

Business Applications for Space Solutions
Programme

Introduction to funding opportunities

Antonio Rodenas Maisy Saville Marion Allayioti Massimiliano Arcieri Noelia Abascal



Webinar Plan



ESA Welcome and Introduction

About ESA's Space for Underwater Radiated Noise Management funding opportunity

About ESA's Space for Sustainability, Sports and Mass Events funding opportunity

How to Apply to the funding opportunity for feasibility studies and demonstration projects

About ESA's Space for Hazardous Material Monitoring funding opportunity

About ESA's **Space for Green Hydrogen funding opportunity**

How to Apply to ITT funding opportunities

Q&A Session



Business Applications: space-enabled services



Using any space asset(s) and integrating them with terrestrial assets for the benefit of life on Earth

Space Assets...



Earth Observation



Satellite Navigation



Satellite Communication



Spaceflight Technologies



...potentially coupled with...

Big Data analytics

VR/AR

AI/ML

Mega-constellations

Drones

Digital Twins

IoT

Cybersecurity

Blockchain

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

...to serve Users & Markets



Maritime



Agriculture



Environment



Healthcare



Finance



Transport



Education



Media



Energy



Aviation

What ESA Space Solutions offer



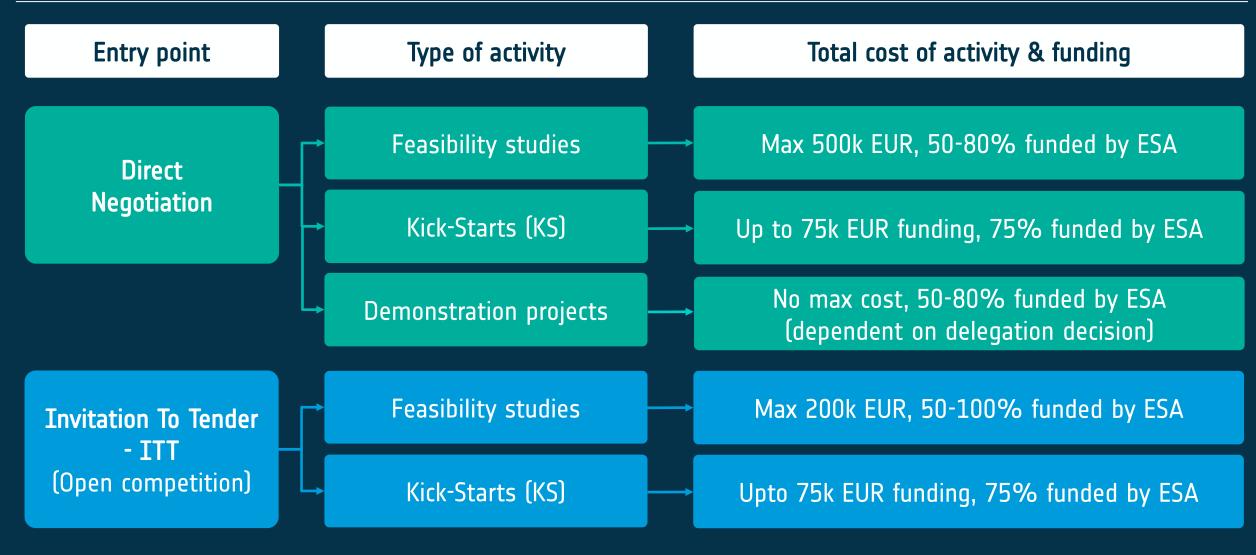


Our aim is to work together to make your idea commercially viable, with:



