



EuroGEOSS Showcases: Applications Powered by Europe

D5.27 - Final Annual Report on Sustainability Booster



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ABSTRACT

The overall aim of WP5 is to support the long-term sustainability of e-shape Pilots, their penetration in the public and private markets and the support of their upscaling. This was achieved by providing a wide range of support measures that are accessed under the so-called Sustainability Booster. The Sustainability Booster provides a dedicated online environment through which knowledge and tools can be accessed and requests for on-demand services can be made by e-shape Pilots. These on-demand services cover areas such as business planning, innovation processes and strategies, Intellectual Property considerations, as well as investment and funding opportunities. Qualified experts are available under the Sustainability Booster to provide these services. The components of the Sustainability Booster include:

- The [Insights](#) section (also known as Market Trends Observatory), which monitors market trends, policy priorities, and technological developments in order to produce insights that can help e-shape Pilots, and the wider EO community as well, to capture associated opportunities.
- The [IP & innovation Office](#) which constitutes an online resource managed by a team of IP, innovation, and EO experts. Through this online presence, e-shape Pilots can get access to IP and innovation support provided in the form of online information resources as well as on-demand support from suitable experts.
- The [Investment & Funding Landscape Navigator](#), which forms part of a broader set of Investment Readiness Support activities. These follow and map additional sources of financial support for innovation and funding opportunities for the e-shape Pilots and can support the Pilots in identifying, selecting, and targeting investment and funding.

In addition to these components, sustainability support activities were conducted through one-on-one meetings with pilots in preparation for the delivery of D5.25 - Final Sustainability or Business Plans per Pilot which was delivered in M40. Since the delivery of D5.25, “on-demand” sustainability booster services have been exclusively opened for e-shape pilots to avail for free, with in-depth support provided on any sustainability-related activities by Evenflow. Moreover, outreach and communication activities have been ongoing at key events to raise awareness of the Sustainability Booster and provide further information/guidance on sustainability support.

This report provides an overview of the components, their associated activity to date, links to other deliverables with further information, and planning of activities throughout the remainder of the e-shape project and beyond.

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1 INTRODUCTION

The overall aim of WP5 is to enable the long-term sustainability of the e-shape Pilots, their penetration in public and private markets and to support their upscaling. Through the so-called Sustainability Booster – a set of complementary support activities – knowledge, tools, and guidance are provided to the Pilots to achieve this goal. Moreover, the resources made available through the Sustainability Booster constitute a significant contribution to the EuroGEO community.

This report builds upon **D5.17 – Second Annual Report on Sustainability Booster** and **D5.24 – Final Annual Report on Sustainability Booster (Draft)** which were delivered in M36 and M44 respectively and describe the developments pertaining to the Sustainability Booster since then, including notable results from the operational stage as well as upcoming developments within each of the Sustainability Booster's core components.

Chapter 4 concludes with a summary of next steps of concrete actions for each component of the Sustainability Booster as well as further actions to secure the long-term sustainability of the Sustainability Booster itself.

2 COMPONENTS

The Sustainability Booster incorporates a number of activities and resources across work package WP5 (with further links to other work packages, in particular WP4) in support of e-shape Pilots' long-term sustainability. These aim to guide and support the Pilots along the innovation process through access to knowledge, tools, markets, capital, and technology.

At its core, the [Sustainability Booster](#) as a virtual office consists of the following components, which will be the focus of this report:

- The [Insights](#) section (also known as the **Market Trends Observatory**) which provides up-to-date market (and technology) intelligence as input to Pilots' "roadmaps",
- The [IP & Innovation Office](#) providing information and expert support towards business planning and consideration of IP aspects,
- The **Investment Readiness Support** package with its tool to identify opportunities for investment and funding (the [Investment & Funding Landscape Navigator](#)) and guidance towards choosing and approaching suitable instruments of investment or funding.

An update to the Sustainability Booster website was implemented in May 2021, improving user interfaces and content based on feedback from users and UX experts. Screenshots in the following sections present some of the views in the new environment.

Further components and activities related to the Sustainability Booster have been described in separate deliverables, such as: EOmall (D5.10), eoWIKI 2.0 (D4.8), Capacity Building (D4.5) including the EO Maturity Indicators (D4.6), as well as the Sustainability Support Package (D5.5) with the resulting Sustainability/Business Plans for each Pilot (D5.11 and D5.25). These will not be further addressed in this report.

