

SYMPOSIUM ON INTEGRATED APPLICATIONS (B5)
Integrated Applications End-to-End Solutions (1)

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SATELLITE APPLICATIONS TAKE-UP IN EUROPE: AN ANALYSIS OF THREE CASE STUDIES
WITH REGIONAL AUTHORITIES**Abstract**

European investments in space are designed to ensure that Europe makes full use of space capabilities to meet public policy objectives and the needs of its citizens and businesses alike. These investments are also expected to stimulate the development of the downstream value-added sector. In order for these programmes to deliver their expected socio-economic benefits, the innovative tools they offer should be adopted by end-users on a large scale. However, so far the take-up of value-added services on a local and regional level has been weak. While technology push is needed, to a certain extent, to develop capabilities and ensure the diffusion of satellite services, it is not sufficient. Eurisy, a non-profit association of European government space agencies, has been working with three local and regional authorities in order to understand, from a grassroots perspective (the end-users'), what factors other than technology influenced satellite service take-up. This grassroots work aims to help further the understanding of the systemic difficulties that affect end-user take-up, as well as of how effective the current support mechanisms and policy measures are in addressing these difficulties on a local and regional level. Case study observations confirm that the merits of the technology alone, and a technology-driven approach does not necessarily convince the user to adopt this new technology. Similarly, top-down measures to stimulate take-up are not sufficient unless they are accompanied by grassroots support to the potential end-users in their appropriation of these tools. Such support should be based on a better understanding of their operational needs and the economic realities on the field. Cooperation between early adopters and potential end-users on a peer-to-peer level, relationships between potential end-users and technologists that are based on a real business case for service use as opposed to service development, as well as political drive on all levels, including sub-national, are all crucial factors in bringing about the kind of social change that translates an effective penetration of the satellite services within society.