EARSC

European Association
of Remote Sensing
Companies

Exploiting GMES Operational Services

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What is EARSC ?

- **EARSC** is a non-profit making organisation created in 1989 representing the European remote sensing value added industry, as well as data distribution and comprehensive end-to-end chain suppliers.

- 69 members representing 20 countries join EARSC, very largely SME's but also a few large companies.

- EARSC member revenues €700m in 2010 and around 2600 highly-skilled employees – the entire VA sector, however, is much bigger

- EARSC coordinates workshops in structural and technical issues that present challenges to key public opinion leaders

- EARSC fosters relationships with the media and the public to give them a better understanding of how remote sensing programs benefit the European 's economy, security, growth and sustainable development.

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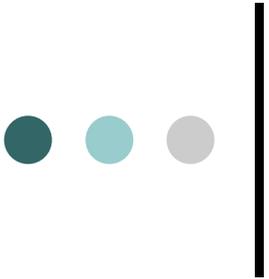
What does EARSC do?

- EARSC's mission is to foster the development of the European geo-information service industry.

- Our vision is to create a sustainable market for geo-information services, openly accessible to all our members.

- To achieve these, we focus on:

  - Improving customer awareness and acceptance of Earth observation and remote sensing based solutions

  - Improving market access for our members

  - Promoting our members capabilities

  - Engaging with key organisations (ESA, the EC and others) to make the EO VA sector's views known and acted upon

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EARSC is the voice of the European geo-information service industry!
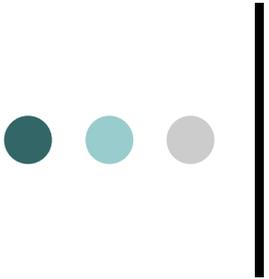
Strengths of the European EO industry

o Large experience providing information based on RS data to government, industry and the citizen

o Mastery of space-borne/airborne/in-situ systems and sensors technologies

o A long history of close collaboration with Earth scientists in a large variety of thematic domains

o Indigenous to Europe, a continent with extremely diversified landscapes and environmental problems

o Strong partnership experience across European borders

o A dense network of relations with other continents and countries, from historical heritage

o Innovation capability (spin-off from world class research in scientific laboratories and industry, new forms of partnerships,...)

EO services a key domain for Europe

- strategic access to information

- source of innovation and creativity

- potential for wealth creation through exports

- support to other business/market segments

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Objectives in 10y: Industry vs GMES

- Cover widest range of customer needs for operational GMES services in Europe

- Integration of GMES-based geo-information in the widest range of economic and industrial sectors

- Built-up of a sustained large and highly qualified workforce in industry with high potential for further growth and creation of new employment

- Leading role of the European service industry on the global export market for geo-information products based on GMES services

- Generation of large turnover for industry based on delivery of GMES services on the European and global market by a stable share of at least 40% of the turnover on the global market in 2020.

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EARSC and GMES

○ EO Services industry can bring maximum economic benefit to Europe from the GMES programme.

- Exploit opportunities using GMES products & services in commercial sectors

- Export of GMES products & services

- Develop efficient and innovative products & services.

○ Hence, EARSC has a strong interest in the way GMES will be implemented:

- Clarity in the market for GMES products and services; how will they be procured? Where will budgets be placed?

- Clearly defined and understood responsibilities in the public and private sectors.

- Clear data Policy (see next slide)

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EARSC and GMES Data Policy

- Raw data from Sentinels should be free and open.

- Data from commercial satellite operators should be procured under appropriate license conditions.

- Core services to be freely and unconditionally available to all users and downstream partners.

- Downstream services should be procured commercially on a fair and competitive basis.

- A registration system for GMES users should be put in place to ensure that basic quality conditions are met and licensing conditions are respected as well as achieving fair competition on the international market.

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The European private service industry as partner in the operational GMES programme:

must play a leading role on the European and global market for GMES-derived geo-information products to:
ensure that GMES services and downstream services will be user-driven and compliant with user needs and
ensure the maximum economic benefit for Europe