2.1 Metrics

The following metrics summarise users and views of the primary Sustainability Booster components since the last report (April 2022):

- Sustainability Booster homepage views since April 2022: 681
- Insights section views since April 2022: 505
- IIPPO section views since April 2022: 276
- Investment Readiness section views since April 2022: 116

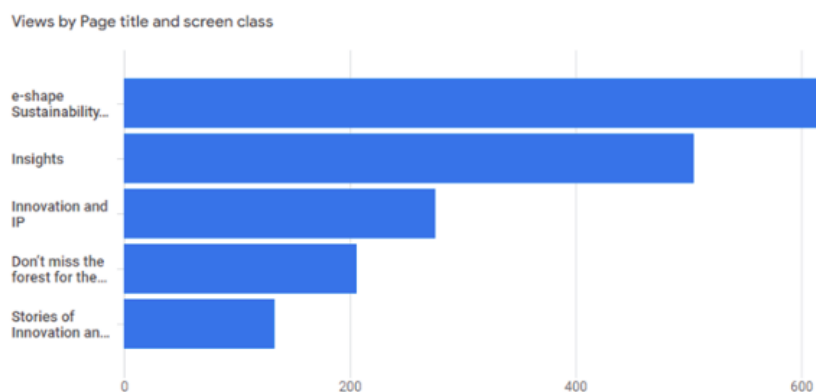


Figure 1: Top views by Sustainability Booster component

For further detailed usage statistics on the various subsections of the primary Sustainability Booster components please consult the following deliverables:

- D5.6 – Investing and Funding Landscape Navigator
- D5.26 – Final Annual Report on Innovation and IPR Helpdesk
- D5.20 – Final Market Trends Observatory

2.2 Insights (Market Trends Observatory)

The Insights component (also known as the Market Trends Observatory) of the Sustainability Booster has a focus on providing access to knowledge that can guide the meaningful development of the EO-based services developed in e-shape. It operates as a tool that monitors, analyses, and interprets developments and trends in markets (and technologies) that are defining and changing the EO sector and the thematic areas which it supports.

Implemented as part of the Sustainability Booster’s website, it presents its content in an online environment which can be navigated by thematic areas (i.e. e-shape Showcases) and categories (market, technology, policy, investment).

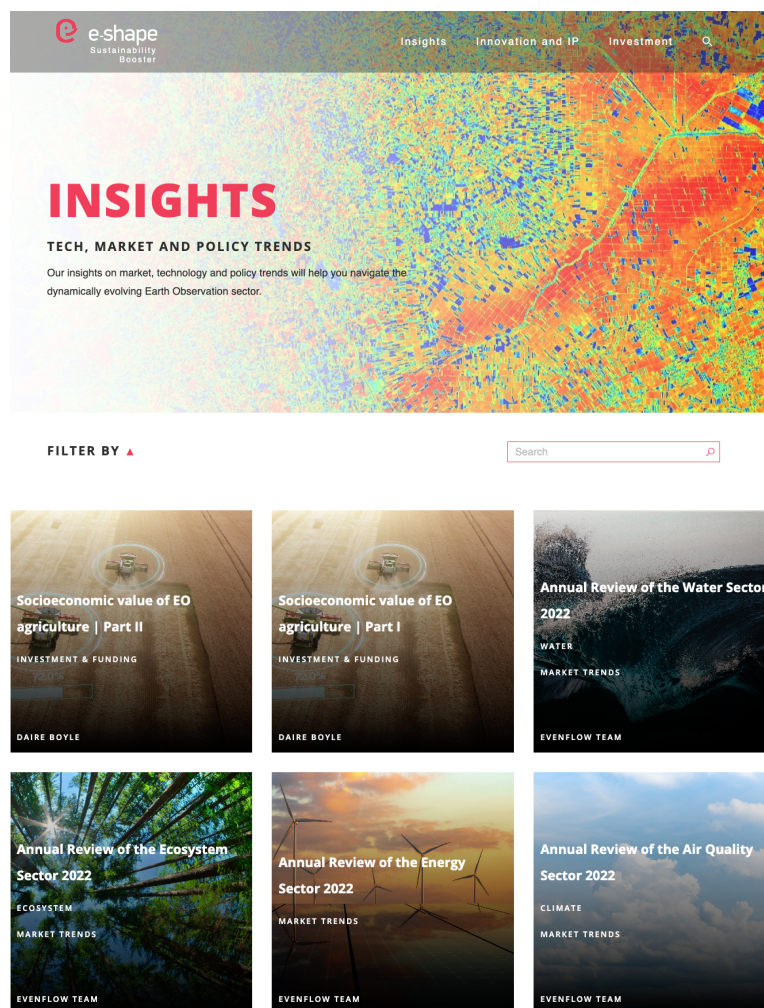


Figure 2: Insights landing page with some recent articles (upgraded implementation)

