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IN SPACE NO ONE CAN HEAR THE POLICY GAP: BARRIERS TO WIDE SCALE ADOPTION OF
SATELLITE BASED SERVICES IN EUROPE**Abstract**

European investments in space are expected to stimulate the development of the downstream value-added sector by boosting the large-scale adoption of satellite-based technologies to foster new, innovative services and deliver impactful socio-economic growth. We often hear how these satellite-based services should be changing the world around us in ways that were scarcely imaginable before, yet, so far their take-up and streamlined adoption has been slow and patchy at best. And while technology push is important to develop capabilities, it remains largely insufficient if not supported by correspondent cross-governmental policy measures. Satellite communication based telemedicine solutions that could address the connectivity needs of medical services and staff shortages in rural and remote areas in Europe, will not be taken-up as long as telemedicine is not legally acknowledge as a medical act. The Advanced Mobile Location (AML) GNSS-based solution for emergency calling which could save the EU 95 billion and 7500 lives over a ten years period, finds itself in similar situation. The technology is already there, yet only 8 EU countries have taken up AML, despite its potential to significantly improve emergency response services. Policy change is thus a crucial factor in bringing about the kind of social change that translates into an effective penetration of satellite services within society. Eurisy, a non-profit association of European space agencies, has been working to understand, from a policy perspective, what hampers satellite-based services adoption. More recently, we took a closer look at two life critical sectors: search and rescue and emergency calling, and health care services. Based on Eurisy's "Satellite Applications for the Alps" and "Satellite Applications for Future Health Services" projects, we thus aimed to identify the most critical policy gaps hindering the diffusion of satellite-based services in these domains. Like many other areas, these too suffer from a serious case of "pilotitis". The technology benefits have been proven time and time again, yet they fail to gain the needed level of diffusion and acceptance to be integrated in national policies. It is thus clear that technology alone and RD driven approaches have not been sufficient in driving adoption. Similarly, top-down measures to stimulate take-up are not enough unless they are accompanied by grassroots support to the potential end-users. But most importantly, policies that allow for the integration of new technologies and practices need to be put in place.