

# ARTES Integrated Applications Promotion

## Kick-start Thematic call for Ideas

### Theme: Food Security

May 24<sup>th</sup> 2017, Webinar  
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# AGENDA

- 15:00-15:20
  - Welcome by ESA
  - Introduction to Kick-start Thematic call for Ideas
  - What ESA offers
  - Kick-start Work plan
  - The Thematic Call for Ideas
  - Support from National Delegations
  - The Call for Proposals
  - “What you need to do”
  - The Proposal Template
  
- 15:20-15:30
  - Definition of Food Security
  - Background
  - Topics of relevance for Food Security
  - Enablers from space
  
- 15:30-16.00
  - Open Questions & Answers session

# WELCOME BY ESA

- Welcome to participants
- Guidelines how/when to interact during the WebEx session:
  - Due to the number of attendees, **please keep your microphones muted at all times**
  - You can use the chat function anytime to **submit your questions to Rita Rinaldo**. They will be addressed during the Q&A at the end of the Webinar

# INTRODUCTION TO KICK-START THEMATIC CALL FOR IDEAS



- Kick-start is ESA's **new Integrated Applications Promotion (IAP) funding scheme** to enable companies to undertake **short feasibility studies** (up to 6 months) that explore new service and application concepts which make use of space capabilities (e.g. Satcom, SatNav, SatEO)
- Kick-start activities offer an instrument to assess the viability of an idea with **limited initial investment by companies** (both financial and manpower). As such, it is particularly **attractive for SMEs and start-ups granting them an easy entry into IAP**
- ESA is committed to a **rapid evaluation process**, for allowing companies to keep the pace in the market
- **Successful kick-start activities** can be further developed into commercially-viable businesses with follow-up support from IAP in the form of **demonstration projects**<sup>(\*)</sup>

(\*)<https://artes-apps.esa.int/opportunities/call-for-proposals-artes-iap/demonstration-projects>

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# KICK-START WORK PLAN

January

February

March

April

May

June

Outdoor Tourism

30/01

Automated Road Transport

13/03

Ageing Population

24/04

Food Security

29/05

10/07

◆ Proposals Evaluation

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# WHAT ESA OFFERS



Financial support



Technical and business expertise



ESA branding and promotion



Network and Partnership Building



# THE THEMATIC CALL FOR IDEAS

- The Thematic Calls for Ideas are **open to any Industry in IAP participating Member States** (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland and the United Kingdom)
- Kick-start activities aim at exploring the **viability of new service/application concepts** and **consolidating the user landscape** including derivation of user requirements
- Kick-start activities resulting from thematic calls are **funded at 75 %** by the Agency for a **maximum amount of 60,000 Euro** per activity
- The Kick-Start Thematic Call for Ideas follow a **competitive tendering procedure**. The evaluation criteria and associated weighting factors are published in the cover letter of the Call for Proposals

# SUPPORT FROM NATIONAL DELEGATIONS



- The availability of funding for the specific Thematic Call for Ideas against which you submit your Proposal is an admissibility criteria. Proposals not supported at the closing of the Thematic Call for Ideas will not be admitted for evaluation
- For each individual thematic call, dedicated clarifications will be posted in EMITS to provide information on the list of IAP Member States that have already provided their financial support to the Thematic Call for Ideas
- In case your company/organization resides in a country which has not provided their financial support to the Thematic Call you are interested in, you are encouraged to contact the National Delegation. The contacts of the National Delegations can be found at <https://artes-apps.esa.int/national-delegations>.

## **Germany, Luxembourg and Poland have made available funding for the Thematic Call on Food Security**





# THE CALL FOR PROPOSAL



The Call for Proposals (ESA AO/1-8872/17/NL/CLP) is issued on EMITS (<http://emits.sso.esa.int/emits/owa/emits.main>) and includes:

- Cover letter
- Appendix 1: List of Thematic Calls for Ideas (including the calendar of the Thematic Call for Ideas and specific information on the themes)
- Appendix 2: Draft Contract
- Appendix 3: Tendering Conditions for Express Procurement Procedure - EXPRO/TC
- Appendix 4: Proposal Template

Appendix 1 will be updated on AO8872, once the Food Security Thematic Call will be opened.

