

Scope of Representation

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Objective:

Identify, analyse and propose Beneficiaries Base and Candidate Missions at a high level.

Definition:

A Candidate Mission is defined as a high level description of services that an EO TA can offer its members in relation to a target group of actors.



Method 1 (2)



- Define the **possible** Beneficiaries and the **possible** Candidate Missions from
 - T1 Analysis of Industry Structure,
 - The relevant parts of the EOMD Industry Survey
 - The knowledge inside the consortium.
- **Membership Base - End result** : Based on an overall analysis of the need and role of an EO TA, **proposed Membership Base**



Method 2 (2)



- Analyse and evaluate the **possible** Candidate Missions:
 - Identify activities – on a high level - for an EOTA
 - Identify benefits and challenges for the VACs and possibilities for an EO TA to support in relation to these activities
 - Identify and evaluate the EO/GI trends in fields relevant to the members of the EO TA to define the future environment in which an EO TA should work and evaluate the effects on the proposed Candidate Missions
- Establish the evaluation criteria and map the results of the above steps to each other to form a basis for – and perform – a prioritization of Candidate Missions for an EO TA
- **Candidate Missions - End result: Prioritised Candidate Missions for the EO TA**



Possible Beneficiaries



Possible Beneficiaries	Description of Benefits
EO VACs	Handling common issues that the VACs have problems to handle by themselves
Pan-European Policy Bodies	Concerted information regarding the views of the Value-Added EO industry with regard to the possibilities to use EO information
Pan-European R&D Funding Agencies, Pan-European Research Institutions and European/International Research Associations	Concerted information regarding the EO market needs related to the R&D programmes
Public Satellite Investors	Concerted information regarding the EO market needs
Aerospace TAs	Concerted information regarding the EO market needs
National EO TAs	Stronger influence on the European/Canadian level
European GI TAs	Cooperation in lobbying and networking
Data Providers	Uniform feed-back on market requirements
International TAs	Cooperation in lobbying and networking
EC/ESA Initiatives	Better information on user requirements
Market and Market Organisations	Better information on available suppliers and content regarding EO Value-Added products and services