BASS Funding Schemes

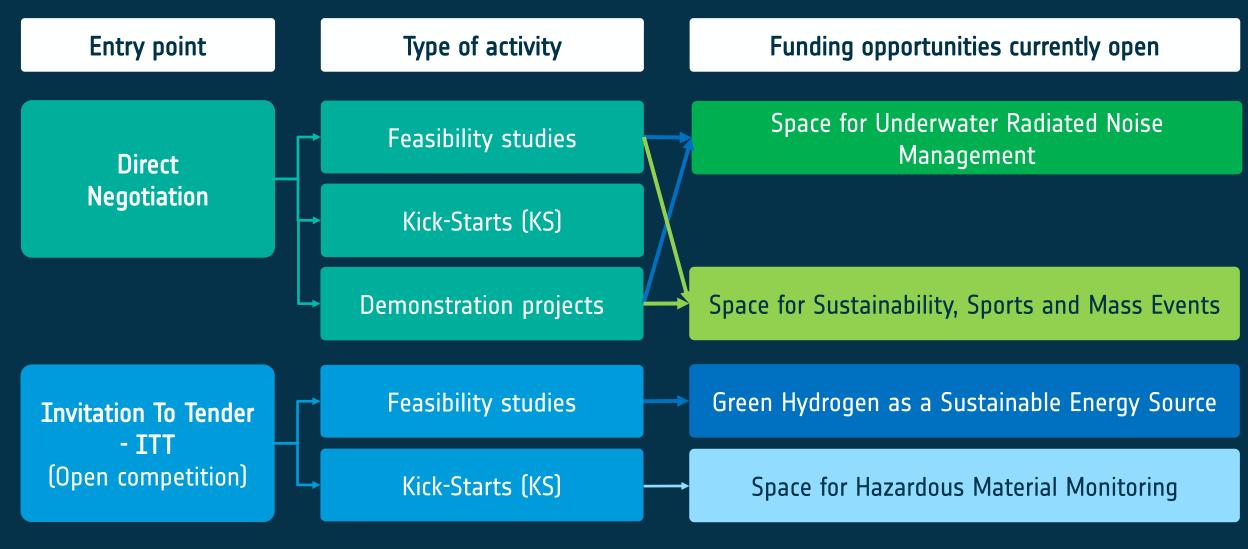




IPRs remain with companies

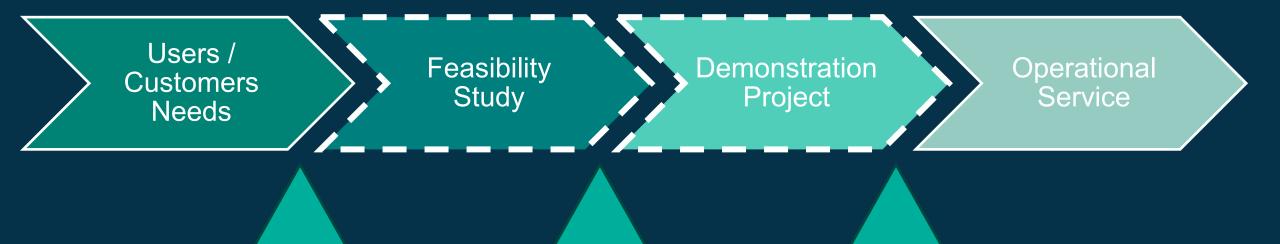
BASS Funding Schemes





IPRs remain with companies



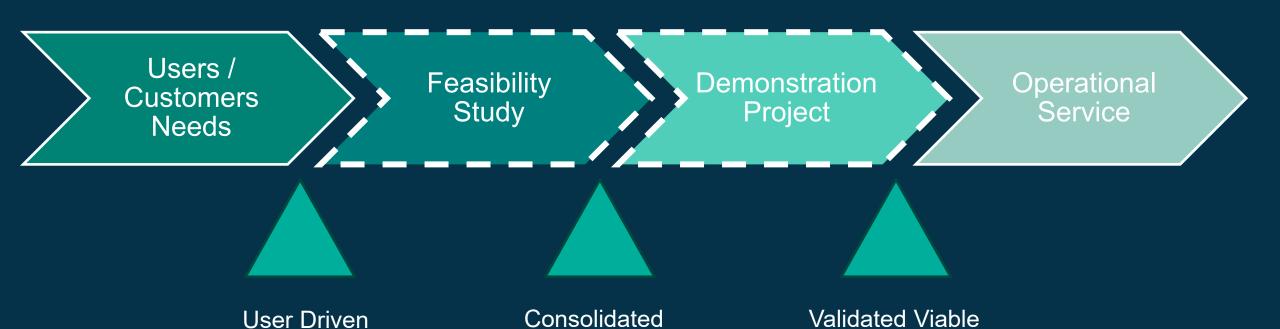


User Driven
Business Opportunity

Consolidated Business Case Validated Viable Service

Business Opportunity





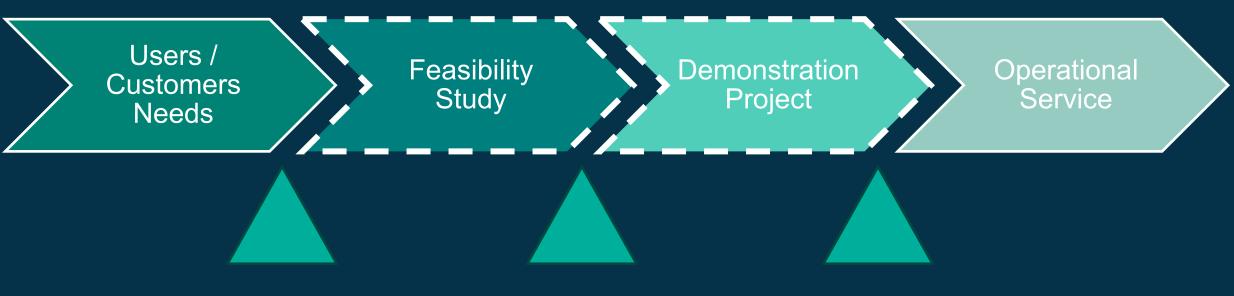
Business Case

Kick Start

- Explore the viability of new service concepts, consolidate the user landscape and requirements
- Evaluate the economic sustainability and technical feasibility of space-based solutions to user needs

