

Project title: WaterS

Funding Scheme: IAPP

Event name: Workshop on Application Business Models in EO domain, Vattenfall Europe, Überseering 12, 22297 Hamburg, Room 5.77 (10:00-16:30)

Event connection to WP2 M.2.2; WP6, task 6.1.,D.6.3; WP7. task 7.2, D. 7.1 (month 48)

Due Date according to Annex 1: event on Month 5 (25.10.2010.)

Actual Delivery Date: reporting 30.06.2011

Responsible partner and person: BC (Carsten Brockmann), TO (Silver Lätt),

Participants and names: Invited guest Rudolf Zettler, WTSH; TO: Silver Lätt, Anu Reinart; BC: Carsten Brockmann, Jasmin Geißler; VPC: Petra Philipson; WI: Steef Peters; SYKE: Timo Pyhälähti

Event description

As the WaterS project combines 3 public research institutes and 3 private companies. This workshop shall provide the ground for exchange of experience and lessons learned for creating business in the Earth Observation Sector. It shall identify possibilities for new business opportunities on both sides, for researchers to start own business, as well as for foreign and home companies to enter into new markets in the participating countries. The workshop starts the creation of open document about the Market Development Plan for the WaterS topic, that need to be finalised in the end of the project - month 48 (task 7.2, D7.1).

Agenda:

Monday, 25.10.2010

10:00-10:15 Welcome and Objectives of the Workshop Anu Reinart

10:15-12:30 Experiences from Start-up Companies in the EO Sector

Water Insight Steef Peters

Vattenfall Power Consults Petra Philipson

Brockmann Consult Carsten Brockmann

Discussion on lessons learned

12:30-13:30 Lunch Break

13:30-14:15 Public Support Actions in Germany/Schleswig-Holstein R. Zettler, WTSH

14:15-14:30 Creating Space Business in Estonia A. Reinart

14:30-15:30 Discussion

15:30-16:00 Coffee break

16:00-16:30 Workshop Summary and Conclusions

a) Research programme contribution (WP2-4, WP6, Task 6.1)

T6.1 Common workshops and joint activities:

Three industry members (WI, BC, VPC) members presented their heritage, business models, lessons learned and ongoing activities. The topics were covering whole range of the research problems in the field of aquatic remote sensing and included to the WaterS research programme as separate workpackages: instrument development, modelling, image processing, data handling, accordance to the user requests.

b) Knowledge transfer programme contribution (WP7, task 7.2, D7.1)

Task 7.1. WaterS Market Development Plan is a statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It will also contain background information about the organization and team attempting to reach those goals.

Presentations (available in WaterS WiKi site) were followed by discussion to identify possible new business opportunities on both sides, for researchers to start own business, as well as for foreign and home companies to enter into new markets in the participating countries.

The business plans of participating parties were diverse, which gave an excellent insight into various approaches to EO market. Personal communication and networking was emphasised to be of high importance in developing business (Carsten). The placement of research institutions in the EO market chain was discussed and needs to be elaborated in the Market Development Plan (MDP). The questions about raising (potential) end-user awareness about, skills needed to work with RS data and products and the mechanisms of finding the right data for required application was found very important, especially in regard to personnel flow within public administration and public awareness. The need for the transition of services from monitoring to early warning (response) was brought out (Steeff). The strategies for developing and maintaining end-user confidence towards the offered product precision need to be elaborated (validation of products, quality labels, certification of services, etc.).

Sustainability of services (when subsidies run out) and the related business models (e.g subscriptions) needs to be addressed in the MDP. The importance and the market impact of Water Framework Directive (WFD) was discussed and further actions were formulated towards enabling better Quality Assurance of data products in the frame of WFD.

Main market development drivers were brought out (Steeff):

- * Regulations
- * Money crisis
- * Territorial interests
- * Technology push
- * Innovation rush
- * Satellite data availability
- * Climate change

Conclusions/Decisions:

1) Services for inland water bodies are still an unexplored market segment (and their part in the climate change).

2) As a part of the market development plan and in the light of WFD, the bodies responsible for WFD derived reporting have to be identified in participating countries. The list of parameters considered for reporting or parameters already reported needs to be compiled (per participating country). The ways for reporting bodies to reassure the quality of the data needs to be elaborated and presented to the bodies. (Task 7.3). The exchange of Jasmine Geissler gives possibility to engage Estonian endusers.

If possible the participation on the Finnish user meeting in early summer will be used for further development the marketing plane (BC) as well as user request report (SYKE). The work will continue during exchange of SYKE seconded person in BC during 2nd Waters year. If needed discussion continues in PMB meeting Frascati nov, 2010.