Background

Facilitating the creation of successful and viable applications and services demonstrating the benefits of utilising and integrating space assets, is one of the key challenges of IAP Awareness. Moreover, taking into account that most of the stakeholders along the value chain of such services (product and solution providers, service providers, users' communities – be they institutional or private, decision makers, etc.) are not part of the traditional space community, increases the magnitude of the challenge.

It is paramount to successfully reach out to stakeholders in the 'real' world through opportunities of utilising space technologies and infrastructures to solve their needs and increase their competitiveness. In order to achieve this, a successful and wide-reaching awareness programme is very much needed.

The general goals of IAP's Awareness programme are summarized:

- ♦ Identifying User Communities and their Needs
- ♦ Identifying Space Capabilities
- ♦ Informing and Educating Potential Users about Space Potentials
- ♦ Influencing Decision Makers and Facilitating Cooperation among them
- ♦ Fostering and Organizing User Demand
- ♦ Paving the way for partnership agreements

IAP has initiated an Awareness programme based on three pillars :

1. **IAP Advisory Committee (IAPAC)**
2. **IAP Web Portal "Gateway"**
3. **IAP Ambassador Platforms**

1 — IAP Advisory Committee (IAPAC):

The IAPAC will provide independent, cross-disciplinary expert opinions and justified recommendations regarding:

- ♦ which applications areas have the greatest potential for the development of IAP,
- ♦ how this potential may best be realised for the benefits of end-users,
- ♦ how best to influence relevant key Decision Makers .

The direction of the IAP Awareness programme and the resulting thematic roadmap will be based on the advice of the IAPAC, which will thus also help to orient the path taken by IAP and more in general all TIA application activities.

2 — IAP Web Portal "Gateway"

This web portal will serve as a "gateway" for new actors interested in Integrated Applications. In particular it will serve as a:

- ♦ 'notice board' for IAP calls, ITTs, news stories, events, workshops;
- ♦ Repository of documentation and information (e.g. on studies, projects, education tools) for users;
- ♦ Promotional/ outreach tool for IAP activities (news, studies, projects, tenders, etc.)
- ♦ Additional interactive services, such as discussion and document exchange tools;
- ♦ A single entry point (of contact) for all IAP

In particular, this Gateway will provide meeting points, or Community portals serving special thematic interest groups. These Community portals will, where practicable and relevant, be jointly administered by the IAP Ambassador Platforms, described below.

3 — IAP Ambassador Platforms

These platforms would most practically be based in existing institutions with geographic or thematic expertise and responsibilities; thus they should represent:

♦ Local and regional knowledge (e.g. Eastern- Central-Europe, Scandinavia), experience and contacts with key decision makers, industry and institutions;

♦ A particular theme or domain, having experience in that domain and/ or being located at or near a European centre specialized in that domain.

These platforms would thus work hand in hand with the IAP Awareness team, complementing and supplementing expertise, knowledge, and contacts.

Goals

The goals of the Ambassador Platforms are summarized:

♦ Be an Ambassador for IAP for a particular region (e.g. Eastern Europe, Alpine region) or for a particular theme (e.g. Telemedicine, Solar-energy);

♦ Promote IAP amongst the various types of stakeholders (users, institutions, decision makers, co-financers, politicians, service providers, solution providers, etc.).

Being an Ambassador for IAP

Mandate

For a number of potential areas in IAP, ESA does not always have the experience and know-how to understand the needs of and speak to the various relevant actors and stakeholders. On the one hand, there is not only the necessity of persuading the wary stakeholder that space infrastructure can provide competitive solutions, but also facilitating stakeholder to become aware that there is indeed an unfulfilled need that might get a solution via the exploitation of satellite infrastructure. In this sense, the task of the Ambassador Platforms is to complement the important work of Awareness of IAP.

The exact tasks will differ slightly from platform to platform, depending on the nature, experience, and expertise of the centre hosting the specific platform. Moreover, the selection of a centre to host such an ambassadorship is associated with a number of key pre-requisites.

Understanding the needs of a specialized domain

Tasks

The following are the generic tasks for the AP:

1 — Meetings with key stakeholders

The AP will identify the key stakeholders in their region or within the domain of the theme for which they are responsible, e.g gov officials, industry representatives, user groups, institutional reps, business promotion orgs, co-financing sources; essentially all players along the value chain of a potential category of services.

Examples of these activities are:

a.   Identify the key decision makers (e.g. institutional, government, industrial, financial) along the value chain.

b.   Meet with the key players with a goal of making them aware of the advantages of IAP, and influencing them towards collaborating with IAP.

c.   Meet with potential investors or co-financing organisations with the goal of identifying parties able and willing to invest in IAP applications/ services projects.

Identifying and influencing the stakeholders

2 — Organise workshops, awareness events

Identify the need for regional/ thematic awareness workshops with the goal of bringing together the necessary players, e.g. those who need solutions and are the potential subscribers to new services, those who create the solutions, those who could influence a coherent approach (e.g. governmental or institutional organisations, and/ or those who are potential co-investors or providing additional support).

Organise the workshops, analyse the results, inform the relevant parties of the key findings, perform all necessary relevant follow-up activities.

Spreading awareness

3 — Co-administer Community portals

As mentioned above, each AP will be responsible for and jointly with the ESA awareness team co-administer one or more Community thematic portals.

The following is a non-exhaustive summary of tasks comprising the administration of Community portals. The exact division of responsibilities between ESA awareness team and the AP will be agreed on a case-by-case basis.

- Within the theme of the Community portal
- Provide content, news stories;
- Identify key players;
- Accept new subscribers (all who provide contact coordinates) and Members (those who will become members of the closed Community);
- Prepare newsletters (for public and subscribers);
- Moderate / control discussions (for Community members);
- Administer document repository (e.g. categorising access rights, e.g. general public, subscribers, Members of Community).

Being host of a community

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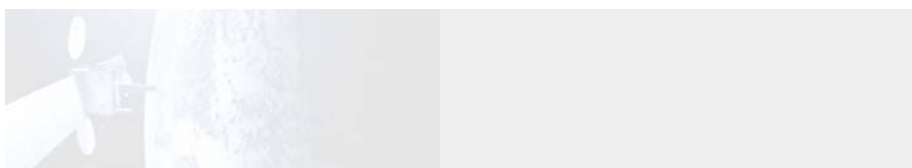
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