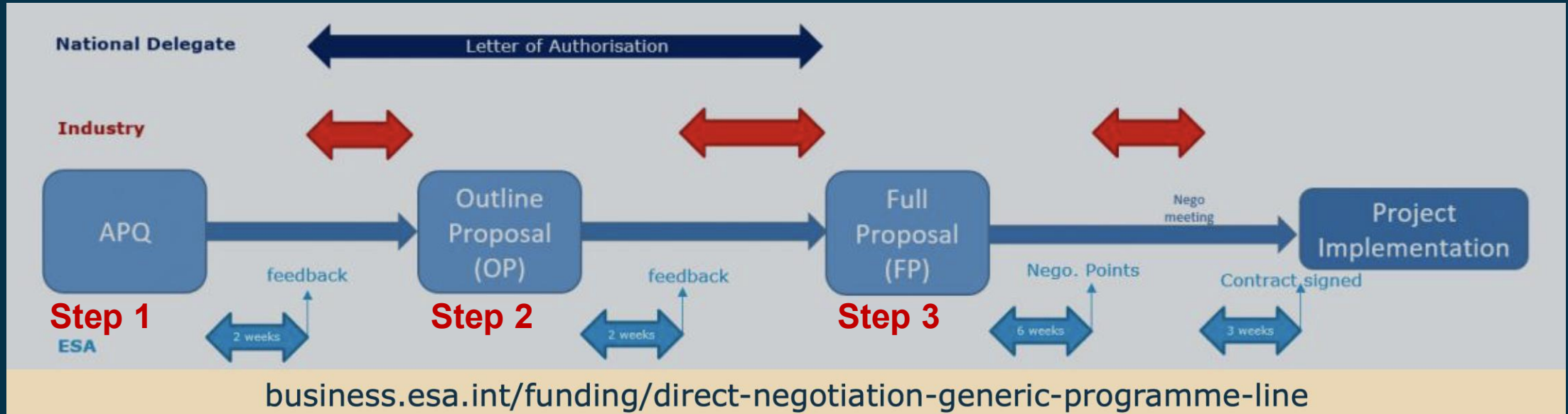
- Explore the viability of new service concepts, consolidate the user landscape and requirements
- Evaluate the economic sustainability and technical feasibility of space-based solutions to user needs



- 17

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:
<https://business.esa.int/ambassador-platforms>

Step 1: The APQ

Download an Activity Pitch Questionnaire here:
<https://business.esa.int/documents>

Submit it here:
<https://business.esa.int/apq-submit>

ESA reviews APQs weekly with three outcomes:
invitation to prepare a proposal, discussion with ESA, or
rejection.

You will receive feedback on your APQ within 2 weeks
of submission.

You will be assigned someone in ESA to guide you
through the rest of the process



Step 1: The APQ



- 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
- (OPTIONAL) APQ+ for fast-track application

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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.

Activity Pitch Questionnaire (APQ)

Outline Proposal

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 Delegation¹ 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.

¹ 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

AP.1.1 Idea name:

Brand name: Full name:

Thematic market area

Primary 1: Subcategories 1:

Primary 2: Subcategories 2:

Keywords 1: Keywords 2: Keywords 3:

AP.1.2 Basic company information

Name: Website:

Address: Country: Phone:

Contact point name: Email:

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:

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

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

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:

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Keywords 1: Keywords 2: Keywords 3:

AP.1.2 Basic company information

ic Call (under 1-10494) ▼

Activity: Space for Underwater Radiated Noise Management ▼

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

describe ESA use case addressed

I agree that the APQ can be shared by ESA with the partners of the relevant use case.

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

Submit your pitch:

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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)

AP.1.5 Are you applying with sub-contractors? ▼

If Yes, who are the other entities?

Name:	Website:	Industry:	Country:
--	--	--	--
--	--	--	--

Max 360 characters (no spaces)

Roles in Activity:

1. APQ is a critical stage
2. Be specific and descriptive.
3. Key messages:
 1. Show you understand the final customer and their pains → Engage with potential customers of your solution
 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
4. Commercial focus
5. You can use any satellite data, not just ESA
6. Check eligibility
7. Consult ambassadors: <https://business.esa.int/ambassador-platforms>

1. The **authorisation from the National Delegation** will be required for the submission of the Full Proposal (3rd Step), thus it is a good idea to initiate a dialogue with your National Delegation early on.
2. The contact information of the National Delegations can be found at <https://business.esa.int/national-delegations>
3. 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
4. To qualify for funding, your team must be located in one of the following countries: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Hungary, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland, United Kingdom, Lithuania, or Slovakia.
5. If your company is based in Greece, Spain, or Canada, eligibility for funding requires that your idea is related to 5G technologies or includes a significant element concerning Safety and Security.

Thank You!



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www.linkedin.com/in/noelia-a-zeta