Space for sustainable tourism

Mina Syriou, European Space Agency

Hosted and organised by:

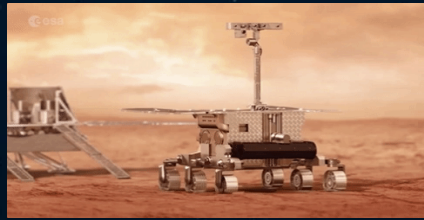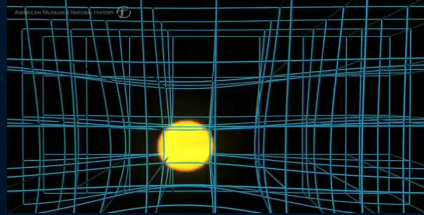European Space Agency

Mina Syriou
Business Applications & Partnerships
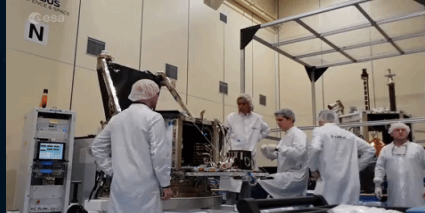ESA Business Applications – Space Solutions
Asimina.Syriou@esa.int

European Space Agency

ESA SPACE SOLUTIONS
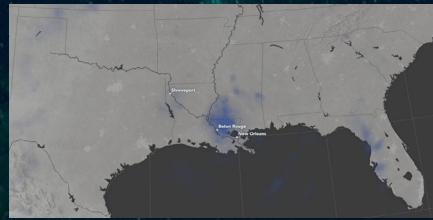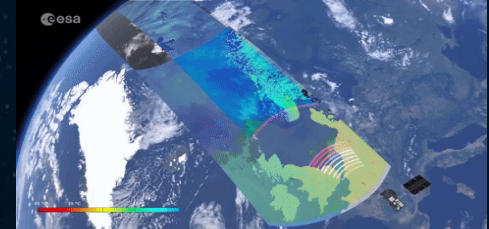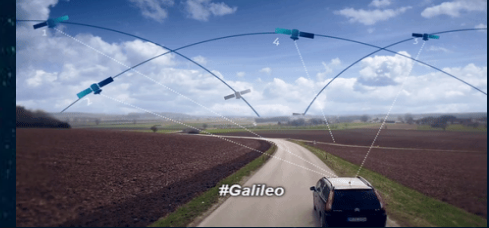
The largest space innovation network in the world

- The go-to place for great business involving space to improve everyday life.

- Supporting European start-ups and SMEs to develop businesses using space technology and data.

- Offering funding, business and technical support to help to generate successful business and create jobs.

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SPACE FOR TOURISM

FIND MORE DETAILS
ON OUR WEBSITE

ESA SPACE SOLUTIONS offers

Zero-equity funding (from €50k to €2M+ per activity)

A personalised ESA consultant

Technical support and commercial guidance

Tailored project management support

Access to our international network of ESA and partners

Access to our network of investors

Credibility of the ESA brand

Project web pages:
business.esa.int/projects

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Space tech, users & markets

esa
SPACE SOLUTIONS

Space Technology…

- Earth Observation
- Satellite Navigation
- Satellite Communication
- Spaceflight Technologies
- Space Weather

… coupled with…

Big Data analytics

VR/AR

Artificial Intelligence

Mega-constellations

Crowdsourcing

IoT

Cybersecurity

Blockchain

5G (https://artes.esa.int/esa-5g6g-hub)

… to serve Users & Market

- Maritime
- Environment
- Financial
- Education
- Energy
- Agriculture
- Healthcare
- Transport
- Media
- Aviation

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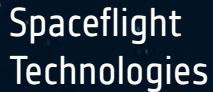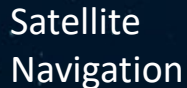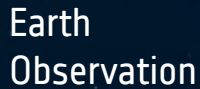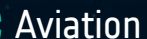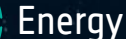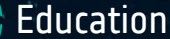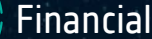
SPACE FOR TOURISM

