

ESA Business Applications Kick-start Thematic call for Ideas Theme: Wildlife protection

July 25th 2017, Webinar
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AGENDA

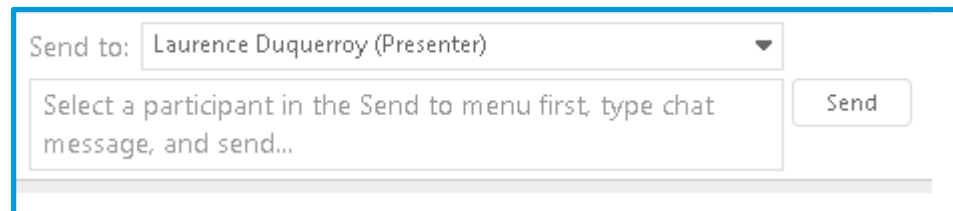
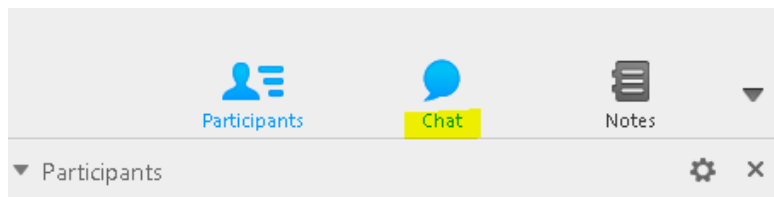
- 12:00-12:20
 - Welcome by ESA
 - Introduction to Kick-start Thematic call for Ideas
 - What ESA offers
 - Kick-start Work plan
 - The Thematic Call for Ideas
 - Support from National Delegations
 - The Call for Proposals
 - “What you need to do”
 - The Proposal Template

- 12:20-12:30
 - Wildlife protection: background
 - Topics of relevance for Wildlife protection
 - Enablers from space

- 12:30-13.00
 - Open Questions & Answers session

WELCOME BY ESA

- Welcome to participants
- Guidelines how/when to interact during the WebEx session:
 - 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 Laurence Duquerroy**. They will be addressed during the Q&A at the end of the Webinar



INTRODUCTION TO KICK-START THEMATIC CALL FOR IDEAS



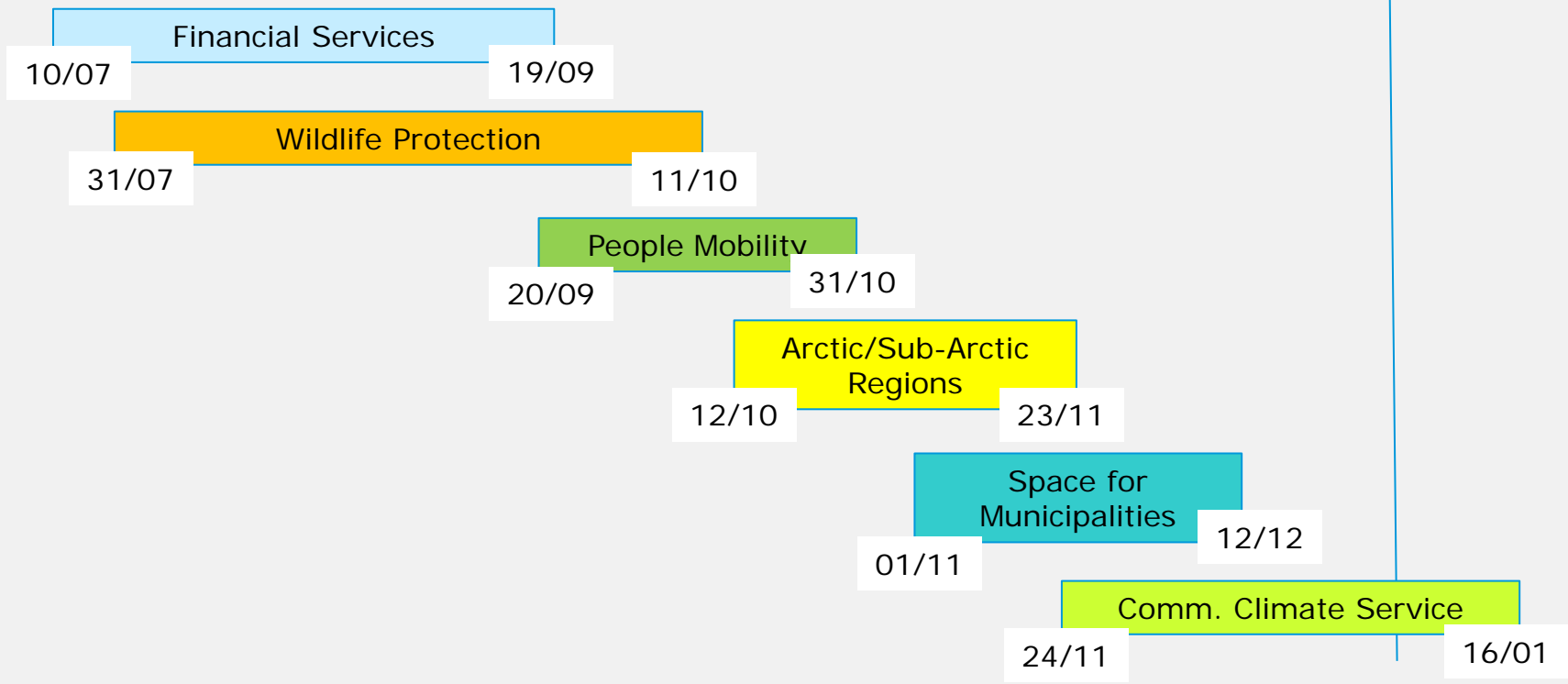
- Kick-start is ESA's **new funding scheme** to enable companies to undertake **short feasibility studies** (up to 6 months) that explore new service and application concepts which make use of space capabilities (e.g. Satcom, SatNav, SatEO)
- Kick-start activities offer an instrument to assess the viability 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 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/opportunities/call-for-proposals-artes-iap/demonstration-projects>