Service





User Driven
Business Opportunity

Consolidated Business Case

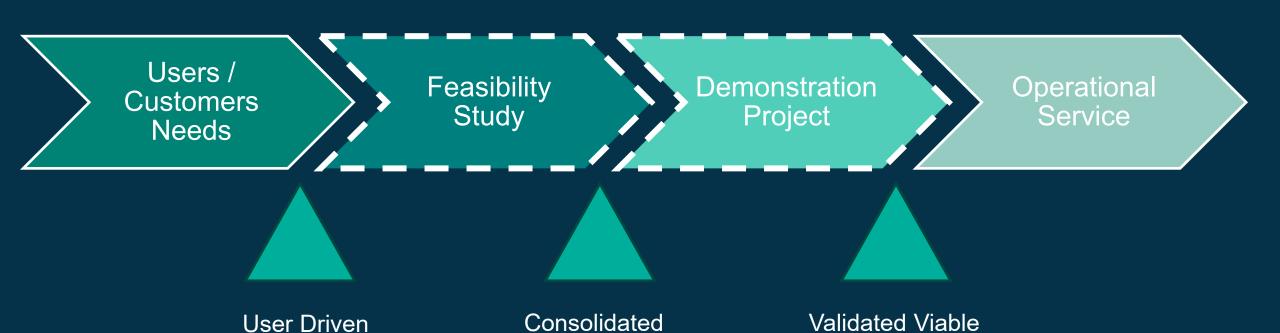
Validated Viable Service

Feasibility Study

- Explore the viability of new service concepts, consolidate the user landscape and requirements
- Evaluate the economic sustainability and technical feasibility of space-based solutions to user needs
- PoC

Business Opportunity





Service

Demonstration Project

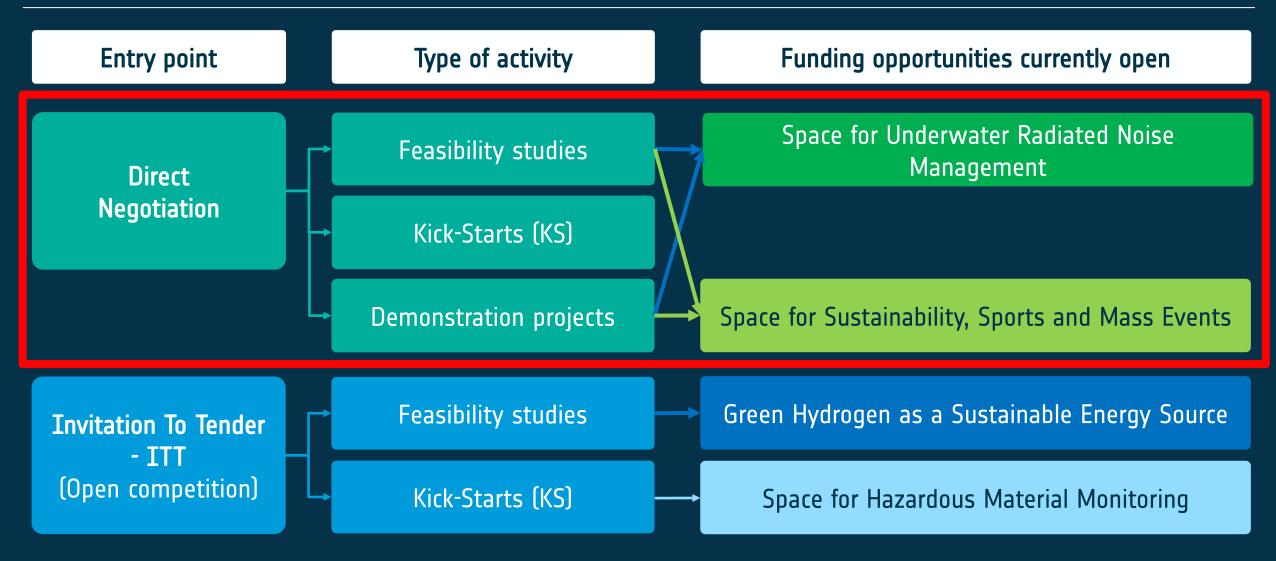
Validate a technical solution and its business model

Business Case

- Ensure user engagement and pilot the service
- Provide a transition towards operational activity

BASS Funding Schemes





IPRs remain with companies



Space for URN Management funding opportunity





Opening date: 1 September

Closing date: 17 October

Objective: ESA will support the development of innovative services that leverage space technology to address the challenges posed by underwater radiated noise (URN) to the marine environment

Funding range: €50,000 - € 3 million per activity, covering 50-80% of activity costs.

Eligible Activities: Feasibility Studies and Demonstration Projects lasting 6 months to 2 years

Use Cases



Quiet Maritime environment: Quiet ship design, voluntary certification and compliance; quiet ship operation; and quiet port initiatives

Environmental Services: URN in ESG and Digital Maritime Analytics, URN Monitoring; Risk mapping of URN impacts, and Monitoring shipping and URN impact on MPAs.

Subsea Activity Noise Management: Construction noise mitigation and Continuous machinery noise



For more details, the use cases can be found on the webpage. Please scroll to the bottom and check the downloads section. Document: Call Activity Description → Objectives of the Call

The value of space



Satellite Communications (SatCom)



AIS supports correlation of noise emission with traffic patterns. When integrated with in situ acoustic sensors or DAS systems it can enhance URN monitoring. Satcom can also be used for real time retrieval of remote sensors.

Satellite Earth Observation (SatEO)



Can be used for environmental characterization including bathymetry, sea surface temperature or wave data. EO can also be used for monitoring vessel activity in sensitive areas.

Satellite positioning (GNSS)



Underpins positioning accuracy for AIS for precise modelling. It can also be used for geofencing sensitive areas to enable noise reduction measures.





