European Earth Observation, future opportunities for business

G-STEP Launch,
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Friday 19th June
• Brief presentation of GMES
• Business opportunities
  ▪ Research and Development Programme 7 projects
  ▪ Competitiveness and innovation programme
• Example of success in Gmes services
What is GMES?

Global Monitoring for Environment and Security (GMES)

European *independence* in data sources for environment and security monitoring

and

The European *contribution* to the Global Earth Observation System of Systems
GMES Overall View

What is their need?

Specific application

Information Services

Sustainable observation

Policy Makers & Public

Farming
Oil Spill Tracking
Air Quality
Flood

Land
Marine
Atmosphere
Emergency

Space Infrastructure & In Situ Infrastructure

Observation

USERS

Public

GMES
Observing our planet for a safer world
Goal of GMES

GMES aims at developing sustainable services, following the example of meteorology, but for other domains such as:

- emergency management
- air quality monitoring
- land monitoring
- ocean & sea ice monitoring etc...

In addition, science is needed to create and continuously improve operational services.
Several markets to come

• A survey on Earth Observation downstream sector made by Ecorys confirms that SMEs will be the main actors of the different markets.

• OECD tells that the world market for Earth Observation commercial date which was $735 millions in 2007 has the potential to raise to around $3 billions in 2017.
Supporting SMEs

• SMEs – backbone of EU economy: important players in all value chains; 23 million SMEs (99 % of all firms) employ 85 million people (67% of total employment)
• EU policies coordinated, aligned with national efforts: subsidiarity principle
• Factors influencing SME growth: fiscal, social legislation, access to finance
• Gmes as “public good” to contribute to SME policy
Business opportunities built by the EC

- Different focus & different phases of innovation:
  - FP7 support technical research and development projects
  - CIP (Competitiveness and Innovation Framework Programme) support market replication projects and promotion and dissemination activities
- Expected synergies between the two programmes should avoid financing gap between the development of research and the concrete market application of the results.
FP7 Call for tender

• The objective of FP7 space work programme is to support a European Space Policy focusing on applications.
• Budget for downstream services: € 47M
• Next call published: end July 2009
• Deadline: November 2009
FP7 Call for tender

- Development and/or adaptation of methodologies, tools for services
- SMEs participation in Gmes is particularly encouraged
- SM collaborative projects are expected with upper eligibility limit of €2.5 M
Opportunities for SMEs in FP7

• Services are especially interesting in different areas
  - Land management
  - Biodiversity
  - Soil degradation
  - Urban planning
  - Coastal environment
  - …..
Competitiveness and Innovation Framework Programme, 2007-2013

• Between 2007-2013: some 475000 SMEs will receive €3.6 billion in EU support to invest in all forms of innovation and growth.
CIP- Entrepreneurship and Innovation Pillar

Objectives:
Access to finance for the start-up and growth of SMEs as well as investment in innovation activities, including eco-innovation.

Main actions:
• CIP financial instruments:
• Enterprise Europe Network (business support services)
CIP financial instruments

• No direct financing from the EC.
• European Investment Fund has been mandated to work on behalf of the Commission with financial intermediaries
• www.access2finance.eu
European Enterprise Network

• The EEN is the largest network of contact points providing information and advice to EU companies on EU matters, in particular SMEs.
• http://www.enterprise-europe-network.ec.europa.eu/
Example of success in Gmes services

- Urban Atlas services
  - A European initiative to provide harmonised data on land use and land cover in urban zones
  - Will enable proper monitoring of Urban sprawl
  - High resolution ensures change monitoring over short time period
Call for tender won by a SME

• Created in 1989 to work on
  ▪ Geographic Information System
  ▪ Production and Processing of Geographical Data
  ▪ Image-processing and Interpretation of Photographs

• Turnover 2008: € 1.4 M
• 30 employees
Urban Atlas: From satellite image...
... to city maps
weblinks

- European portal for SMEs
  - ec.europa.eu/enterprise/sme/
- EU support programmes for SMEs
- Guide on CIP, FP7 and Structural funds:
Thank you for your attention

If you want to find out more about Gmes

- [www.gmes.info/](http://www.gmes.info/)