

SYMPOSIUM ON INTEGRATED APPLICATIONS (B5)
Tools and Technology in Support of Integrated Applications (2)

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INTEGRATED APPLICATIONS PROMOTION (IAP) – THE ESTABLISHMENT OF AN
AMBASSADOR PLATFORM FOR THE CENTRAL AND EASTERN EUROPEAN REGION
OPERATED BY THE EUROPEAN SPACE POLICY INSTITUTE (ESPI)

Abstract

The main focus of the Integrated Applications Promotion (IAP) Programme (<http://iap.esa.int/>) is to develop viable applications and services which demonstrate the benefits of utilising and integrating different space assets (e.g. Satellite Communication, Earth Observation, Satellite Navigation, etc.). The IAP Programme is a user-driven programme initiated by the European Space Agency (ESA) to fulfil the needs and expectations of various users with the help of existing space and non-space systems. In this context a key task is to set up relationships to users and other potential stakeholders, mainly to those who are not familiar with space activities, and concentrate their interests on this awareness programme.

To reach the goals of the IAP Programme Ambassador Platforms were established across Europe. These Platforms are responsible for a particular region or for a particular theme and should promote the IAP amongst various types of stakeholders. The European Space Policy Institute (ESPI) has started in January 2010 to act as an Ambassador Platform for the IAP awareness programme for the Central and Eastern European countries.

The activities of ESPI as an Ambassador Platform for the Central and Eastern European (CEE) region are divided into three main tasks: set up relations with users/stakeholders, organise workshops/awareness events, and co-administer community portals. An important goal is to build up a network with various users, stakeholders, companies and institutions in the CEE region. The IAP Ambassador Platform operated by ESPI will be a contact point for these target groups. ESPI in its role as an Ambassador Platform will organise various workshops and awareness events in order to bring various stakeholders together and to promote the IAP Programme.

This paper will provide information about the role of the IAP Ambassador Platform for the CEE region operated by ESPI, its duties and responsibilities as well as preliminary achievements.