



EARSC

European Association
of Remote Sensing
Companies

Industry's view: Data Policy

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What is EARSC?

EARSC is a trade association (NPO), founded in 1989, which represents European companies: offering and undertaking consulting and other services or supplying equipment / data in the field of remote sensing.

Our mission is:

- to foster the development of the European Geo-Information Service Industry
- to represent European geo-information providers, creating a sustainable network between industry, decision makers and users

Our focus is on remote sensing from space-based platforms (satellites) but we also have members which are aircraft operators.

Today we have 75 members from 22 countries in the EU and beyond.



What does EARSC do?

- Provide information to our members on programmes, policy and the sector; (business intelligence)
- Maintain a knowledge of the industry, i.e. statistics, market information, etc.
- Promote professional standards within the industry
- Promote the industry and its capabilities by:
 - Creating links between EO services sector and other business sectors, e.g. oil & gas, insurance, public institutions e.g. the World Bank
 - Organising events offering networking opportunities as well as focused information
 - Advocacy towards policy makers on issues of concern

EARSC focus is on enabling the development of new business



Copernicus – a key market enabler

- Copernicus is a key European public programme (managed by EC-DG GROW) for providing information on environment and security to European policy makers and citizens.
- Direct funding for EO services is important and will enable the development of new products to be exploited.
- But more important:
 - Copernicus provides a strong opportunity as market driver for EO-based services
 - Industry can exploit opportunities using Copernicus products & services in other markets e.g. commercial downstream, export to non-EU – with a proven-track EU customer base as a reference.
- In 2014, the first of the dedicated Copernicus Sentinel satellites (Sentinel-1) was launched, generating Terra-Bytes of data every day.

Copernicus is creating new jobs and tax revenues



Copernicus – a key market enabler

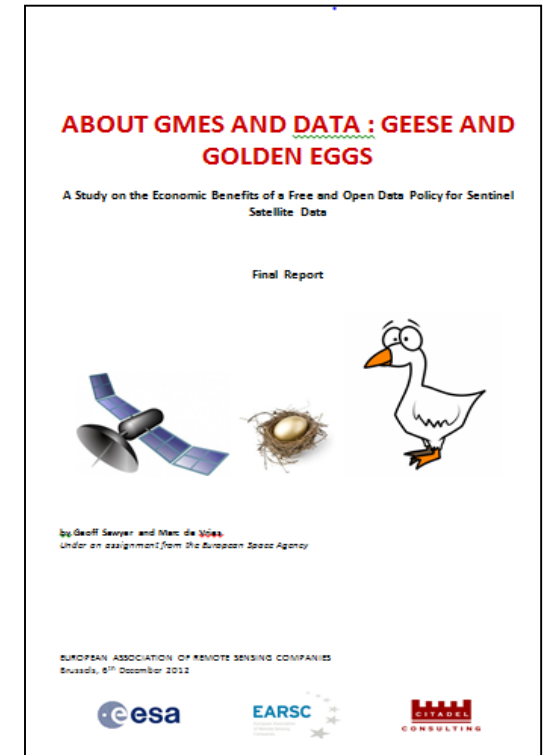
- For an implementation of the Copernicus Program which enables industrial growth, competitiveness and increase of Earth Observation markets different mechanisms shall be implemented:
 - Data policy. Which includes the rules to access Sentinels, in-situ, collaborative missions and Copernicus core services products. With the tools to ensure the fast and easy access and the rules of coexistence with commercial satellite data and service products providers.
 - Copernicus services shall be open for business fostering the industrial participation in all thematic areas.
 - Alignment of the R&D programs with EO infrastructure, core services and downstream future needs. Guaranty a continuous evolution of all the Copernicus elements.
 - Ensure data and products quality.
 - Creating the “Enterprise culture”.

A Free & Open Data Policy

Most effective way to develop the downstream market (and generate pull on the upstream)

- Sentinel data is Public Sector Information (PSI), which means data collected by governments for its own purposes.
- PSI-reuse argues that since it is paid for once it should not be sold by public agencies to develop revenues (and not cost-effective)
- It should be made available for free to support innovation and private sector development.

EARSC has supported and promoted the adoption of a free and open data policy for the Sentinel data



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A Free & Open Data Policy

Principles for the Copernicus data policy:

- Raw data from Sentinels should be free and open.
- Data from commercial satellite operators should be procured under appropriate license conditions.
- Core services to be freely and unconditionally available to all users and downstream partners.
- Downstream services should be procured commercially on a fair and competitive basis.
- A registration system for Copernicus users should be put in place to ensure that basic quality conditions are met and licensing conditions are respected as well as achieving fair competition on the international market.

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A Free & Open Data Policy

In addition In-situ data, supporting the generation of Copernicus products shall made available by the European Environmental Agency (EEA).

Effective governance for the maintenance and consequent evolution of the data policy I needed. An audit process reviewing the effectiveness of the policy shall bet set-up.

An industrial viewpoint must be part of the decision making regarding the overview, management and evolution of Copernicus, in particular on the data policy aspects.

Avoid market distortion; public sector should not be active where private sector is already performing, i.e. data supply (Contributing Missions), downstream services,...

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Easy access to the data

Even if free, Copernicus (Satellite, in-situ, ancillary and core services) data cannot be used if it is not accessible.

