



WORKSHOP

EU RESEARCH AND INNOVATION IN SUPPORT OF THE EARTH OBSERVATION MARKET

21-22 September 2016

Brussels

Venue: EC building (address TBC)

Day 1: 21 September 2016		
<i>Room</i>		
08:30 – 09:00	<i>Registration and Welcome Coffee</i>	
09:00 – 10:30	OPENING SESSION	
09:00 – 10:00	Welcome Addresses	European Commission, DG-RTD European Commission, DG-GROW European Commission, JRC European Commission, DG-CNECT European Space Agency
10:00 – 10:30	Opening keynote speech: a vision for new Earth observation products and services	
10:30 – 11:00	<i>Coffee Break</i>	
11:00 – 12:30	PLENARY SESSION 1: Exploring market trends and EO products and services of the future	
<p><i>The objective of this plenary session is to characterise - through a series of keynote speeches – the current state and planned evolution of the EO market at a global and European scale. The session will address the broader market of services and products based on the integration of any kind of EO data (in situ and/or remote sensing data) with other sectorial or socio-economic data. The session will provide perspectives from various industrial sectors including the space-, ICT- and geospatial industry. The session should illustrate new business trends, emerging technologies, customers' behaviours, and policy drivers that will influence EO services and products of the future.</i></p>		
12:30 – 13:30	<i>Lunch Break</i>	



13:30 – 15:00	PLENARY SESSION 2: Necessary R&I conditions for the development of the European Earth observation market	
<p><i>The aim of this Plenary session is to review areas of research and innovation that are critical for the development of future EO markets in Europe. This second session will follow the value chain and develop the issues and perspectives from each component i.e. data, infrastructure, value adding, business models, etc. Starting from current data policies and platforms in Europe, the session will review new promising ways for data access, data storage, data integration and processing (e.g. cloud) while taking full consideration of the specific European landscape of existing public and private infrastructures, as well as service offerings emerging globally in this domain. The session should also examine the demand for new test beds or "living labs" run by the Commercial sector to develop new EO services and products. Particular consideration shall be given to Copernicus data and information access services expected for 2017.</i></p>		
15:00 – 15:30	Coffee Break	
15:30 – 17:30	PARALLEL BREAKOUT SESSIONS 1, 2 and 3: R&I success stories and opportunities in support of EO services and products development	
<p><i>The parallel breakout sessions 1 to 3 will be the opportunity for the commercial sector to present requirements for R&I and be informed of R&I success stories and opportunities in support of the creation of innovative EO products and services for three categories of users: 1) R&I for the development of new EO services and products that are addressing citizen needs ("B2C" – Business to Citizen) 2) R&I supporting the development of EO products and services addressing governmental needs ("B2G" – Business to Government) 3) R&I supporting the development of EO services and products to be embedded in the business of industrial sectors ("B2B" – Business to Business)</i></p>		
Breakout Session 1 Room:	Breakout Session 2 Room:	Breakout Session 3 Room:
R&I for the development of new EO services and products that are addressing citizen's needs (B2C – Business to Citizen)	R&I supporting the development of EO products and services addressing governmental needs (B2G – Business to Government)	R&I supporting the development of products and services addressing the needs of various industrial sectors for their production process (B2B – Business to Business)



Day 2: 22 September 2016		
<i>Room</i>		
09:00 – 09:40	OPENING SESSION DAY 2	
09:00 – 09:40	Introducing Day 2 Opening keynote speech on public-private partnerships/collaborative experience in space and EO sector	
09:40 – 11:10	PLENARY SESSION 3: Rationale and way forward towards the establishment of a structured consultation/collaborative mechanism between the European commercial sector and GEO and Copernicus	
<i>This session will address the issue of the engagement of the Commercial sector in GEO and Copernicus. The aim will be to review the best possible options for such an engagement. The session will be arranged around presentations followed by a plenary discussion on these options. The presentations should cover the current status of the engagement of the Commercial sector in GEO and Copernicus and look forward on motivations and mechanisms to consolidate this engagement in the future.</i>		
11:10 – 11:30	<i>Coffee Break</i>	
11:30 – 13:00	PARALLEL BREAKOUT SESSIONS 4, 5 and 6: Success stories and opportunities in R&I in support of EO services and products development	
<i>Breakout sessions 4 to 6 will review R&I challenges and showcases covering structural enablers of a dynamic EO market in Europe, namely data infrastructures for access, storage and computing, a strong socio-economic dimension for EO market development, and the consolidation of communities of practice in a selection of Societal Benefits Areas (SBA's) targeted by GEO. The session will be the opportunity to identify gaps and explore follow-up actions in those fields.</i>		
Breakout Session 4 <i>Room:</i>	Breakout Session 5 <i>Room:</i>	Breakout Session 6 <i>Room:</i>
R&I in the domain of EO data access, cloud storage and computing with a special focus on innovation data hubs	Legal and Socio-economic aspects of R&I in support of innovative EO market and new business models developments	R&I for EO products and services in the following GEO SBA's: Public Health Surveillance, Energy and Mineral Resources, Sustainable Urban Development, Infrastructure Development, Infrastructure and Transportation



<i>13:00 – 14:00</i>	<i>Lunch Break</i>
14:00 – 15:30	PLENARY SESSION 4: National and regional views on commercial alliances towards GEO and Copernicus both regarding the service and research component of the initiatives
<i>The objectives of the session will be to exchange views and best practices in the EU countries and national company networks on EO alliances, forum and other public private partnerships with the Commercial sector. The session will provide guidance to define/refine necessary arrangements for future commercial alliances towards GEO and Copernicus</i>	
<i>15:30 – 16:00</i>	<i>Coffee Break</i>
16:00 – 17:00	CLOSING SESSION