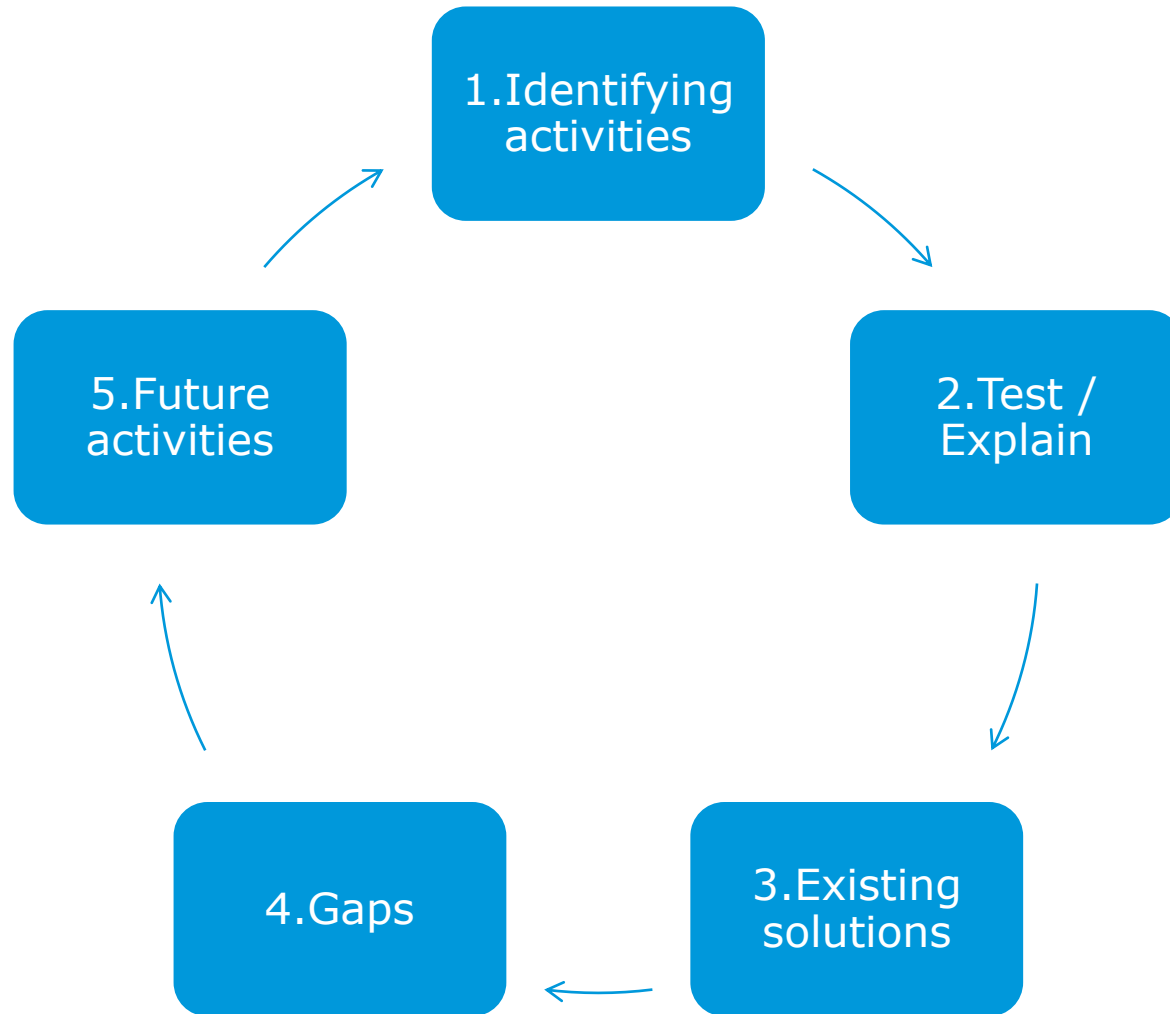


Benefits of space for all: how to pass the message and reach the users

Isabelle Duvaux-Béchon, Head of Member States Relations & Partnerships Office, ESA
UN/Austria World Space Forum, 19 November 2019

How to pass the message and reach the users ?