The opportunity

- Global events industry projected to grow from \$1.14 trillion in 2019 to \$2.05 trillion by 2032 at a 6.4% CAGR—and the sports segment alone expanding at 7.8%—there is a vast and rapidly growing market for sustainability solutions.
- Mounting pressure from fans, sponsors (who provide roughly 50% of event revenue), and regulators to adopt measurable environmental and social responsibility—combined with climate-driven operational risks such as extreme weather—has created urgent demand for tools and services that reduce carbon footprints, manage waste, and enhance event resilience.
- Existing frameworks like the Sport for Nature initiative and similar music-festival programs highlight significant gaps in accurate emissions measurement, transparent reporting, and impact-assessment methodologies.





Partners









Areas of interest (non exhaustive)

- Carbon Reduction
- Nature and Biodiversity protection
- Circular Economy
- Sustainable Infrastructure
- Event Resilience to Environmental Impact





Important dates

- OPENING DATE: 5th May 2025
- CLOSING DATE: 10th October 2025



Value of Space





Satellite Navigation

provides autonomous geospatial positioning

Earth Observation

Provides information on the health of Earth

- Connectivity for remote areas with lack of terrestrial networks for example for IoT networks.
- Connection with local sensors or to provide alerts, such as emergency warnings for extreme weather events. .

- Facilitates real-time tracking and tracing of vehicles and goods through precise positioning, navigation, and timing.
- For instance, GNSS can enable various route optimisation solutions by providing real-time location data as well as flow monitoring of fans, vehicles and goods
- SatEO data combined with advances in AI and machine learning, could be used to directly measure GHG emissions, measure traffic flow, movement of people, activities along points of the supply chain, identify infrastructure needs, and understand direct effects of the events in the surroundings like biodiversity.
- SatEO data can be used for the planning of the infrastructure and traffic flows.

 Additionally, weather forecasts can be used to anticipate adverse situations that can affect events

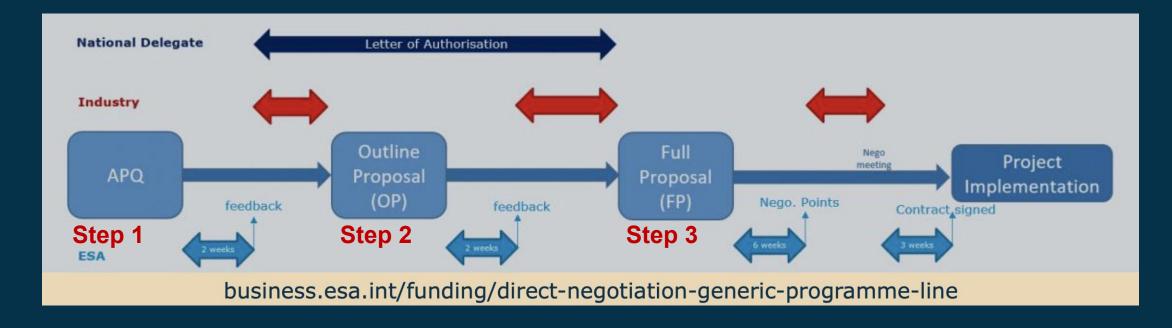
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How to apply to DN
Feasibility Studies and
Demonstration Projects?

How to Apply





- Incremental procurement approach: APQ is the starting point max. 8-page document with a standard template to present WHAT, WHY, HOW
- Standard templates for proposals and deliverables before and during activity implementation
- Ambassador Platform available to guide companies in the process: https://business.esa.int/ambassador-platforms

Step 1: The APQ



Download an Activity Pitch Questionnaire here: https://business.esa.int/documents

Submit it here:

https://business.esa.int/apq-submit

ESA reviews APQs weekly with three outcomes: invitation to prepare a proposal, discussion with ESA, or rejection.

You will receive feedback on your APQ within 2 weeks of submission.

You will be assigned someone in ESA to guide you through the rest of the process



Step 1: The APQ



- (WHO) Company
 Background Information.
- 2. (WHAT) do you want to offer your customers and what is the added value?
- 3. (WHY) Who are the target beneficiaries addressed by your offer, and what are their pains and gains
- 4. (HOW) do you intend to implement

(OPTIONAL) APQ+ for fast-track application

	ED – For ESA Official Use Only
	ACTIVITY PITCH QUESTIONNAIRE (APQ)
	ESA-TIAA-PO-2017-1054 - V. 3.19
pitch. It h activity st	vity Pitch Questionnaire (APQ) allows you to present your business idea in a reduced, standardise helps ESA to quickly take informed decisions on next steps, pointing you to the most appropriat tream in case the APQ is considered acceptable (e.g., additional preparatory work, training, teamin ome other partners, go ahead targeting a Feasibility Study or a Demonstration Project).
Pitch Que ESA, the extended	nd incremental approach. The submission process is based on the following three stages: the Activi estionnaire (this form), the Outline Proposal, and the Full Proposal. In case the APQ is accepted be answers to the questions of this APQ will be directly integrated in the Outline Proposal and as needed. In a similar way, the elements of the Outline Proposal, if accepted by ESA, can be ntegrated in the Full Proposal.
	Activity Pitch Questionnaire (APQ) Outline Proposal Full Proposal
Prepare v	your pitch:
 Expla Applie Some Applie 	e sure you use the LATEST VERSION of the APQ template, anations of terminology used here can be found in the document ' <u>Terminology used in ESA Busine</u> cations'. e explanations on how to prepare the APQ are available in the presentation ' <u>ESA Business</u> cations - <u>Guidelines for APQ Preparation</u> '. ese the appropriate Open or Thematic Call. For further details, visit ' <u>ESA Opportunities for Open Call</u>
Call:	Activity: Activity:
Call.	"Please be aware, it's important to ensure you have selected the right options."
	our pitch:
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Brand name:			Full na	ame:					
① Themat	ic market area								
Primary 1:			Subca	tegories	1:				
Primary 2:		•	Subca	tegories	2:				
Keywords 1:		- Key	words 2: -	-		•	Keywords 3: -		
① AP.1.2	Basic compan	y informa	tion						
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Step 1: The APQ