Feasibility Study & Demonstration Project

SUBMIT YOUR INNOVATION

Downloads

ESA Space for Tourism webinar 26.01.2022 - updated v2
APQ_SpaceforTourism_ProjectName
Scope - Space for Tourism.pdf

https://business.esa.int/funding/intended-tender/space-for-tourism

Key focus areas

1. Use of digital and connectivity solutions to help the sector embrace new business models required in post-COVID 19
   - Unmanned transport (automation & robots)
   - Rural tourism
   - Everywhere connectivity to travellers
   - Active engagement with rural communities
2. Seamless travel
3. Safe travel
4. Guide investments and measuring impact
5. Drive Sustainable Tourism Development

Identified example use-cases

as addressed by our stakeholders

- Municipality of Florence → Sustainability, digitalisation, cultural heritage

- WWF → Climate smart mapping and zoning, monitoring biodiversity and/or tourism traffic volume

- Visit Flanders → Measuring number of long distance cyclists on some specific routes

- Andermatt Swiss Alps → Multimodal travel for first & last mile, community creation, flexible smart logistics, eco-city & sustainability, easy access to activities

- Expedia group → Remove friction from their traveller and partner journey: Create personalised and frictionless experiences that meet the emerging needs of travellers

- Global Himalayan Expedition → Sensor based monitoring of Key Natural resources of the Village, Satellite based information on the availability of the accommodation

- Paris&Co → Contact-free technology, Teleworking, How can we make information accessible 24/7 in rural areas?

- Athens International Airport → Shift towards unmanned transportation, increased use of automation and robots

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The value of space

Satellite Earth Observation (SatEO) - Monitoring and planning of infrastructure - buildings, roads, parking lots, airports. Monitoring of big events for logistics planning and monitoring - sports, festivals, big trade fairs (no monitoring of people). Identification of open air "safe" and "unsafe" areas - e.g. parks, squares, big markets, touristic spaces with crowds.

Global Navigation Satellite Systems (GNSS) - SatNav can be used track and trace tourists and provide information to search and rescue teams. Enable visitor flow-monitoring and location-based services to geo-localise points of interest in the tourist maps.

Satellite Communication (SatCom) - SatCom is essential to ensure communications whenever the terrestrial communications are absent or not reliable and to support digital solutions
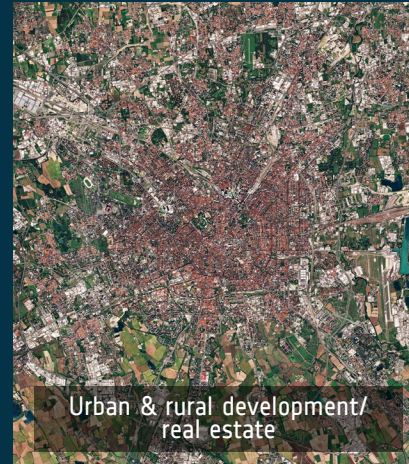
Urban & rural development/ real estate
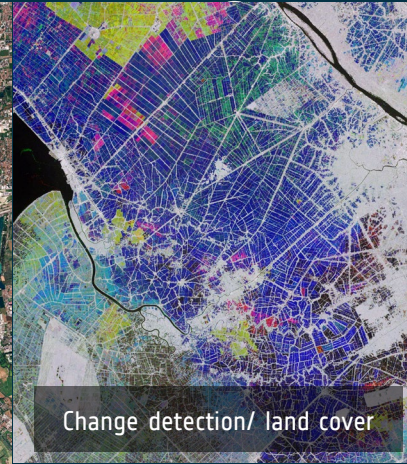
Change detection/ land cover

Touristic Seasonality

Mobility & tourism capacity

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A tool at your disposal – the Ambassador Network

- Ambassadors are present in 9 countries

- They are your local interface for your ESA Space Solutions questions

- They can advise you on:
    - Preparation of the Activity Pitch Questionnaire
    - Give you an overview of ESA Space Solutions funding opportunities

