



GEO-CRADLE Workshop

*Accelerating EO-powered
businesses and market
take-up*

www.geocradle.eu

Hosted by:



Coordinator:



GEO-CRADLE: Coordinating and integrating state-of-the-art Earth Observation Activities in the regions of North Africa, Middle East, and Balkans and Developing Links with GEO related initiatives towards GEOSS

Connecting the dots across the Earth Observation value chain

At InoSens we believe that European projects are a great opportunity for small companies like ours to build a network and establish partnerships across Europe. This is why we are very passionate about GEO-CRADLE. It gives us the opportunity to be members of a forward-looking community built around Earth Observation enabled services in Balkans, Middle East and North Africa. For 2 days in the middle of July, we had an additional reason to be proud about our participation in GEO-CRADLE, as we hosted a regional workshop “Accelerating EO-powered businesses and market take-up”, bringing together 80 participants from over 10 countries.

The event aimed to connect the dots across the Earth Observation value chain, by providing the ground for key players from public sector, academia and innovative SMEs to consider challenges, opportunities, and new approaches in Earth Observation on a regional scale. In the past decade, Earth Observation (EO) has emerged as engine of change to address critical global challenges: manage limited resources, monitor the environment, as well as predict and respond to climate changes. Against this background, the first day of the workshop explored regional success stories as well as areas for improvement of EO-based services in the Balkans. It provided various organizations along the EO value chain with firsthand insights into existing regional capacities and end-user needs, and the opportunity to discuss future possibilities. One of the workshop aims was to introduce the potential of EO to the startup and SME ecosystem. The GEO CRADLE Novi Sad Workshop offered participants a unique opportunity to take part in diverse sessions important for regional stakeholders, including current best practices and EU financing options.

The following day was an internal session for the GEO CRADLE Consortium. International experts and project partners shared their experience and discussed opportunities for strengthening cooperation at regional and European level. Being in the same room facilitated forging of professional links in the EO community on a regional scale to share their lessons learned and present their recommendations for accelerating EO-powered businesses and market take-up. In addition, experts from Europe, Middle East, and North Africa were present to share their experiences and find synergy with Balkan actors.

In the words of my colleague, Igor Milosavljevic, Business Developer at InoSens and a moderator of the second session mentioned: “This is the first time I see something this in the Balkans, particularly because the regional EO community is highly fragmented.” The community has in common the interest to develop practical geo-based services with real impact in the public and private sectors. What made the event particularly fruitful were different yet complementary perspectives we bring on the subject, as academic and research organizations, or SMEs. I recognized opportunities for long term beneficial relationships resulting from this event.

By Grigoris Chatzikostas, CEO, Inosens doo Novi Sad, Serbia