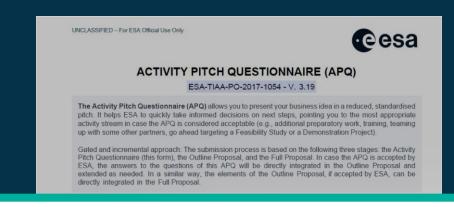


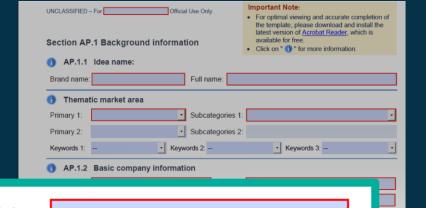
- (WHO) Company Background Information.
- (WHAT) do you want to offer your customers and what is the added value?

Call:

- (WHY) Who are target benefici addressed by and what are t and gains
- 4. (HOW) do you intend to implement

(OPTIONAL) APQ+ for fasttrack application





Space for Underwater Radiated Noise Management

"Please be aware, it's important to ensure you have selected the right options."

Please describe ESA use case addressed

I agree that the APQ can be shared by ESA with the partners of the relevant use case.

mit your pitch:	

- Contact your National Delegation¹ as specific rules may apply depending on your country.
- Please note that for a given idea, ONLY ONE APQ submission is possible (no subsequent submission of revised APQ Form(s) is allowed!).
- . The APQ has a validity of ONE YEAR: in case of no draft of Outline Proposal is submitted within one year from the date of the APQ submission, the APQ will be considered by ESA as withdrawn
- Your APQ shall be submitted using the online web form submitter accessible at 'APQ Submit Please note that only PDF formats are accepted.

Activity Pitch Process:

Thematic Call (under 1-10494)

Upon submission of your Activity Pitch Questionnaire:

- . ESA may provide this Activity Pitch Questionnaire to and discuss it with the National Delegations of the countries of your consortium.
- · ESA will assess your pitch.
- ESA will provide written feedback typically within 10 working days from the date of the APQ submission.

¹ Contact details of the National Delegations can be found under

https://business.esa.int/national-delegations

For Greek entities, please note that Greece does not support non-competitive bids, therefore Greek proposals are not admissible

If Yes, indicate name of any previous activities and possible commercial outcomes Max 270 characters (no spaces) If Yes, who are the other entities? Name: Website: Industry: Country: Name: - Website: Industry: - Country: Name: - Website: - Industry: - Country: Name: - Website: - Industry: - Country: Max 360 characters (no spaces)	If Voc. ind	icato namo of	f any provious activities and pos	sible commercial outcomes	
AP.1.5 Are you applying with sub-contractors? If Yes, who are the other entities? Name: Website: Industry: Country: Name: - Website: - Industry: - Country: Max 360 characters (no spaces)				sible commercial outcomes	
If Yes, who are the other entities? Name: Website: Industry: Country: Name: Website: Industry: Country: Name: Website: Industry: Country: Max 360 characters (no spaces)	Max 270 cl	naracters (no	spaces)		
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APQ Advise



- 1. APQ is a critical stage
- 2. Be specific and descriptive.
- 3. Key messages:
 - Show you understand the final customer and their pains → Engage with potential customers of your solution
 - 2. Very clear and understandable value proposition
 - 3. Clarity on how you will commercialise the development
 - 4. Clear definition on the scope of the activity, what's in, what's out
- 4. Commercial focus
- 5. You can use any satellite data, not just ESA
- 6. Check eligibility
- 7. Consult ambassadors: https://business.esa.int/ambassador-platforms