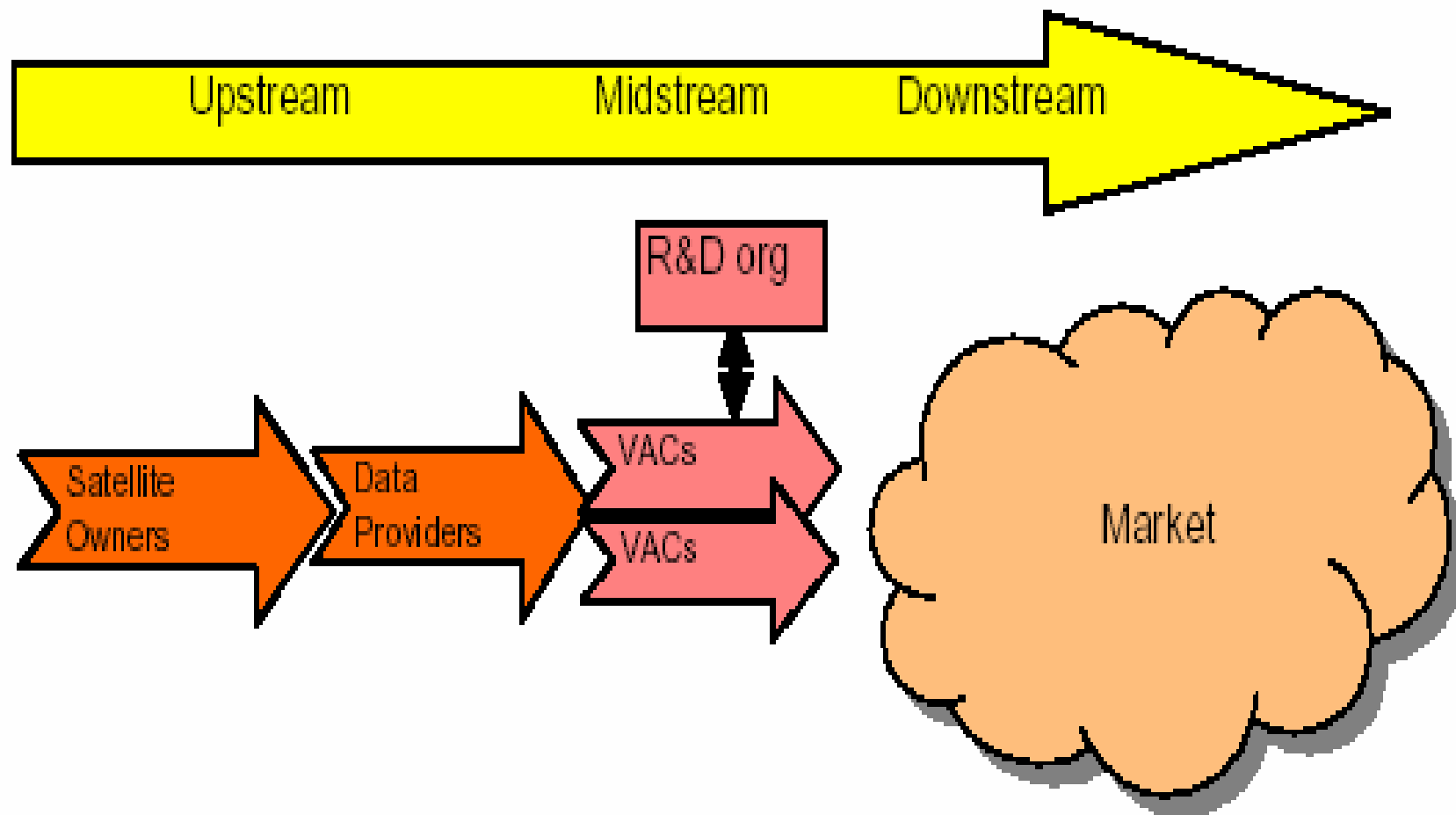
Proposed Beneficiaries

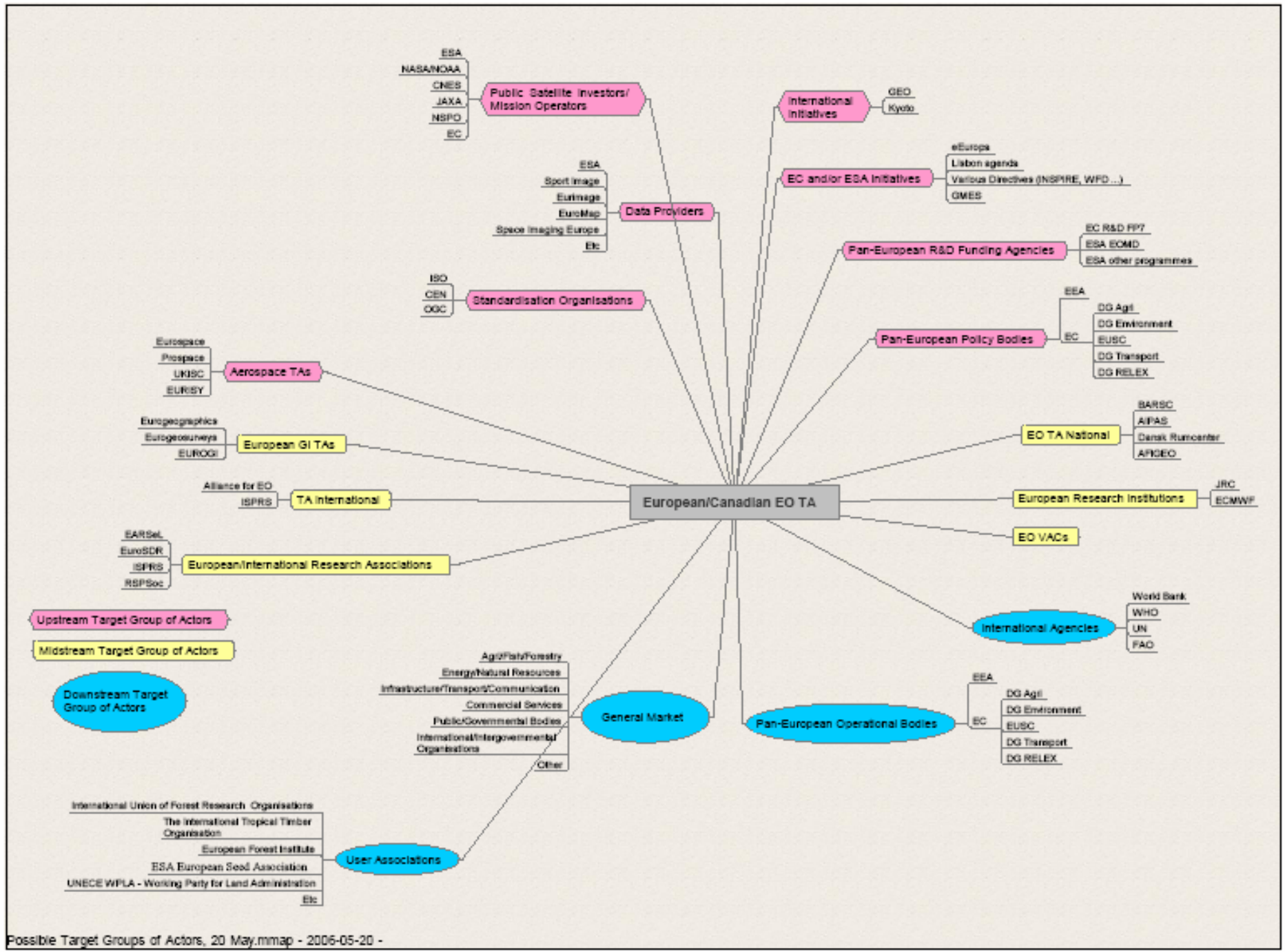


- The only Beneficiaries that **currently** are likely to be interested in being **active members** of an European/Canadian EO TA are the VACs
- Possible **current sponsors**:
 - Pan-European R&D Funding Agencies
 - The Aerospace Industry (mainly through their TAs?)
 - Public Satellite Investors
- **In a couple of years** (i.e. more mature market)
 - EO TA extends membership base to involve other industry sectors (GI, ...), **or**
 - EO TA a subgroup in another, bigger, TA probably within the GI sector



EO Value Chain





Possible Target Groups of Actors, 20 May.mmap - 2006-05-20 -

Grouping of Possible Services



- **Keep track of and influencing programmes**
- **Raise general awareness of EO**
- **Promote European/Canadian EO capabilities**
- **Represent the European/Canadian EO industry**
- **Gather market intelligence**
- **Provide a platform for networking**
- **Support certification of products and services**
- **Provide internal services to members**



Possible Candidate Missions

Possible Target Group of Actors	Possible Groups of Services							
	Keep Track of and Influencing Programmes	Raise General Awareness of EO	Promote European/Canadian EO Capabilities	Represent the European /Canadian EO Industry	Gather Market Intelligence	Provide a Forum for Networking	Support Certification of Products & Services	Provide Internal Services to Members
Public Satellite Investors/Mission Operators								
The Aerospace Industry, mainly through their TAs								
Data Providers								
Pan-European R&D Funding Agencies								
International Initiatives								
EC and/or ESA Initiatives								
Standardisation Organisations								
Pan-European Policy Bodies								
National EO TAs								
European GI TAs								
International TAs								
