

Position Paper - November 2012

## Achieving Europe 2020: Policy coordination in support for Cities, Regions and SMEs

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### Facilitating access to the benefits of satellite services

Supported by:

Association of European Border Regions	
Council of European Municipalities and Regions	
European Association of Craft, Small and Medium-Sized Enterprises	
Assembly of European Regions*	
Euregio Meuse-Rhine	
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ESOA	
EUROGI	
Galileo Services	
NEREUS	

Consultations are ongoing with other associations and interest groups

\* These organisations indicated their support of the Position Paper and are currently formalising their endorsement through internal procedures.



## Position Paper

### Access of Cities, Regions and SMEs to satellite services

Increased policy coordination is required for local/regional authorities and SMEs as key actors to achieve the Europe 2020 objectives and deliver the benefits of space to society

Many policy areas such as economic development, environment, climate change, transport, energy, agriculture, health and urban planning that concern local/regional authorities and SMEs are directly impacted on and shaped by EU policies and regulations. Satellite services, and in particular the services under development in the framework of Galileo and GMES, provide valuable tools for end-users to comply with and implement these policies and regulations.

Widespread adoption of satellite services is thus crucial to achieving the EU space policy's objective of delivering the benefits of space investments to society, as well as to ensure the sustainability of these investments.

End-user testimonials gathered by Eurisy from cities, regions and SMEs showcase examples of innovating early adopters using operational satellite services based on Earth observation, navigation and communication to help them respond and adapt to evolving policy and regulative agendas (see also [Satellites Going Local](#)). However, many potential end-users faced with the same challenges are not yet aware of these confirmed satellite solutions, or do not have the means and resources to implement them.

Based on Eurisy's field work with end-users at a grassroots level, and on consultation with end-user associations, Eurisy recommends that explicit reference be made to satellite-based information and services in EU sectoral policy initiatives, directives and regulations (without obligation of their use), especially in areas where their benefits are proven by end-user experience (e.g. environmental monitoring and management, emergency communication, sustainable energy, transport, broadband access, border control, agriculture). Furthermore, these references should include indications of existing platforms that make information and services available. Cities and regions can thus be made aware of the benefits of satellite services in the context in which new challenges and needs arise, and directed towards the information and support available.

In addition, references to the use of satellite services in sectoral policies need to be echoed in transversal policies, such as the Cohesion Policy and the Programme for the Competitiveness of Enterprises and SMEs (COSME). On the one hand, this measure will facilitate the eligibility of satellite services in the corresponding funding mechanisms and therefore provide cities, regions and SMEs with the necessary support for the identification of relevant satellite solutions. It will encourage end-users to adopt satellite services developed under GMES and Galileo as legitimate tools to achieve policy goals. On the other hand, it will stimulate value-adding service providers to develop sustainable business cases and common standards, also maximising the potential of geo-information as a vehicle of shaping satellite-derived-information into useful services and analyses for citizens.



This approach will significantly help reduce the major barriers to satellite service take-up:

- a widespread **lack of awareness** of the availability of satellite services and of the concrete benefits of their use;
- the **need for convincing business cases** for the use of satellite services and cost/benefit analyses;
- the **competition/relation with established tools and technologies**: in the areas where satellite-based and integrated services provide end-users with equivalent or improved results, they are not considered as legitimate tools to comply with policy and legal requirements. For example, the compatibility of the use of satellite services with the requirements created for cities' and regions' arising from the INSPIRE Directive is unclear;
- the **initial cost of adapting and implementing satellite services**, including changes to data infrastructures, work flows, as well as the need for staff training;
- the **limited access to and awareness of dedicated support** and funding mechanisms.

Introducing references to the use and benefits of satellite services in sectoral policies and their enhanced coordination with transversal programmes such as Cohesion Policy and COSME will improve the flow of information between policy-makers as prescribers, end-users and satellite service providers – a necessary condition for stimulating the demand for satellite services. End-users' lack of awareness and the competition with established tools will be addressed by including satellite services in the policies and regulations at the origin of the end-users' needs and requirements, thus legitimising their use. Furthermore, these measures will be incentives for value-adding companies, often SMEs, to develop pertinent services and make a convincing business case by creating the framework conditions for the harmonisation of end-user methodologies. Finally, it will pave the way for the eligibility of operational satellite service use for end-user-dedicated EU funding and support measures.

This requires accompanying measures. Policy makers and the space community need to

- continue, and step up, their **awareness raising** activities for end-users
- facilitate **dialogue between end-users and service providers** to make sure that developed services respond to end-users organisational, functional and technical requirements
- encourage satellite service providers to produce **clear and convincing business cases**

In the coming months, Eurisy will work together with end-user organisations, EU policy makers and the space community to include references to operationally and successfully used satellite solutions in directives and regulations currently under review, including the Air Quality Directive, the Water Framework Directive and several transport-related initiatives at EU level.