# “WHAT YOU NEED TO DO”



- The proposal submissions shall make use of the new **ESA-STAR** system which will allow the **submission of proposals electronically**
- Companies shall register beforehand by completing the **online questionnaire** on the “ESA-STAR registration” website (<https://esastar-emr.sso.esa.int/>)
  - For general information about how to do it, see the “esa-star” Registration User Manual [http://esamultimedia.esa.int/docs/business\\_with\\_esa/CG-EM-ORR-S-16\\_End\\_User\\_Manual\\_v1.2.pdf](http://esamultimedia.esa.int/docs/business_with_esa/CG-EM-ORR-S-16_End_User_Manual_v1.2.pdf)
- The contents of your proposal will be limited to filling in as necessary the **Cover letter (1 page) and Proposal Template (maximum 20 pages)**
- **Full compliance to the Draft Contract** is a Key Acceptance Factor

# THE PROPOSAL TEMPLATE



Your Proposal shall include the following information:

- 1) EXECUTIVE SUMMARY (maximum one page)
- 2) BUSINESS POTENTIAL (maximum five pages)
- 3) TECHNICAL CONCEPT (maximum five pages)
- 4) TEAM AND RESOURCES (maximum three pages)
- 5) MANAGEMENT PART (maximum four pages)
- 6) FINANCIAL PART (maximum two pages)



# DEFINITION OF FOOD SECURITY

*"Food security [is] a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life"*, definition provided by FAO in the Rome Declaration on World Food Security in 1996, further refined in the FAO's State of Food Insecurity in the World in 2001

In the context of this call, food security includes also water resources.



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# BACKGROUND

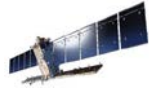


- Food security touches aspects as food production, transport, certification, traceability, safety, consumer habits.
- The topic is relevant not only to Developing Countries but also the so-called Industrialized Countries. People want to have food, which is affordable, of good quality and which fulfills required nutritional needs.
- Both increased awareness in food habits and food safety led to the need of certification/labeling procedure through the entire supply chain and to guarantee the adequate levels of quality are met.
- There is a significant group of consumers willing to pay an additional premium for products that show complete transparency when it comes to the provenance of their ingredients, to promote ecological balance and conserve biodiversity.
- It is evident how population growth and availability of natural resources are evolving in two opposite directions: the first keeps in rising whereas the latter is shrinking. It is important not only to know how much land and water is available but also the expected variations: such variations has a direct impact on food production which in turn increases the volatility of food price.

# EXAMPLES OF SERVICES

- **Full organic/fairtrade food traceability:**
  - Certification (irrespective of being for organic or fair-trade food) is a complex procedure: suppliers, traders and manufacturers who want to be certified must meet a long list of requirements which is time and money consuming;
  - The service will provide full traceability to support food suppliers and manufacturers during the certification process while offering a better experience to the consumers and increase their food awareness.
- **Improvement of the food supply chain:**
  - Food supply chain is long and complex, numerous stakeholders are involved among others: farm input suppliers, farmers, collectors, processors, transporters/shipping companies. Some of them are multinational or international companies;
  - The service will increase the efficiency and effectiveness of one or more elements of the food supply chain (e.g. process, transport, storage, distribution).
- **Management of water and food resources:**
  - Weather shock events such as droughts and floods have a direct impact on the availability of the main resources which are needed for food production: arable land and water for irrigation. More frequent and intense extreme weather events are expected due to effect of climate change.
  - The service will assess the impact of natural events on food and water resources availability and on the volatility of food price in order to improve the management of resources.

# ENABLERS FROM SPACE



## - Earth Observation (SatEO)

Enables collection of diverse environmental data, including crop monitoring, mapping, change detection, and weather forecasting



## - Satellite navigation (SatNav)

Enables precise positioning and guidance. GNSS data can support trace and tracking application and geo-tagging data collection.



## - Satellite communication (SatCom)

Provides connectivity for any data services whenever the terrestrial communications are absent or not reliable.

# OPEN QUESTIONS & ANSWERS SESSION



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ESA Integrated Applications Promotion

**→ SPACE IS OPEN FOR BUSINESS**