

1. PUBLISHABLE SUMMARY

Summary of the context and overall objectives of the project (For the final period, include the conclusions of the action)

Four key project objectives are identified in Annex 1 to the GA:

- 1) Analyse international market and policy aspects in order to define sectors with the highest export potential for the European Earth Observation based solution companies.
- 2) Develop a joint cross-cluster and cross-sectorial internationalisation strategy in order to internationally promote the European Earth Observation sector in the selected sectors.
- 3) Propose an implementation roadmap facilitating the internationalisation of the European SMEs.
- 4) Maximise the impact of the activities through well-defined communication, dissemination, stakeholder engagement and exploitation strategies.

Work performed from the beginning of the project to the end of the period covered by the report and main results achieved so far (For the final period please include an overview of the results and their exploitation and dissemination)

The action permitted an assessment of 6 international markets for the expansion of European EO services in the marine and agricultural sectors. This investigation identified Australia and Chile as the optimal export opportunities for these market sectors. Contacts were made with relevant umbrella organisations in both of these markets and memoranda of understanding were signed between EARSC and EuroChile on the one hand and CRC-SI (Frontiers-SI) on the other. A detailed roadmap for expansion into these markets was prepared.

Progress beyond the state of the art, expected results until the end of the project and potential impacts (including the socio-economic impact and the wider societal implications of the project so far)

The action has allowed the IDEEO meta-cluster to assist SME members with selection of potential export markets, based on size of the market, maturity of the market, local competition and regulatory aspects. Such an activity has not to date been performed for the European EO sector. We then detailed a series of steps that the IDEEO meta-cluster can take to prepare to market for European companies, including bringing delegations of European businesses to these markets to meet with and showcase to potential customers. These activities, once implemented, should lead to a significant increase in the international export revenues for European Earth Observation companies, along with the societal benefits of their services including improved marine monitoring and improved food security.

Address (URL) of the project's public website

<https://www.clusterlucanobioeconomia.org/ideeo/>

PMBA logo



EARSC logo

EARSC

European Association
of Remote Sensing
Companies



CLB logo



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IDEEO international expansion