KICK-START WORK PLAN, 2nd Sem. 2017



June July August September October November December January



WHAT ESA OFFERS



Financial support



Technical and business expertise



ESA branding and promotion



Network and Partnership Building



THE THEMATIC CALL FOR IDEAS

- The Thematic Calls for Ideas are **open to any Industry 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 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 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://business.esa.int/national-delegations> .

So far, Germany, Luxembourg, Norway and UK have made available funding for the Thematic Call on Wildlife protection



THE CALL FOR PROPOSAL



The Call for Proposals (ESA AO/1-9072/17/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 9072, once the Wildlife Protection 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” 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)



WILDLIFE PROTECTION BACKGROUND

The rapid loss of wildlife species today is estimated to be up to 10,000 times higher than the natural extinction rate (Living Planet Report 2016, WWF), due to the increasing pressure of human activities that contribute to habitat loss and degradation, overexploitation, climate change and pollution.

Innovative technologies are more and more considered by many actors in the wildlife conservatory community as essential tools to improve the efficiency of wildlife protection programs. They can offer accurate, comprehensive and timely information related to habitat change, animal tracking, poaching, etc.



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OBJECTIVES



This new opportunity looks for **innovative applications and services** based on the **integration of space and non-space technology**, offering **enhanced and affordable support to conservatory plans**, while ensuring **economic sustainability** to the involved private actors. Three main topics of relevance have been identified:

- **Wildlife monitoring, tracking and inventory**

Keeping track of animal movement patterns, monitoring habitat utilisation and population demographics, identifying poaching incidents and breakouts, etc.

- **Habitat monitoring and assessment**

Monitoring and evaluating habitat attributes which are essential to maintain or restore wildlife population, as well as threats such as invasive species, deforestation, pollution, etc.

In the context of this call, this also includes monitoring of new infectious diseases spread by species whose natural habitat has been altered by human activities such as deforestation.

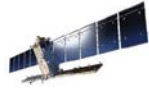
- **Fighting against poaching and illegal wildlife products trading**

Actions against illegal and unsustainable wildlife trade, such as support to anti-poaching activities and law enforcement against wildlife trade, identification of illegal wildlife trade route, etc..

ENABLERS FROM SPACE



- Earth Observation (SatEO)



High-resolution EO satellite images for monitoring environmental changes in wildlife habitat, wildlife movement patterns and species numbers

- Satellite navigation (SatNav)



For tracking & tracing animals, controlling and commanding Remotely Piloted Aircraft Systems, geo-localising in-situ measurements from sensors

- Satellite communication (SatCom)



For in-the field communications in remote areas, for precise and continuous tracking of animals (e.g. ARGOS)

The integration of satellites with innovative technology, e.g. RPAS, big data analytics, image-recognition algorithms, species predictive behavior algorithm, crowd-sourcing, etc., offers a wide range of opportunities for new applications.

OPEN QUESTIONS & ANSWERS SESSION



ESA UNCLASSIFIED - For Official Use



European Space Agency

ESA Business Applications

→ SPACE IS OPEN FOR BUSINESS

<https://business.esa.int/funding/intended-tender/wildlife-protection>