The screenshots above show the current version of the Insights section of the website with some of the most recent published articles. To date, 41 insight articles have been published, with the most recent articles taking inputs from pilots and summarising their view on recent and upcoming trends in their respective sectors.

To avoid duplication across deliverables, much further detail on the implementation of the Market Trends Observatory, the updated editorial process, usage statistics and further improvements can be found in **D5.20 – Final Market Trends Observatory**, published in M36.

2.3 IP & Innovation Office

The IP & Innovation Office is a combination of online resources as well as expert support to e-shape Pilots in matters related to management of intellectual property (IP) and innovation. Online resources can be navigated e.g. through a Pilot's innovation stage (early, development, commercialisation, scaling) or by domain of interest (IP, innovation).

A growing repository of FAQs answers common questions and guides to useful resources. A library of resources including publications, presentations, tutorials, and links provides relevant information for Pilots at all stages and with varying go-to-market strategies. So-called "Stories of IP and Innovation" present use cases in a storytelling fashion, giving examples of typical scenarios and the considerations related to IP and innovation management to be made in that given context. A contact form acts as one possible gateway to on-demand support.

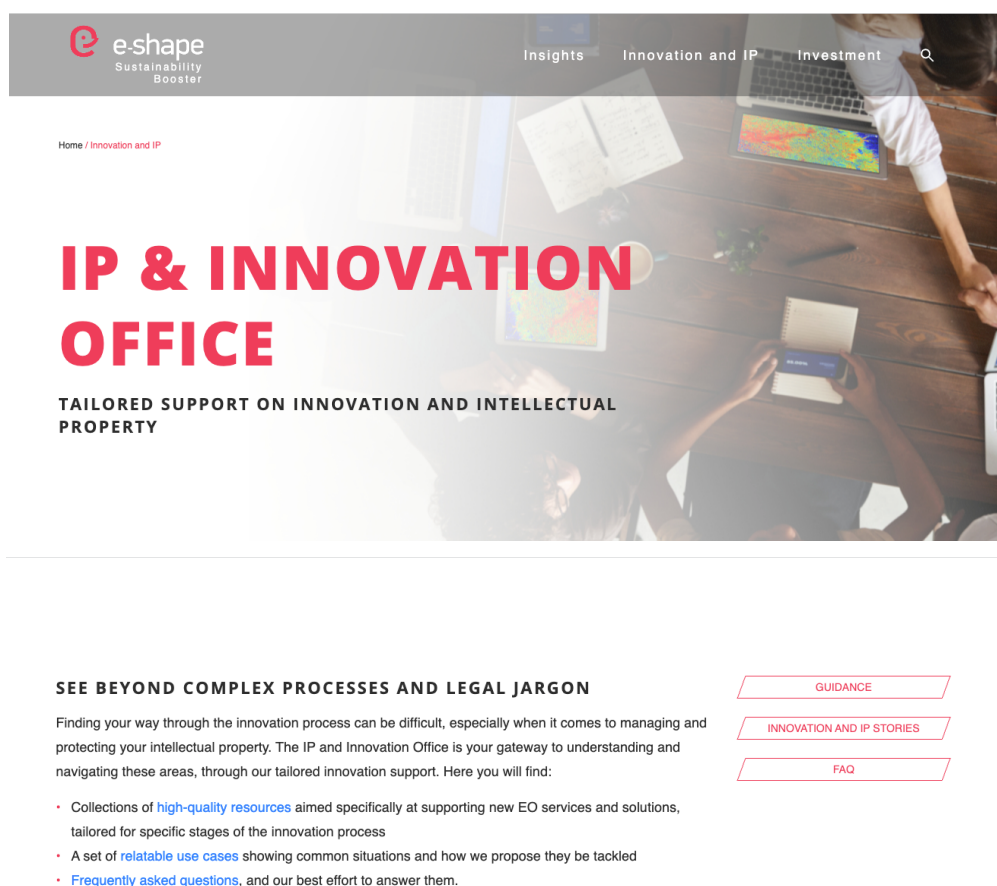


Figure 3: Updated IP & Innovation Office landing page

The activities of the development of the IP & Innovation Office are described in greater detail in deliverables D5.4, D5.13, D5.18, D5.23 and, in particular, **D5.26 – Final Annual Report on Innovation and IPR Helpdesk**. An assessment of usage and impact of the services provided through the IP & Innovation Office is included in D5.26, also being delivered in M48.

