



FINNISH METEOROLOGICAL INSTITUTE

# BalticSatApps

## Speeding up Copernicus Innovation for the BSR Environment and Security

A SHORT INTRODUCTION to BALTICSATAPPS PROJECT

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## BACKGROUND

- In the last 30 years, substantial R&D efforts in the field of Earth Observation (EO) have been made globally.
- At EU level, EO activities are coordinated with the Copernicus programme, which is one of the leading providers of EO data.
- However, technical barriers currently prevent users from fully exploiting the data and information that Copernicus delivers.
- The combination of space data with other data sources and technologies open up many business opportunities for the whole EU.
- Stronger links with the commercial downstream sector would be essential to develop tailor-made applications, reach out to new users, and connect the space sector with other sectors.

**The BalticSatApps project financed by the European Regional Development Fund answers to this need, aiming at speeding up the market uptake of EO satellite data in the Baltic Sea Region by utilising societal challenges and needs along with the developer community as innovation drivers.**



BalticSatApps project consortium consists of three kinds of organisations:

- ❖ Copernicus data user support organisations
- ❖ Innovation stimulation organisations
- ❖ Business development organisations

**To establish a chain of activities from user uptake to demand and innovation stimulation, and from there, to actual business development.**

**The partner countries are Estonia, Finland, Poland, Russia and Sweden.**



**DURATION: 36 MONTHS (01.10.2017-30.09.2020)**

**LEAD PI:** University of Turku (FI)

**RESEARCH PERFORMING ORGANIZATIONS:**

- ☐ Swedish National Space Board (SWE),
- ☐ Cracow University of Technology (PL),
- ☐ St.Petersburg Information and Analytical Centre (RF),
- ☐ **Tartu Observatory (EE),**
- ☐ Institute of Geodesy and Cartography (PL),
- ☐ Turku Science Park (FI),
- ☐ **Tartu Science Park Foundation (EE),**
- ☐ Cracow Technology Park (PL),
- ☐ European-Russian InnoPartnership (RF).



## PROJECT OBJECTIVES

- ✓ **To increase the capacities of regional Copernicus program intermediaries to reach and educate the existing and potential user groups in Finland, Sweden, Poland, Estonia and Russia in resulting following results:**
  - 1) Improved accessibility of the data provided by Copernicus Programme
  - 2) Increased competence of the staff of the intermediary organisations in reaching and education user groups, that will lead to sustainably enhanced level of service
  - 3) Increased capacity among different user groups (SMEs, students, public authorities and other intermediaries) to understand potential of the satellite data and to utilize, that will gradually turn into increased market demand for EO systems and services
  - 4) Transferable methods for reaching and educating user groups, that are readily available for use also outside the project partnerships.



## PROJECT OBJECTIVES

✓ **To increase the capacities of regional innovation actors to facilitate the open innovation processes and stimulate the demand for EO systems in their area in resulting following results:**

1) Increased competence of the staff of the innovation actors to facilitate innovation and to stimulate demand for EO systems

2) Transferable methodologies to bringing together Copernicus stakeholders, ICT SME community, NGOs, research institutions and public authorities and match the end user needs with potential EO solutions, to stimulate public and private sector demand and to develop EO innovations with relevance to and acceptance of end users, that are readily available for use also outside the project partnerships.

3) Increased demand for EO systems and reinforced innovation capability in the project region, that will gradually lead to increased business opportunities in the field



## PROJECT OBJECTIVES

✓ **To increase the capacities of STPs (Science Technology Parks) to commercialise Copernicus innovations and contribute to policy and a strategy level environment relevant for the EO industry in resulting following results:**

- 1) Increased competence of the STPs' staff to support commercialization of Copernicus innovations, that will lead to sustainably enhanced level of service.
- 2) Transferable business acceleration measures to support SMEs in the EO industry, that are available for use also outside the project partnerships.
- 3) Increased understanding on required policy level measures that empower the EO innovation ecosystem, that will enable the actors to engage in strategy level development measures.
- 4) Enhanced capacity of the SMEs and entrepreneurs to scale up their EO related business.



## Work Packages (WPs)

**WP1** - Project management and administration

**WP2** - User uptake activities

**WP3** - Stimulating demand & innovation

**WP4** - Business development activities. Piloting and documenting of acceleration program tailored for Earth Observation innovations





# PARTNERS INVOLVED WITH WP2

- **Finnish Meteorological Institute (WP-Leader)**
- Turku Science Park Ltd
- Tartu Observatory
- **Institute of Geodesy and Cartography (WP-Leader)**
- St.Petersburg State Unitary Enterprise St.Petersburg Information and Analytical Centre
- Swedish National Space Board
- Non-commercial Partnership «European-Russian InnoPartnership»



# WP2-OBJECTIVES

- Raise awareness
- Increase knowledge
- Deploy an effective user engagement strategy
  - engaging Copernicus users in the public and private sectors
  - enabling access to Copernicus resources such as data, services and products



## WP2-OBJECTIVE

**To increase the capacities of regional Copernicus program intermediaries to reach and educate the existing and potential user groups in Finland, Sweden, Poland, Estonia and Russia**

# WP2-Related-CHALLENGES & OPPORTUNITIES

- Existing EO services in Europe are insufficient due to infrastructure gaps and lack of guarantees on their availability in the long term.
- Data provided through the currently existing services, either do not cover all the parameters needed by policy makers, or are not provided on a continuous basis.
- Copernicus is conceived to address this potential weakness for the long term.
- The major concern is the lack of knowledge in all levels of users - politicians, entrepreneurs, officers, public authorities etc
- The potential of EO data needs to be made accessible to stakeholders
- The project will improve and increase awareness and access to the data provided by Copernicus Programme

## WP2-GENERAL METHODOLOGY

- ❑ First visit already established conferences in communities of potential users to make contact, lay the ground for widening the user network and market Copernicus.
- ❑ A series of workshops and events with a more local touch that will be organised in participating BSR countries in cooperation with local public and private actors.
- ❑ Customized training tool kits will be developed.
- ❑ Providing access to appropriate Copernicus data & cloud computing tools for stakeholders, young entrepreneurs & SMEs in the Baltic region.



**Activity 1:** Identifying potential users at national level

**Output:** Potential user database for BSR

**Activity 2:** Defining user needs specification

**Output:** User requirements template, information platform

**Activity 3:** Copernicus information and training sessions

**Output:** Provision of access to Copernicus data and services;  
Data2Information kit

**Activity 4:** Copernicus catalogues of available downstream services  
in Baltic region

**Output:** Catalogue of Baltic downstream services



## Identifying potential users at national level

The process:

- 1) Recognition of users
- 2) Division of users into consultation groups
- 3) Involving representatives
- 4) Organisation of information sessions
- 5) Setting up national communication strategy
- 6) Setting up communication lines with sectoral users
- 7) Setting up potential user database for BSR, based on the data



## Defining user needs specification

- **User needs and requirements** will be collected as a result of a survey.
- **Each nation will choose a priority industry** list, for which the detailed user requirements can be collected in WP3.
- **Trainings and workshops will be developed** and conducted based on the results.
- **Piloting of the service** would be implemented.





## Copernicus information and training sessions

### The Process:

- 1) Define objectives, targeted stakeholders
- 2) Define date/place
- 3) Communicate with project partners, Copernicus program
- 4) Prepare and announce program
- 5) Prepare info and training material, incl. tailored explanatory examples
- 6) Conduct session
- 7) Prepare follow-up survey
- 8) Analyse survey, share with partners, implement to next seminars.



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