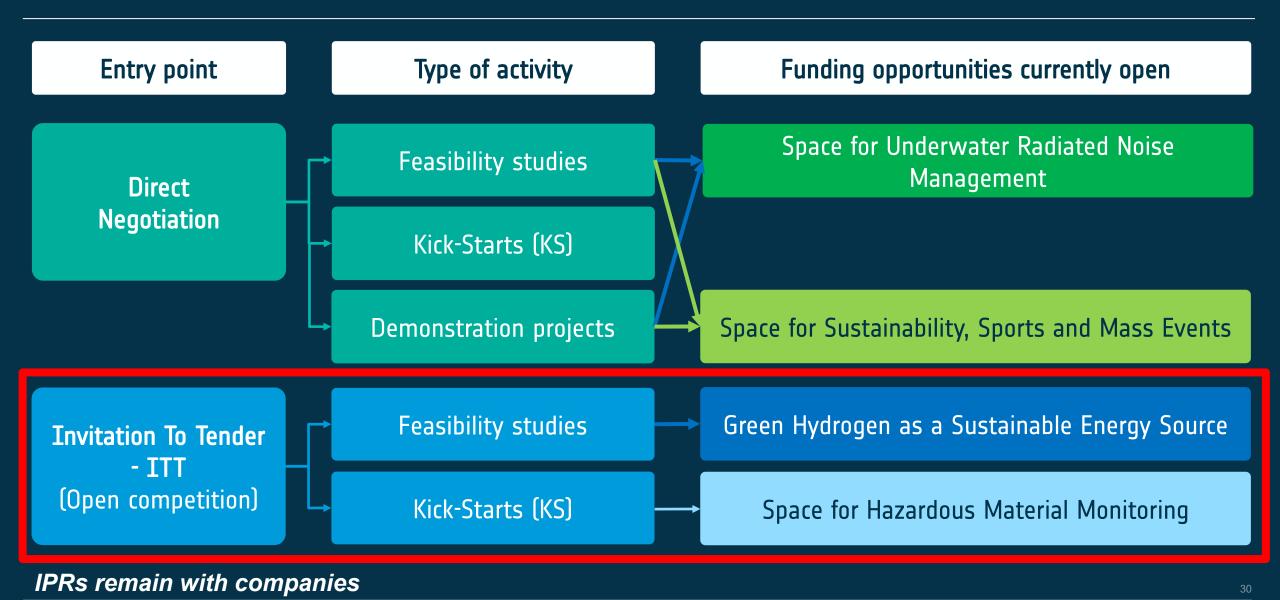
Authorisation from National Delegation



- 1. The authorisation from the National Delegation will be required for the submission of the Full Proposal (3rd Step), thus it is a good idea to initiate a dialogue with your National Delegation early on.
- 2. The contact information of the National Delegations can be found at https://business.esa.int/national-delegations
- Please note that funding is open to consortiums, however, all organisations and businesses must be located in an ESA member state participating in the programme BASS
- 4. To qualify for funding, your team must be located in one of the following countries: Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Hungary, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Sweden, Switzerland, United Kingdom, Lithuania, or Slovakia.
- 5. If your company is based in Greece, Spain, or Canada, eligibility for funding requires that your idea is related to 5G technologies or includes a significant element concerning Safety and Security.

BASS Funding Schemes







Hazardous material monitoring

Introduction: Hazardous Materials Monitoring



Persistent threats to health, environment, and industry from asbestos, heavy metals, and toxic pollutants

- Hazardous materials: asbestos, heavy metals, chemical pollutants, radioactive waste
- · Health risks: cancer, respiratory diseases, organ damage

Space-based technologies such as Earth Observation, Global Navigation Satellite System and Satellite Communications enable the detection, tracking, and analysis of hazardous materials across large, remote, or complex areas.

Why Monitoring matters

- Early detection of contamination prevents long-term health crises and environmental degradation
- Supports compliance with evolving EU and international safety regulations
- Enables faster response and risk mitigation in industrial, urban, and postdisaster settings
- Improves planning for urban redevelopment, land use, and waste management
- Protects vulnerable populations exposed to legacy pollution or illegal disposal activities



Introduction: Hazardous Materials Monitoring



Regulatory drivers

- Stricter rules on handling and monitoring hazardous materials, especially asbestos
- Affects multiple sectors: construction, renovation, demolition, manufacturing, shipbuilding, waste management, mining, and transport
- Businesses respond by adopting advanced monitoring technologies
- Goal: compliance and worker safety

EU Asbestos Directive (2009/148/EC) amended by Directive EU 2023/2668 REACH Regulation (EC No 1907/2006)









































Topics of relevance



1. Environmental and Public Health Management

Exposure to asbestos-containing (or other) materials in air, soil, or water can lead to severe health conditions, including respiratory diseases and cancers.

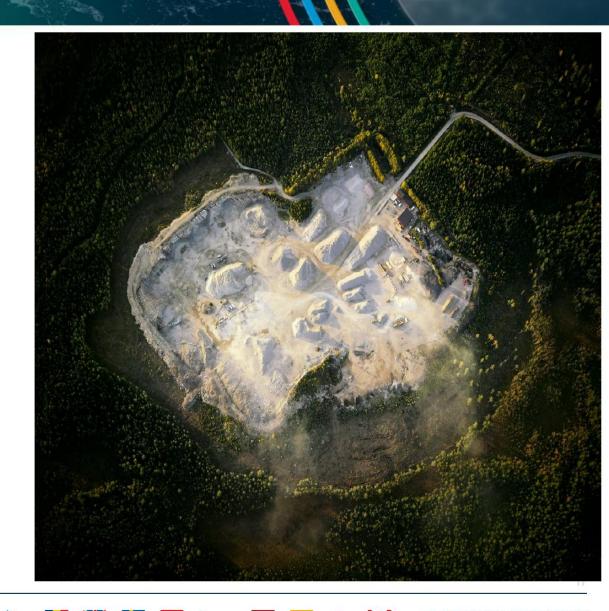
Hazardous substances pose serious risks to nearby populations, particularly in areas with legacy contamination or improper disposal practices.

Vulnerable groups — such as children, the elderly, and those with pre-existing health issues — are especially at risk from environmental exposure to hazardous materials.

Environmental agencies and waste management companies are increasingly seeking monitoring solutions that support sustainability, improve safety, and reduce environmental impact.

Examples of application:

- Community Health Programmes
- Lifecycle Management Systems
- · Early Warning Systems
- Environmental Monitoring Networks
- Cleanup Strategies



Topics of relevance



2. Workplace and Occupational Safety

Workers in environments with hazardous materials face serious health risks, especially during construction, demolition, or industrial operations.