EARSC has voiced concerns that industry may not have good and easy access:

- Copernicus ground system is based on limited number of Member State nodes which may not favour industry at large; depends on national policy
- If capacity becomes limited, first priority correctly is for government (public use), then scientific and international use
- Strong risk that access favours companies / consortia which are successful in tenders for Copernicus (core) services (full access guaranteed)
- Where programming of the satellite or instrument is required, industry needs are low priority and cannot be relied on to develop business

EARSC dialogue with ESA & EC on industrial access issues



Data and products quality

- Services may be delivered, even effectively and efficiently, but are of no use unless they are of assured, good and appropriate quality!
- Encourage industry and its customers to move to standard product specifications to ensure competitive supply and efficient procurement.
 - Projects (ESA-funded) with Oil and Gas industry, which is most advanced
- Consider a further need for greater transparency in both the procurement process and the delivery (e.g. annual report on services)
- Ensure industry is challenged to deliver best and appropriate service at a competitive price.
- Copernicus could (and should!) become a world-leading brand

EARSC is promoting the adoption of professional standards within the EO services industry (trend to operational services)



A final consideration: Hi-Res Directive *

- EARSC Letter to EC (EARSC do not agree with the reasons underpinning the proposal whilst remaining essentially neutral on the proposal itself)
- EC conducted new survey with EARSC support to assess the case.
- Rules apply to satellites operated by organisations in the EU MS.
- Need to assess if regulation benefits the entry of organisations from third countries.
- Ensure transparency and non discriminatory implementation of the regulation.
- The impact assessment the implementation of the legislation shall be performed periodically.
- Understand if directive is benefiting companies from outside the EU.
- EARSC is sensitive to the security and defence concerns but is concerned about the limits of the implementation of the directive.



For more Information

For Information on EARSC:

www.earsc.eu / www.eomag.eu / secretariat@earsc.org

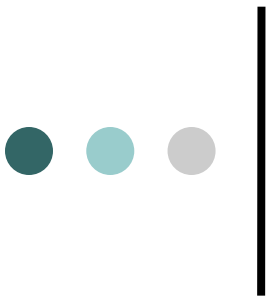
For more information on the remote sensing industry:

www.eopages.eu

[Report on the State and Health of the EO Services Industry](#)

For links to other Communities:

www.ogeo-portal.eu



Annex

Linking Communities - OGEO



Login

OGEO Portal

- Provides a link with the Oil & Gas Industry
- Offers a forum for exchanging information
- Guidance on EO applications
- Success Stories, e.g. real benefits from EO
- Industry status, e.g. certification & standards
- Knowledge management, e.g. documents, meetings, etc.



OGEO IS A FORUM FOR INFORMATION EXCHANGE BETWEEN THE OIL AND GAS AND EARTH OBSERVATION / GEO-INFORMATION PROFESSIONAL COMMUNITIES.

[MORE INFORMATION](#)

FAST INFORMATION

The portal offers the advantage of rapid and direct information exchange across the range of activities relating to Earth Observation undertaken in both market sectors. It will allow users to post questions related to information that is being sought and provides links to existing information in both communities.

BUILDING NETWORKS

Suppliers of Earth Observation derived geo-information can co-ordinate and exchange expertise as well as building networks and partnerships with members of the oil & gas industry. It will allow members to respond to demand requests and make commercial offers easier. Prior exchange will allow the oil and gas industry to select more targeted products.

PROBLEM SOLVING

Using the OGEO portal allows O&G members to seek help and address business problems using Earth Observation. Users can find new suppliers, win new customers, share experiences and seek practical advice for all application where remote sensing and earth observation can offer a solution or offer a business improvement.

Linking Communities – Research Corner

Provides virtual networking and meeting facilities to form R&D (H2020) teams:

- Chat & exchange with other users
- Library of relevant documents
- Advertise partners search
- Book a private meeting room for a project team
- Learn about programmes with guidance and analysis

The screenshot displays the EARSC Research Corner website. At the top, there is a navigation bar with links for Dashboard, Forums, Work Groups, Resources, Projects, News, and Help. A search bar is located on the right. The main content area is divided into several sections:

- Contents:** A list of links including Research Corner Bulletin Board, Research Corner Classroom, Research Corner Library, Research Corner Lounge, and Research Corner Meeting Rooms.
- Research Corner Home:** A welcome message from the administrator dated 30 Dec, followed by a detailed introduction to the platform's features like the lounge, library, message wall, and meeting room.
- Recently Updated:** A list of recent updates, including EARSC Research Advert (Feb 19, 2014), Research Corner Library (Feb 11, 2014), and various PDF documents related to H2020 SC Societies.
- Blog Posts:** A section titled "Blog Posts" featuring an "EARSC Guide to H2020" by the administrator, dated Jan 08, 2014.
- Recent space activity:** A section titled "Recent space activity" featuring a post by Monica Miguel-Lago, dated Feb 19, 2014.
- Space contributors:** A section titled "Space contributors" listing users like Monica Miguel-Lago (6 days ago) and Geoff Sawyer (22 days ago).

Icons for "Chat in the Lounge", "Read in the Library", "Place & read ads on the bulletin wall", "Meet in Private", and "Learn in the Classroom" are also visible.