IAF EARTH OBSERVATION SYMPOSIUM (B1)
Interactive Presentations - IAF EARTH OBSERVATION SYMPOSIUM (IP)

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COPERNICUS&ME: A ROUNDUP OF SUCCESS STORIES TO CREATE AN EFFECTIVE NARRATIVE ON THE USES OF EARTH OBSERVATIONS TO MEET SOCIETAL CHALLENGES

Abstract

Between June and December 2021, the Eurisy team travelled Europe to meet public and private organisations using Copernicus data and services to meet some of the most pressing societal challenges.

We interviewed public managers and SMEs from Germany, France, Belgium, Czech Republic, and Greece. These showed us how they used Copernicus data to better protect cultural heritage against geo-hazards, to adapt the urban infrastructure to climate change, to monitor the environment during massive port renovation works, to better manage flood risks, to enable wind-propelled systems onboard ships, and to support energy access in low- and middle-income countries.

In collaboration with such entities, we developed an intuitive and results-focused storytelling and realised six videos of about five minutes each to present such experiences to the general public and to other public and private entities.

The videos, that are also coupled with written reports, explain how Copernicus data and services were used to respond to concrete challenges in a non-technical jargon and are subtitled in seven languages to reach out to as many as possible. We also produced a short and a long teaser of the videos.

This initiative, labelled as "CopernicusMe" (https://www.eurisy.eu/event/copernicusandme/about/) was made possible thanks to a collaboration between Eurisy and CNES, with funding from the Caroline Herschel Framework Partnership Agreement between the European Commission and Copernicus Participating States.

In addition to the six cases presented in the videos, we are now collecting more examples to be presented in a dedicated publication. These will cover additional fields of application of Copernicus data and services (including management of fire risks, support to insurance companies to deal with climate-related damage to agriculture, and improvement of financial estimates and forecasts) in more countries.

The aim of such publication will be to provide a roundup of the diverse range of possible applications of EO and Copernicus data that can be achieved by coupling technical capacities with creativity and entrepreneurship. The cases are described in an accessible language and make an extensive use of images and visuals.

Our interactive presentation will showcase extracts from the videos realised and present the results of our interviews with user organisations. We will also engage the audience in a brainstorm on how to use our storytelling approach to raise awareness on the potential of EO data and stimulate their increasing uptake.