1. Identifying activities: the frame

SUSTAINABLE DEVELOPMENT GOALS



1. Identifying activities: the catalogue



ESA supports the SUSTAINABLE DEVELOPMENT GOALS 17 GOALS TO TRANSFORM OUR WORLD United Nations

PEOPLE PROSPERITY PLANET PEACE PARTNERSHIPS

Partnerships **SDG17 Partnerships for the goals**

A toolbox for the Sustainable Development Goals

Latest news

- UNISPACE+50**
Tue, 07/17/2018 - 14:32
From 18-21 June, ESA joined the international
- Building bridges with Alcantara**
Fri, 03/09/2018 - 17:27

Additional information

- ESA: Space for Sustainable Development
- UNOOSA
- SDGs: Sustainable Development Platform

Social networks and more

Tweets by @spaceforearth

Home » Planet

SDG14 Life below water

ACTIVITY

Automated Identification System (AIS)

Thu, 03/08/2018 - 19:40

Developing a space-based global maritime surveillance and security monitoring system...

Prosperity SDG8 Decent work and Economic Growth Planet

SDG14 Life below water

ACTIVITY

Ballast water treatment installation

Thu, 03/08/2018 - 19:40

Using advanced grey water treatment technology for the treatment of ballast water on board ships...

People SDG6 Clean Water and sanitation Prosperity

SDG8 Decent work and Economic Growth Planet SDG14 Life below water

ACTIVITY

Coastal TEP

Thu, 06/21/2018 - 13:08

On-line platform services providing access to EO data, tools and ICT resources for coastal management ...

Planet SDG14 Life below water

ACTIVITY

Coastal TEP

Thu, 06/21/2018 - 13:08

On-line platform services providing access to EO data, tools and ICT resources for coastal management ...

Planet SDG14 Life below water

Filter activities

Title

Description

Organization

Choose some options

Directorate

Choose some options

Type

Choose some options

Status

Choose some options

Target

Choose some options

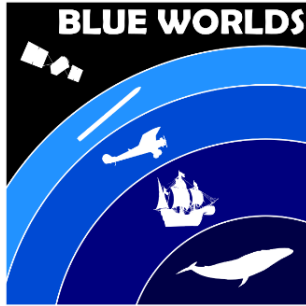
Keywords

<https://sdg.esa.int>
sdg@esa.int

 @spaceforearth
@IDB75



2.Test / Explain



UNITED NATIONS
Office for Outer Space Affairs



WORLD BANK GROUP



3. Existing solutions

Relevant SDGs

People SDG2 Zero Hunger SDG6 Clean Water and sanitation

FruitLook

Facebook Twitter LinkedIn Email More

ACTIVITY - Thu, 03/08/2018 - 19:40

Services to Improve Water Use Efficiency of Vineyards and Deciduous Fruit orchards in South Africa

Many farmers use soil moisture systems which show hourly changes in soil moisture, and the exact moment to irrigate. The FruitLook data helps a farmer to identify the most representative location in his block for such a system, and how to extrapolate the soil moisture information in this particular point. A number of companies in South Africa offer airborne vegetation index mapping to identify sampling areas prior to harvest. Aerial photography has a higher spatial resolution than the FruitLook data, but the high costs do not allow weekly acquisitions. The combination with FruitLook allows a farmer to have weekly updates on the spatial changes on his farm, while maintaining a detailed understanding of the spatial variations visible in the aerial photography. The FruitLook service package provides crop information on a weekly basis disseminated through the data portal www.FruitLook.co.za. It allows users to register so they only need to download information on the blocks they are interested in. Weekly updates on 8 parameters provide a comprehensive understanding of the spatial and temporal changes in a block. To create the parameter data, the system requires no inputs of the farmer.