https://business.esa.int/ambassador-platforms

How to apply

SPACE FOR TOURISM
FIND MORE DETAILS ON OUR WEBSITE
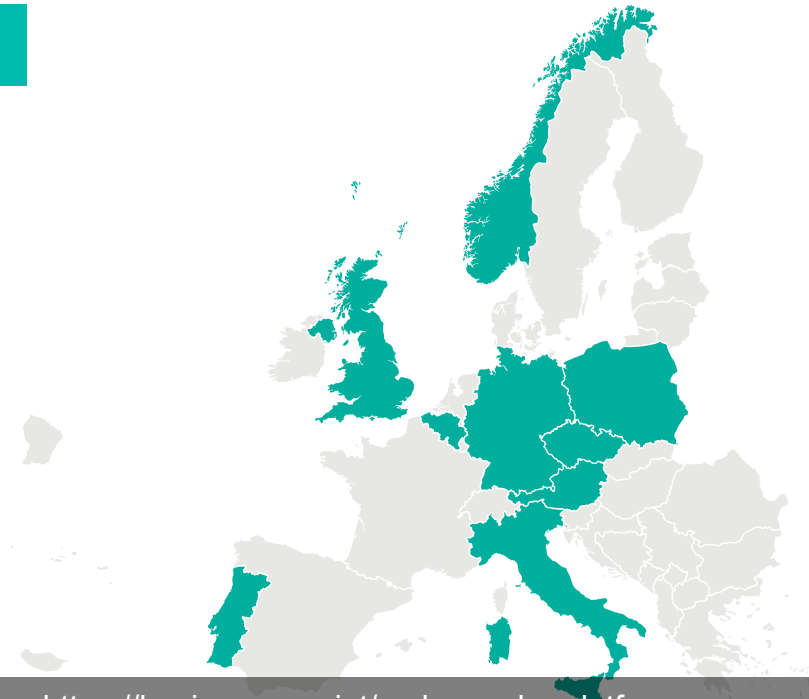
Applications rounds
- 1st batch lasting from 9 May 2022 to 1 July 2022
- 2nd batch lasting from 4 July 2022 to 30 September 2022
- 3rd batch lasting from 3 October 2022 to 30 December 2022
- 4th batch lasting from 2 January 2023 to 31 March 2023

The Call closes on **31 March 2023**
Applicants can apply **ANYTIME** up until the end of March 2023. However, we encourage companies to apply as soon as possible

Space for Tourism pitches

Outline Proposals
- Technology
- Products
- Services
- Applications

BASS

1
ESA released AO

25 April 2022

2
Industry pitch submission and early engagement with Delegations

3
ESA reply and consultation with Industry and Delegations for orientation

4
Industry Outline Proposal submission

5
ESA recommendation on Full Proposal submission to Industry

6
Industry Full Proposal submission under existing implementation lines Letter of Support from Relevant Delegate(s) shall be provided with Full Proposal

https://business.esa.int/funding/space-for-tourism

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How to Apply

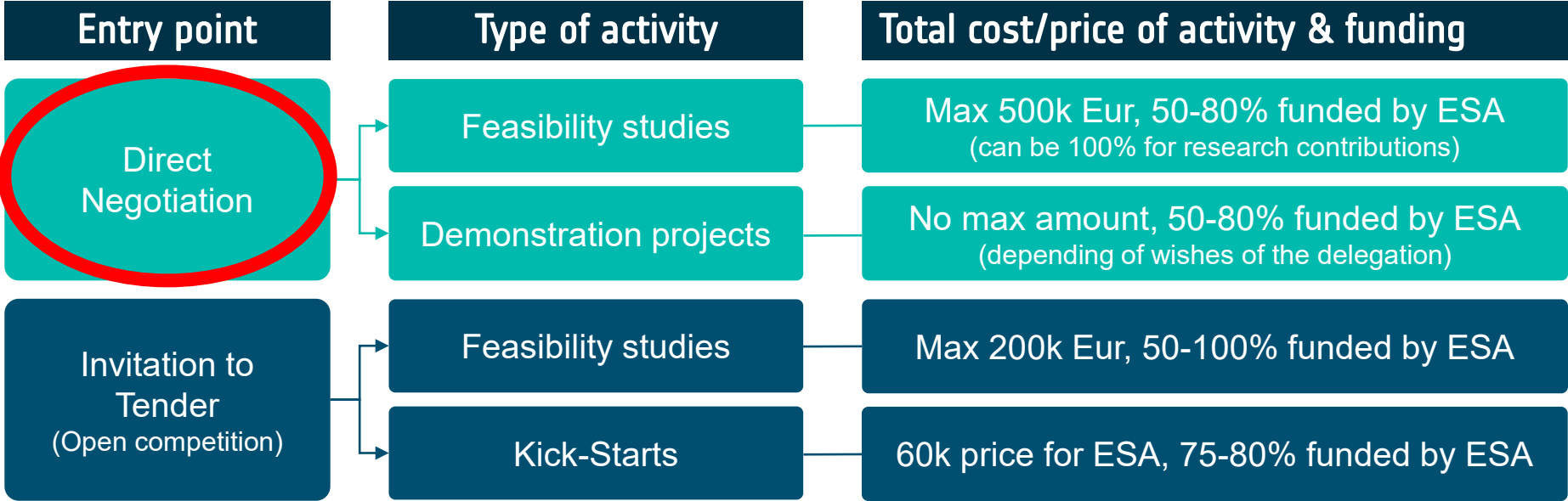1. Register your team on esa star Registration (https://esastar-emr.sso.esa.int) today! If your team is made up of more than one company or organisation, each member will need to register

