SPACE FOR SUSTAINABLE TOURISM
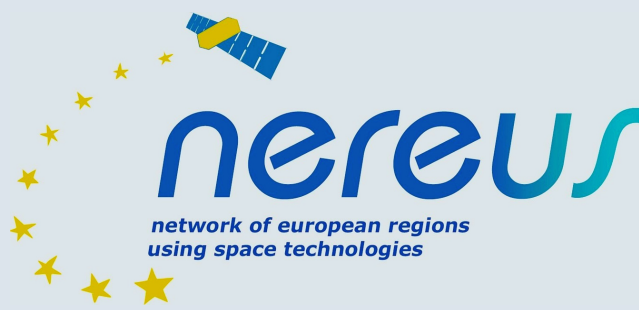
ONLINE EVENT

- **I SESSION: ESA CALL "SPACE FOR TOURISM", MONDAY, 5TH DECEMBER 2022, 11 – 12.15H**

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THE REGIONAL DIMENSION OF THE PRIVATE SPACE SECTOR: SPACE4SUSTAINABLE TOURISM

What is About?

The series of webinars has the overall objective to make the cluster and SME community at the regional level more transparent and foster co-operations and partnerships among them. The idea is to stimulate new ways of cooperation within but also outside regions, and foster space business: Another important objective is to introduce the participants to new opportunities for partnerships and funding in the private and public sectors and inform them about relevant EU and ESA-programs.

All online sessions aim at:

- Presenting the NEREUS space business community (space clusters, companies, SMEs): what is their expertise and best practices; what are their strengths? Cluster competences
- Enhancing collaboration and interlinkage amongst NEREUS private space community and regional space ecosystems (clusters, companies, etc) (moderated discussion);
- Providing an overview of the recent developments/trends and challenges in the European private space sector (EU projects, new trends, investment opportunities);
- Highlighting new funding EU/ESA funding opportunities (moderated discussion);
- Exploring how the private space sector can benefit the most from EU business initiatives (ESA BIC, Defence Fund) (moderated discussion);
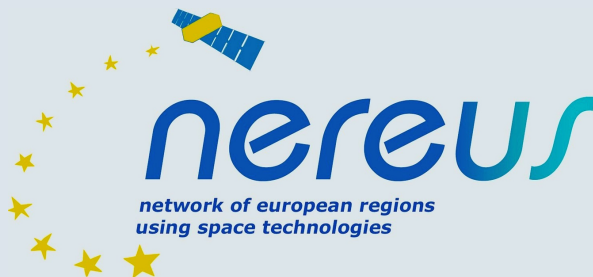
Target group: space clusters within and outside NEREUS, SMEs, companies, and all regional stakeholders interested in space businesses regarding the use of space technologies.

Background:

The private space sector is one of the main players to boost the capitalisation of Europe's space infrastructure. The increasing cooperation between the public and private sectors on many and diverse space domains, in particular, the downstream sector and the ongoing development of big and small private space players is vital for the future of the European space sector but also for an optimal cross-fertilisation with non-space sectors.

This online event will introduce the Network's space clusters and companies active in a wide range of domains including agriculture, maritime affairs, R&D, and telecommunication. Moreover, it will explore potential partnerships within but also outside the Network as well as debate on new EU/ESA initiatives and funding opportunities. Private space business in regions is considered one of the most valuable topics for regional strategies, development and growth. In this context, NEREUS will provide its members with the necessary information on the topic and support this cross-cluster and cross-border collaboration.

NEREUS is a European network of regions, currently comprised of 24 Member regions and 33 Associate members (including space clusters and companies). NEREUS is the only European association that represents the interests of European regions and their stakeholders (companies, clusters, etc) using space technologies while simultaneously highlighting the regional dimension of European space policy and programmes.

SPACE4SUSTAINABLE TOURISM: ESA CALL "SPACE FOR TOURISM" PART I ON MONDAY, 5TH DECEMBER 2022, 11 – 12.15H (ONLINE)

Programme of the web session 1 - ESA-Call Space for Tourism:
- Welcome and introduction by NEREUS (Roya Ayazi, NEREUS-secretary General)
- Presentation of the ESA Call Space for Tourism by Asimina Syriou, European Space Agency (ESA)
- Q&A

Sharing 4 entrepreneurial use cases in the tourism domain across Europe:
- **AURA-Tourism**, presentation By Tarek Habib, CEO – Président MURMURATION

- Best Practice from Basilicata Region:

-**Geocart S.p.A**, presentation by Raffaele Santangelo: "The integration of digital solutions for the immersive enjoyment of cultural heritage";

-**OPENET Technologies S.p.A**, presentation by Filomena Cuccarese: CLASS@CROSS: Education Outreach;

-**Digimat spa**, presentation by Angelo Donvito, Digimat tourism solutions.
- Q&A
- Discussion
- Closing

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Short description of the session: The session is part of the sessions that introduces the participants to the dimension of space for sustainable tourism. The first edition of the series focuses on the currently open ESA call "Space for Tourism" and wishes to provide information and inspiration for NEREUS members interested in applying for this opportunity (first-hand overview of the call, what are the eligibility criteria and how interested parties can apply).

Tourism is a large contributor to many national economies; according to statistics prior to the pandemic, the sector would directly contribute on average with 4.4% of Gross Domestic Product (GDP), and 21.5% of service exports in Organisation for Economic Co-operation and Development (OECD) countries. Applications and services to help the tourism sector become more resilient to natural/man-made disasters and health issues. Catering for new customers' behaviours, the sector needs to embrace new solutions and business models to promote the safety of the destination. This is expected to be largely supported by seamless (always-on) connectivity and digitalisation. Always-on connectivity will re-ensure travelers of assistance for unforeseen circumstances; digital solutions will be required to provide factual evidence of safety of local destinations including social distancing; fast response tools and services have to be further developed in order to respond to various types of emergencies (including medical). New solutions are also required to monitor spread of new diseases at various scales - from regional/ cities to touristic resort settings.

Given that the majority of NEREUS members have a cultural/natural heritage in their region, SMEs and clusters are particularly encouraged to apply for the call and to contribute to breakthrough innovative solutions. Ms Asimina Syriou from the ESA space solutions is going to present the call and its opportunities for SME and entrepreneurs. Further to this, relevant use cases across Europe will be presented to inspire other regions to apply.