European Research Institutes								
European/International Research Organisations								
Internal EO TA/Intra-VAC Issues								
User Associations								
International Agencies								
Pan-European Operational Bodies								
General Market								

- **Step 1: The suitability for the Proposed Candidate Mission to be handled by an EO TA** (Basis: Analysis of Benefits and Challenges, T1, EOMD Industry Survey and views of the eoVox consortium)
- **Step 2: The interest of the VACs is grouped in three groups, low, medium, high.** (Basis: interpretation of results from T1)
- **Step 3: Early Wins and Long Term Importance for the VACs respectively.** (Basis: Trend Analysis, T1 and views of the eoVox consortium based on various studies)



Result – “Top 14” Prioritised Candidate Missions, Combination of Early Wins & Long Term



“Top 14” of Candidate Missions Combining “Early Wins” and “Long Term”			
Proposed Candidate Mission		Early Win Priority Ranking	Long Term Priority Ranking
Grouping of Services	Target Group of Actors		
Provide a platform for networking	Internal EO TA/Intra-VAC issues: <i>Development of new products</i>	1	1
Provide a platform for networking	European research institutes	1	2
Keep track of and influencing programmes	Pan-European R&D funding agencies	2	3
Raise general awareness of EO	User organisations	2	4
Raise general awareness of EO	Pan-European operational bodies	2	4
Keep track of and influencing programmes	Public satellite investors	3	3
Promote European & Canadian EO capabilities	International initiatives	2	5
	EC/ESA initiatives	2	5
	User organisations	2	5
	Pan-European operational bodies	2	5
Represent the European & Canadian EO industry	Pan-European R&D funding agencies	2	6
Promote European & Canadian EO capabilities	Public satellite investors	3	5
Represent the European & Canadian EO industry	Public satellite investors	6	3
	EC/ESA initiatives	6	3