2. Scroll down to the 'Downloads' section of Space for Tourism webpage to download all of the official documents. Official documents include a 'Pitch' (APQ) Template' and a document explaining the Scope of this opportunity.

3. Prepare your Pitch and submit it ASAP → https://business.esa.int/apq-submit
   The name of the Pitch file must be APQ_SpaceforTourism_Projectname
   (the words SpaceforTourism shall not be removed)

4. ESA will evaluate your Pitch. Teams whose Pitches are positively evaluated will be invited to prepare an Outline Proposal and then a Full Proposal. Teams must obtain a Letter of Authorisation from their respective National Delegation before submitting a Full Proposal. Contact details of all National Delegates can be found here: https://business.esa.int/national-delegations

https://business.esa.int/funding/intended-tender/space-for-tourism

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Funding schemes BASS

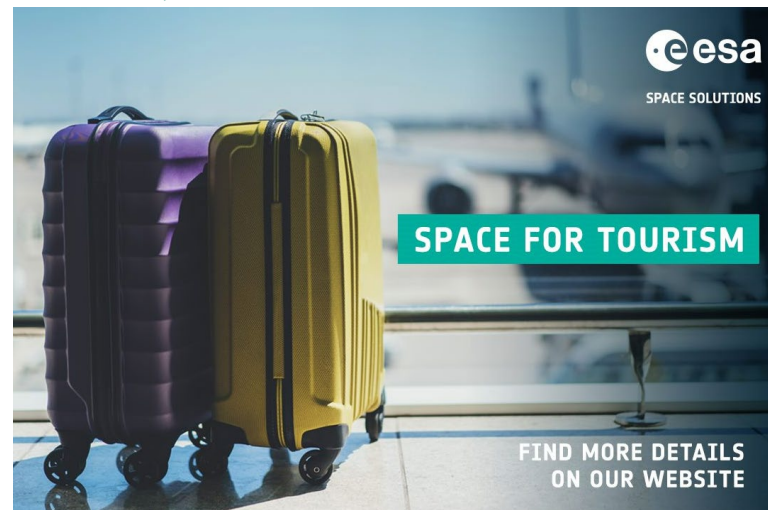| Entry point	Type of activity	Total cost/price of activity & funding
Direct Negotiation	Feasibility studies	Max 500k Eur, 50-80% funded by ESA (can be 100% for research contributions)
	Demonstration projects	No max amount, 50-80% funded by ESA (depending of wishes of the delegation)
Invitation to Tender (Open competition)	Feasibility studies	Max 200k Eur, 50-100% funded by ESA
	Kick-Starts	60k price for ESA, 75-80% funded by ESA

Eligibility

Funded participation to ESA BASS & 5G Programme Lines is open to any company and/or organisation residing in the following Member States:

Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Italy, Lithuania, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, and the United Kingdom.

Companies or organisations registered in **Greece** may apply for this opportunity if the proposed idea uses hybrid SatCom – terrestrial (wired or wireless) and 5G networks.

SPACE FOR TOURISM

FIND MORE DETAILS ON OUR WEBSITE

Where to find the information

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Now Open

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Thank you!

Q&A

https://business.esa.int/funding/intended-tender/space-for-tourism

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