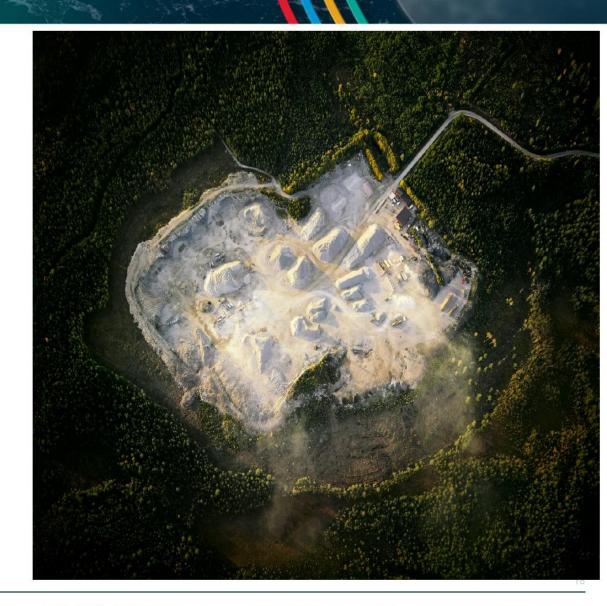
Real-time monitoring and risk management tools are essential to protect employees from exposure to dangerous substances.

Space-based technologies, such as satellite air quality monitoring and drone inspections, provide continuous oversight of hazardous work environments.

These innovations help ensure compliance with workplace safety standards and support proactive health protection strategies.

Examples of application:

- Drone Inspections
- · Predictive Analytics for Risk Mitigation
- Real-Time Exposure Alerts
- Working Tracking and Safety Systems
- · Satellite-Based Air Quality Monitoring





Topics of relevance



3. Regulatory Compliance and Risk Management

Strict regulatory frameworks govern the handling, monitoring, and disposal of hazardous materials like asbestos to protect public health and the environment.

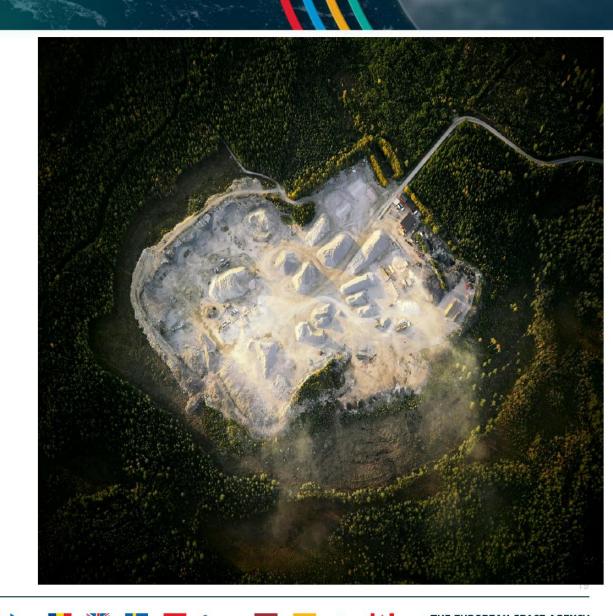
Continuous monitoring and robust reporting mechanisms are essential for ensuring compliance at workplaces, industrial sites, and waste disposal areas.

Space-based and ground-based technologies enable large-scale, data-driven monitoring that supports proactive risk management and regulatory adherence.

These solutions are valuable to environmental regulators, compliance officers, and waste management firms seeking to manage legacy contamination and uphold safety standards.

Examples of application:

- Large Scale Environmental Monitoring
- Geospatial Analysis and AI-Driven Mapping
- · Post-Disaster Monitoring
- Digital Compliance Platforms





Value-added from space





Satellite Earth Observation

- Provides large-scale, regular monitoring of air, soil, and water quality, identifying contamination hotspots, including former industrial sites or demolition zones.
- Identifies asbestos fibres and ACMs by detecting their unique spectral signatures from hyperspectral imagery, and optical imagery to monitor suspected contamination areas.
- Supports regulatory compliance by verifying safety standards and reducing on-site inspections, helping industries and financial institutions validate sustainability claims and monitor value chain activities.

Global Navigation Satellite System

- Provides accurate location data for contaminated areas, ensuring efficient targeting of high-risk zones and effective environmental assessments.
- Optimises positioning of monitoring devices and supports compliance with regulatory requirements.
- Enhances real-time data tracking and mapping for better management of hazardous materials and legacy contamination sites.

Satellite Communication

- Enables seamless data transmission from remote monitoring sensors, particularly in areas with limited communication infrastructure, facilitating rapid responses to risks.
- Supports communication between monitoring teams, regulatory bodies, and health agencies, ensuring timely actions and effective risk management.
- Offers reliable and high-bandwidth communication for continuous environmental monitoring and data handling





































Hazardous Materials Monitoring

esa

Successful companies will run a 6-month study to investigate the technical feasibility and commercial viability of their idea.

Kick-Start activities are funded at 75% by the European Space Agency for a maximum of €75K per contract.

After the study there is the opportunity for further funding and support from ESA.

Visit: Space for hazardous materials monitoring





Who can apply?

