

# GEO WEEK 2018

## KYOTO, JAPAN

Monday 29 October, 08.30-12.30

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Identifying, communicating and delivering  
the value of Earth Observations.  
A regional approach.

### Session 4 Developing the Future

Side event Organised by GEO-CRADLE Project & EARSC



## Scope of this panel discussion

- ❑ Discussion on ways to design long-term, high-impact actions for the uptake of GEOSS and Copernicus
- ❑ Identifying sustainable synergies and cross-fertilization models
- ❑ Matching together “top-down” (i.e. programmatic) and “bottom-up” (i.e. national or project based) perspectives

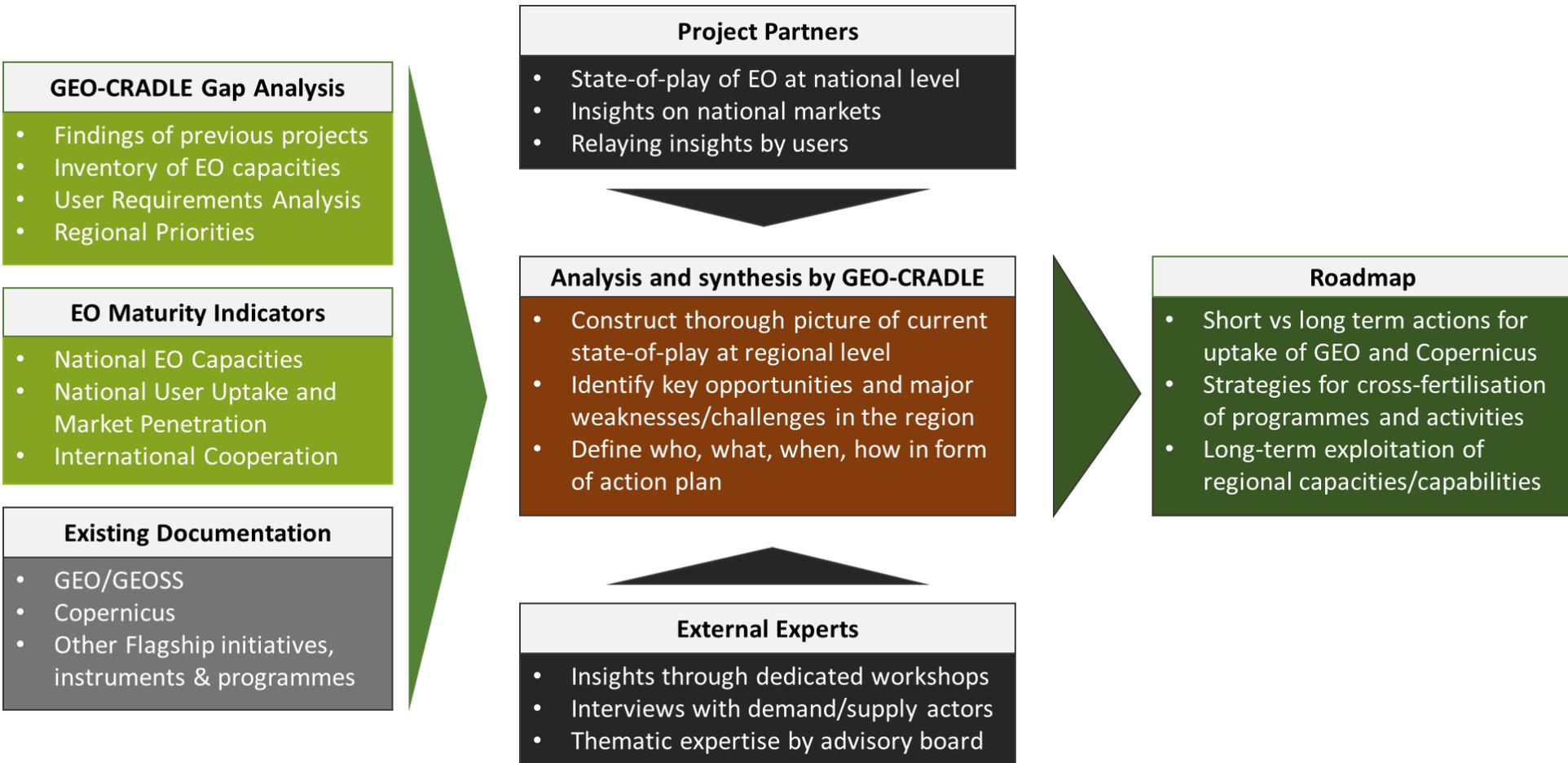


**Methodological Approach**

**Key Challenges**

**Recommended Actions**

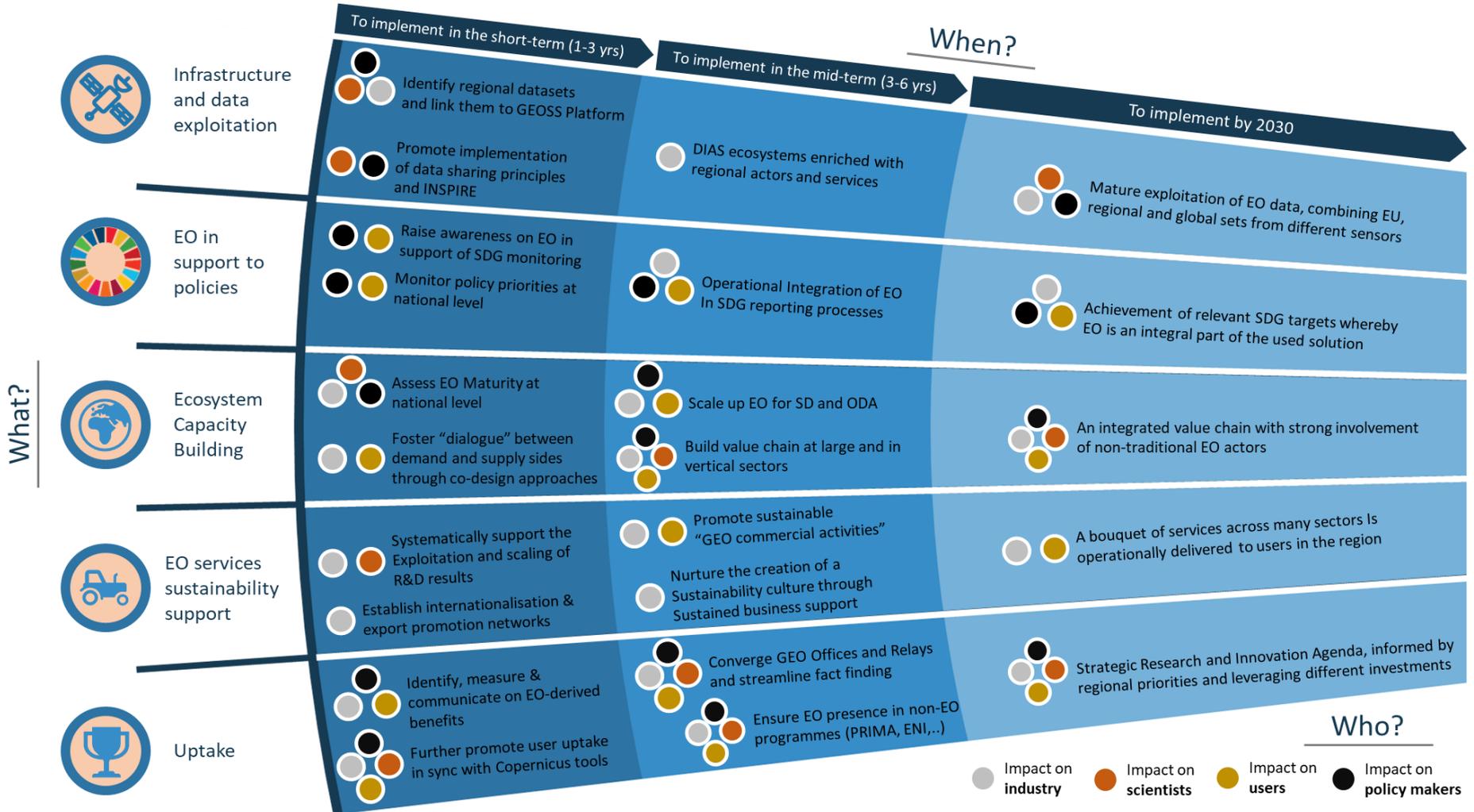
# Methodological Approach



# Key Challenges

- ❑ **Fragmentation of the EO market across Member States and sectors**
  - ❑ Different legislations, regulations, languages, work cultures
  - ❑ Diverse levels of EO maturity
  
- ❑ **Low awareness of EO and its potential benefits in target sectors**
  - ❑ Relative disconnect between supply and demand side
  - ❑ “Preaching to the choir”
  
- ❑ **Effective exploitation of Big Data**
  - ❑ Data Access / Exploitation of multimodal sources
  - ❑ Availability of affordable tools and resources for processing
  
- ❑ **Lack of coherent data management practices**
  - ❑ Different data standards, lack of interoperability.
  
- ❑ **Skills shortage**
  - ❑ Aging workforce / Ephemeral workforce
  
- ❑ **Access to capital for commercialisation and further innovation of R&D**
  - ❑ Lack of end-to-end support from idea to market
  - ❑ Distinct lack of a sustainability driven culture

# Recommended Actions



# Thank you!

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**EARSC**

European Association  
of Remote Sensing  
Companies