Short description

Target:

2.4
6.4
6.5
6.a

Relevant targets

Organization:

ESA

Organisation

Directorate:

TIA

Space Domain

Keywords:

Africa
Agriculture
crop
rural development
water resources management

Keywords

Project program:

FruitLook - Services to Improve Water Use Efficiency of Vineyards and Deciduous Fruit orchards in South Africa

Official web

Website:

<https://business.esa.int/projects/fruitlook>

Contact point

Type:

Demonstration Project

Status:

Completed

ESA contact:

Olivier Becu

Additional information

- ESA: Space for Sustainable Development
- UNOOSA
- SDGs: Sustainable Development Knowledge Platform



Social networks activity

Tweets by @spaceforearth

Space for Earth Retweeted

Copernicus EU @CopernicusEU

From 3-5 December, you have the opportunity to see how the #EU space programme enables solutions to tackle global challenges such as #climatechange, safety and security, emergencies and #mobility. Join us in #Helsinki for the #EUSW2019! euspaceweek.eu



Oct 11, 2019

Space for Earth Retweeted

ESA EarthObservation @ESA_EO

In this week's edition of #EarthfromSpace

Embed View on Twitter

@spaceforearth





Advanced filter and download

[Home](#)

Advanced filter and download

Filter activities

Search in text

Description

Target

Directorate

Status

Title

Goals

Organization

Type

Keywords

Advanced Filters:

Select the filter criteria and click the apply button. The list of activities matching all criteria will be shown. To download the information in a file use the "Download file" button.

Search in text will match if the text is contained in the content of the title or description fields.

The rest of criteria are applied after the result of the search in text.

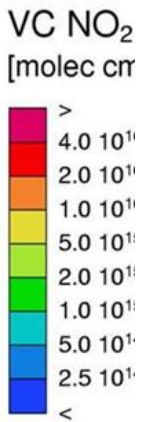
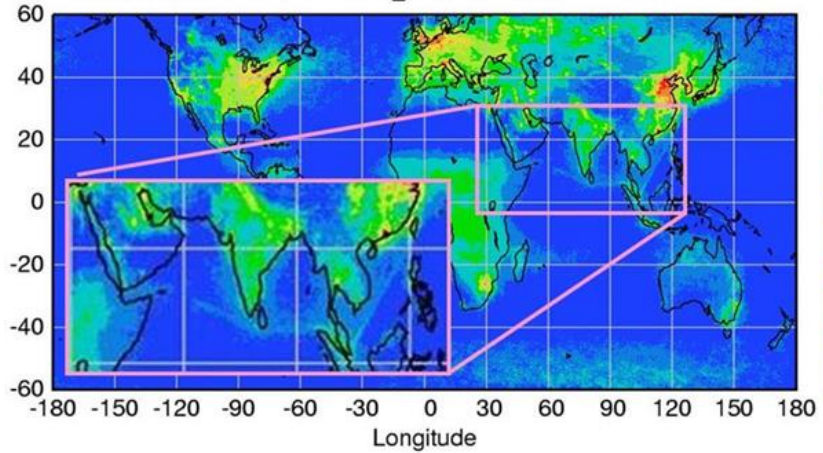
All other search criteria require exact match, except title and description which will match if contained (not necessary to have exact match)

For more information about the SDG targets, please visit [this link](#).

Download Listed Activities:

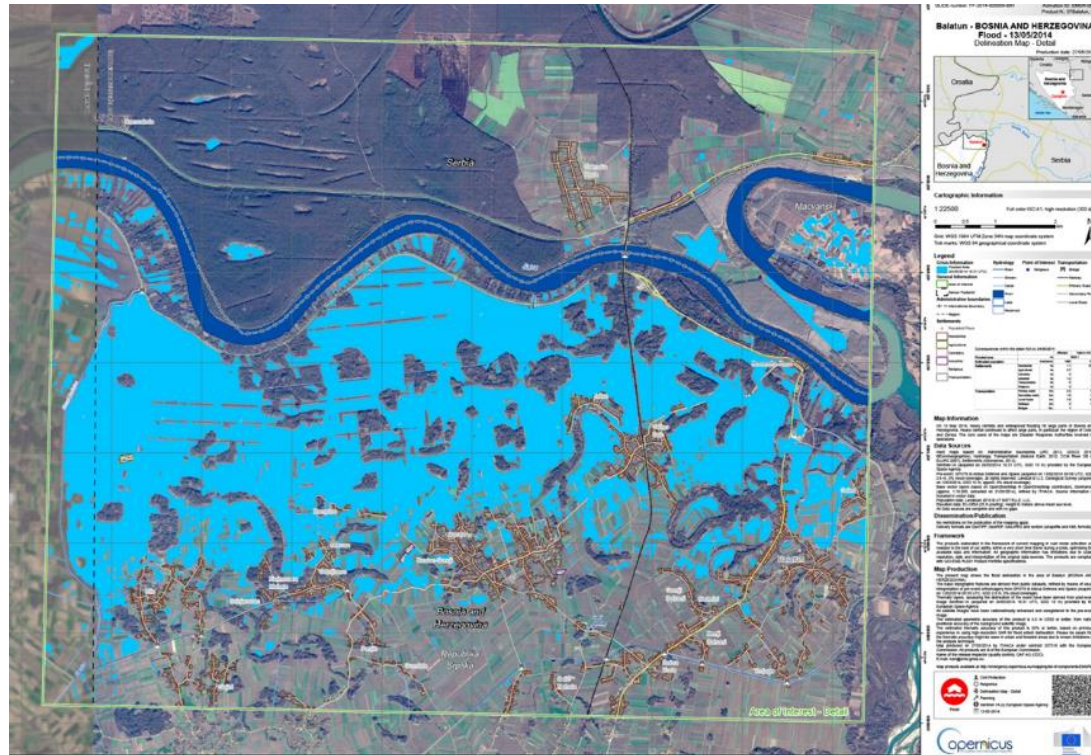
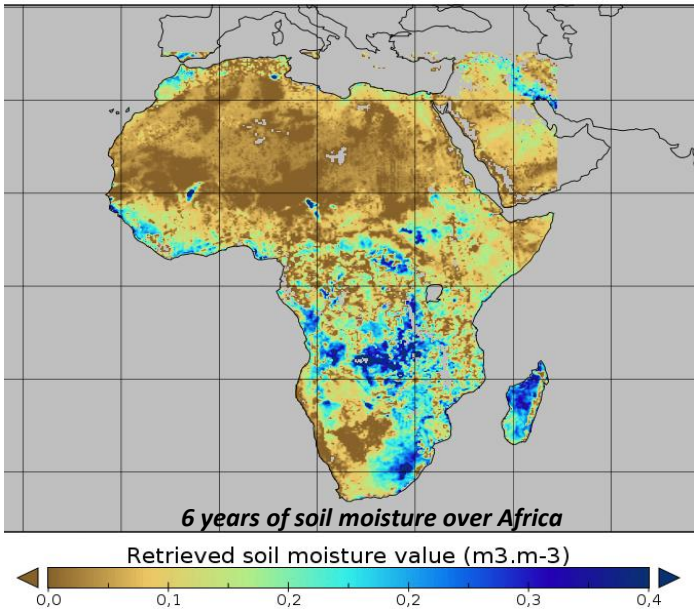


SCIAMACHY NO₂: 08.2002 - 07.2005



SMOS mean monthly soil moisture (2011-2016)

Time: 1 of 72

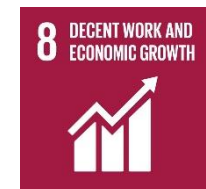




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→ ESA BUSINESS INCUBATION CENTRES AND TEAM NETWORK



ESA UNCLASSIFIED - For Official Use

Needs \neq existing Solutions



5. Future activities

- Task Forces with Member States
- Detailed analysis and studies
- User requirements
- Industrial capabilities
- Identification of priorities
- Proposals for new activities and programmes



Cooperation



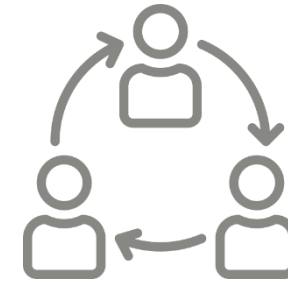
Coordination



Contribution

The challenges

- Do not try to reach “all” → identify “model users”
- Improve information dissemination
 - Find the right channels
 - Find the right messages
 - Identify relays
- Do not give false expectations
 - Space cannot solve all problems and challenges
 - Funding might be limited



Let's pass the message to reach the users !
Thank you !



<https://sdg.esa.int>