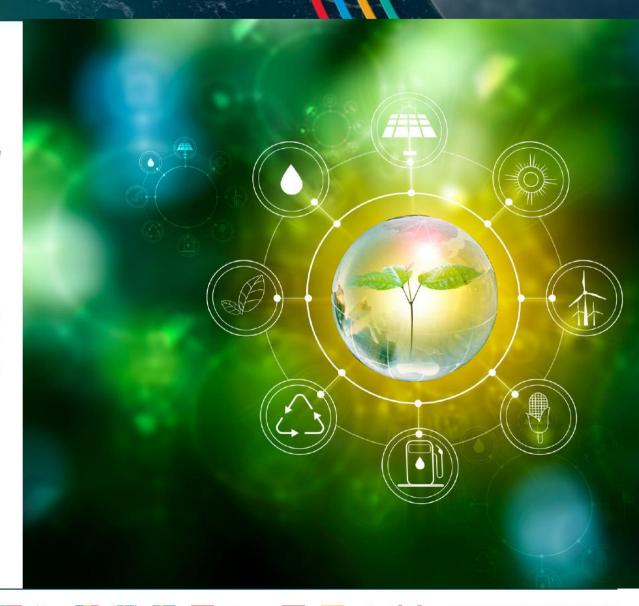


To be **eligible for funding**, your team must be based in one of the **following countries**:

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

If you are considering applying, you must inform your National

Delegation to obtain a letter of authorisation allowing the funding
of the proposed activity. Contact details of each National Delegate
can be found here: https://business.esa.int/national-delegations-0



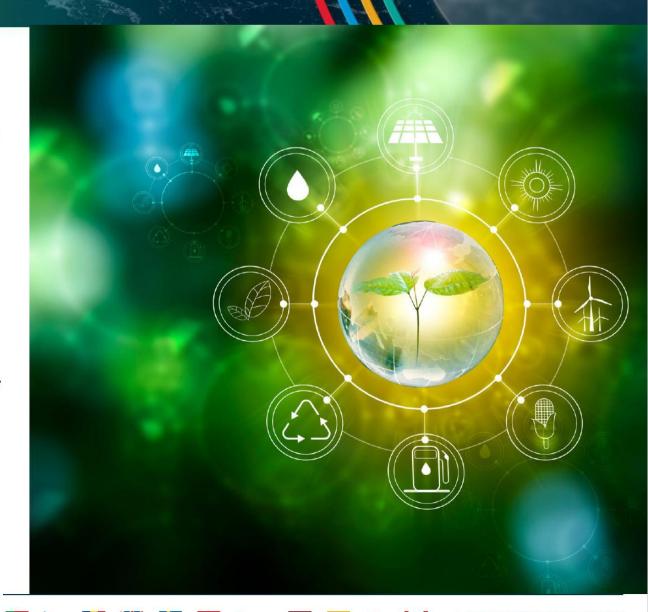
How to apply?

esa

THE EUROPEAN SPACE AGENCY

- Register your team on esa-star Registration today! https://esastar-emr.sso.esa.int
- On 16th of June 2025 visit esa-star Publication and search for this opportunity to download the official competition documents. https://esastar-publication.sso.esa.int
- 3. Use the official documents to prepare your proposal
- Contact details of each National Delegate can be found here: https://business.esa.int/national-delegations-0
- Submit your proposal via esa-star Tendering by 18th of September 2025.
 https://esastar.sso.esa.int
- Your proposal should ideally include a Letter of Support from the user/customer representative

Opening dates: 16th June - 18th September 2025





Green Hydrogen as a Sustainable Energy Source



Green Hydrogen as a Sustainable Energy Source





Invitation to Tender (ITT):

Proposals should aim to assess the feasibility of satellite-based solutions in supporting hydrogen technology, emphasising environmental sustainability, operating efficiency, and cost-effectiveness.

With a focus on evaluating practical applications of green hydrogen across multiple sectors, including: Energy, Transportation, Maritime, Smart Cities



With support from the Energy Task Force members:

https://business.esa.int/energy-task-force

and WWF Germany

Use-cases of the partners are listed in the SoW (in the Tender Package)









Important info:

- **Feasibility Studies**
- Funding: ESA will co-fund 80% of the acceptable cost, up to €200K, per awarded study
- No IP or equity retention
- Opening date: 09 October 2025
- Closing date: 06 November 2025
- Webinar: 30 September 2025
- Workshop: 08 October 2025, London UK







Read More & Register for the Webinar

Green Hydrogen as a Sustainable Energy Source





Potential Use-Cases:

- Infrastructure and accessibility analysis
- Solar and wind resource assessment
- Identifying locations for offshore hydrogen production
- General land use and topography analysis
- Monitoring emissions and environmental compliance
- On-demand maintenance assessment



How to Apply:

- Register by completing online questionnaire on ESA-Star https://doing-business.sso.esa.int/
- Download the official tender documentation (Invitation to Tender) via ESA-Star Publication
 "AO 1-12743"
- Create a "Bidder Restricted Area" in ESA-Star Tendering
- Write your proposal and request an Authorisation of Funding Letter from the National Delegation
- Submit your proposal via "Bidder Restricted Area" in ESA-Star Tendering https://doing-business.sso.esa.int/ before the deadline (6 November 2025) and don't wait until the last minute!





Read More & Register for the Webinar

