

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 |



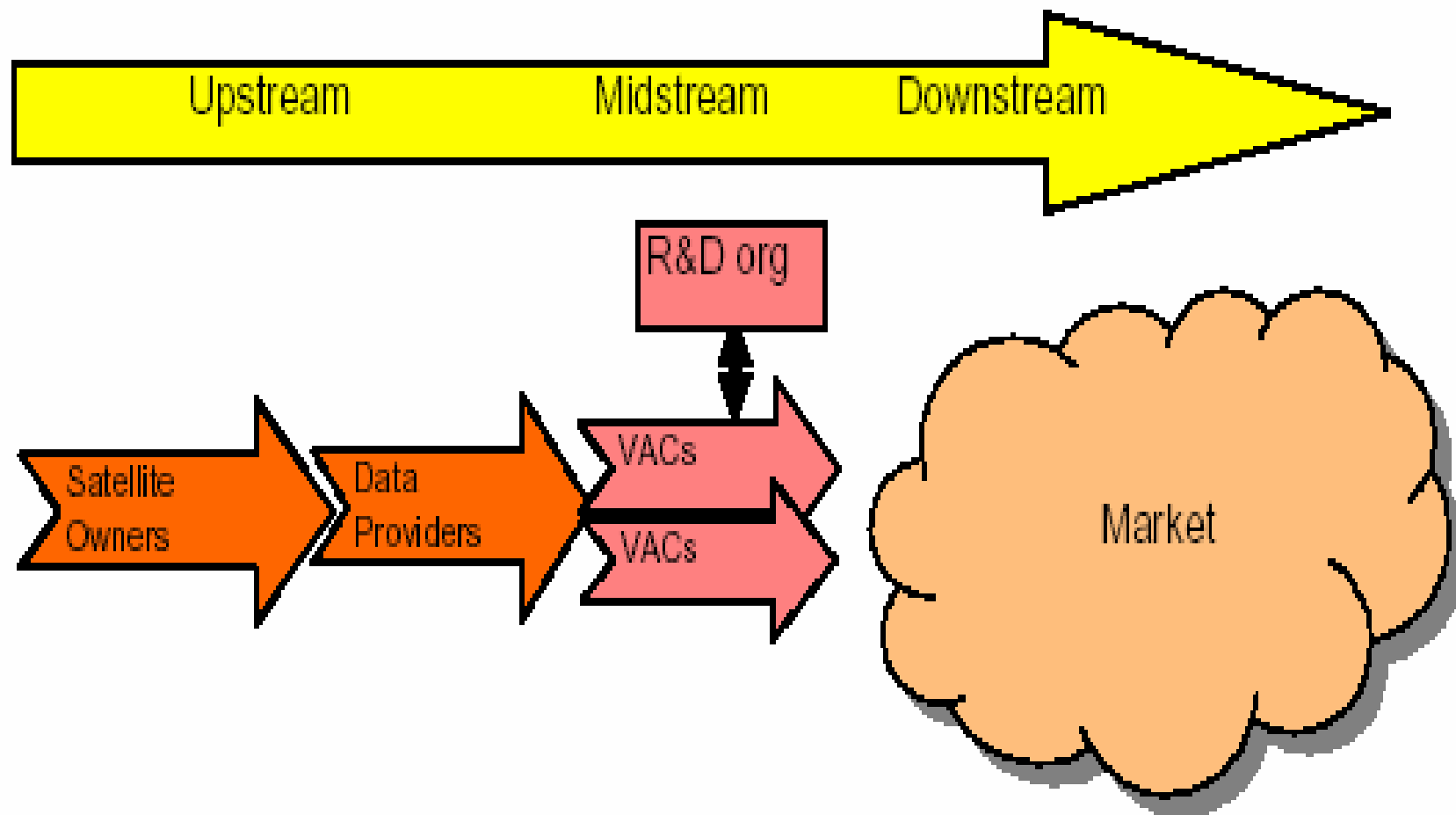
Proposed Beneficiaries

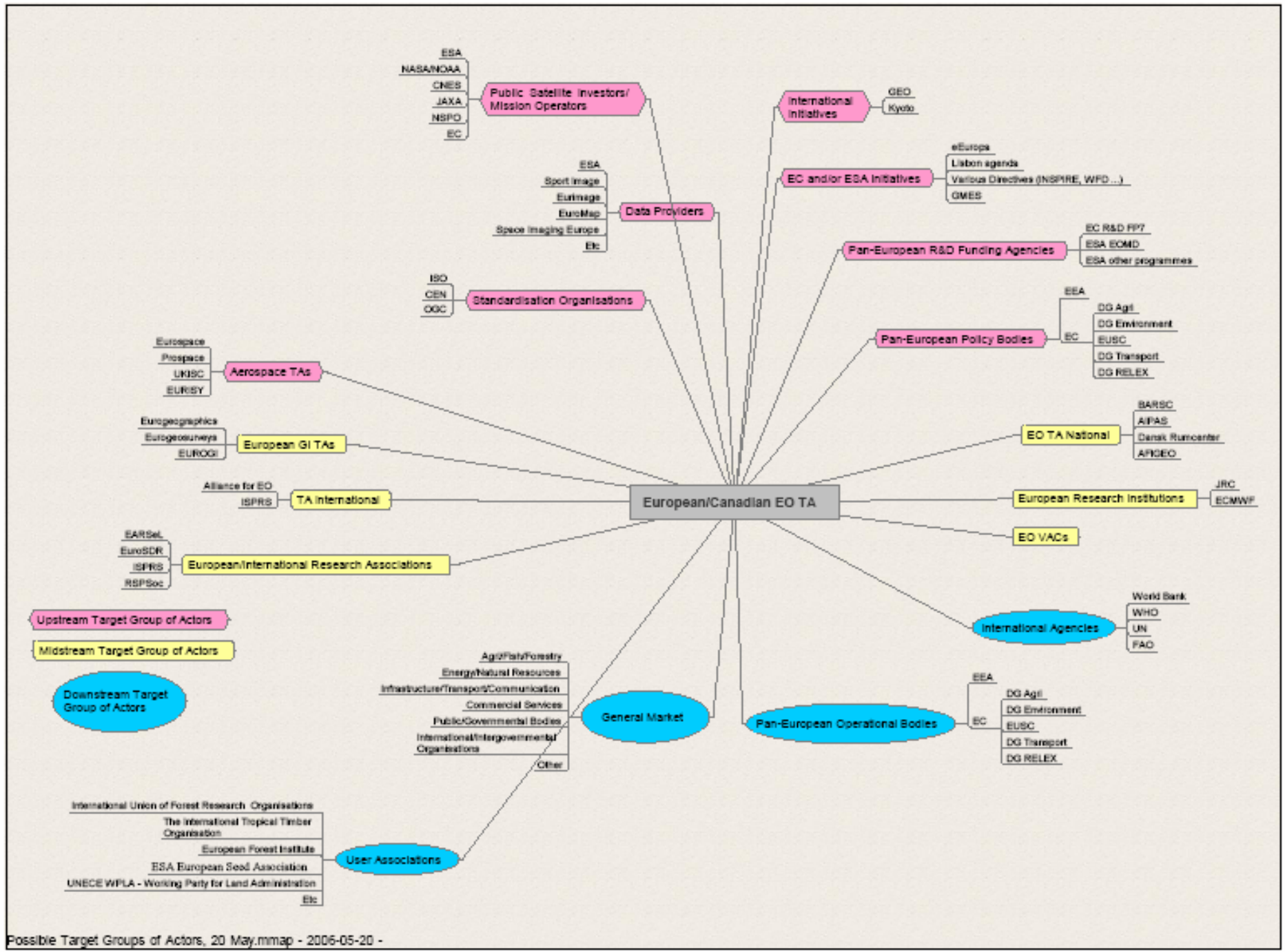


- The only Beneficiaries that **currently** are likely to be interested in being **active members** of an European/Canadian EO TA are the VACs
- Possible **current sponsors**:
 - Pan-European R&D Funding Agencies
 - The Aerospace Industry (mainly through their TAs?)
 - Public Satellite Investors
- **In 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 |