2.4 Investment Readiness Support

The “Investment Readiness Support” activities offer guidance to e-shape Pilots (and the greater EO community) related to access to finance as one means to secure financial sustainability, also beyond the lifetime of the e-shape project. These activities aim to follow and map additional sources of support for innovation and funding opportunities and to support the Pilots in identifying, selecting, and targeting investment and funding. Initially, the activity was focused on provision of information about investment and funding opportunities. This is reflected by the implemented Investment & Funding Landscape Navigator that contains general knowledge about investment terms and options, as well as a database of investment and funding opportunities relevant for EO companies. To support maturing Pilots in approaching these opportunities, a series of webinars has been prepared. The first webinar on “pitch training” has been published along with a pitch deck template. Investment strategies and plans are discussed with each Pilot in ongoing interactions, providing guidance and identifying further need for on-demand support.

For further and much deeper information on the developments relating to investment readiness support, please consult **D5.15 – Investment Readiness Programme Report**.

2.4.1 Investment & Funding Landscape Navigator

The Investment and Funding Landscape Navigator is an online database of investors and funds with a known history of investments into the EO or broader space domain has been created and can be navigated through a user interface which allows narrowing down options to the context of the respective user.

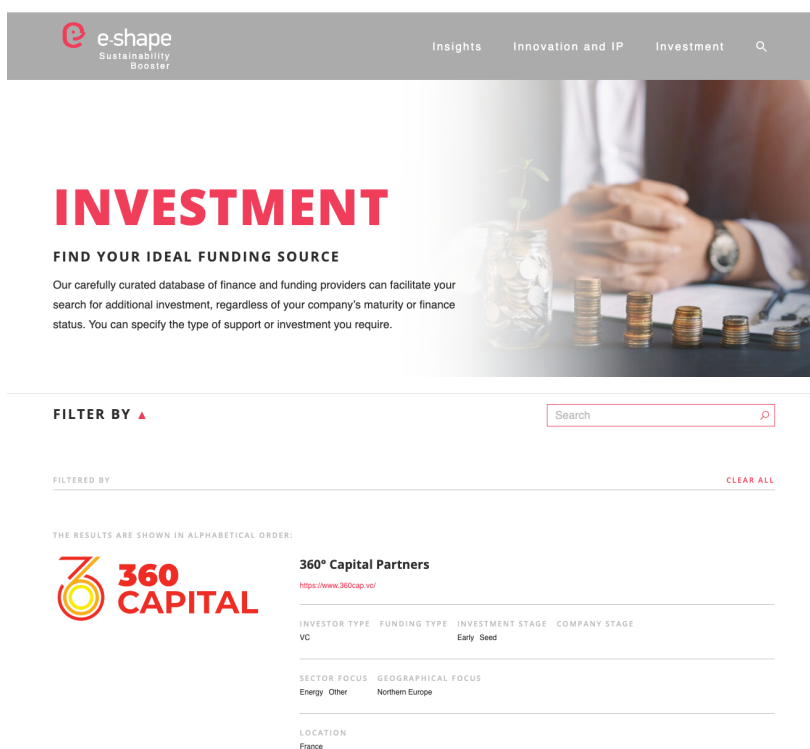


Figure 4: Updated Investing and Funding Landscape Navigator landing page

Implementation, functions, and sources are described in much greater detail in deliverable **D5.6 – Investing and Funding Landscape Navigator**.

3 COMPLEMENTARY SUSTAINABILITY ACTIVITIES

In addition to the components and resources made available through the Sustainability Booster, several complementary sustainability activities have been ongoing and will continue to support the long-term sustainability of the e-shape Pilots, their penetration in public and private markets and to support their upscaling.

3.1.1 Awareness raising of the Sustainability Booster

Since the previous report several activities have been conducted on the topic of sustainability within e-shape and presented the Sustainability Booster, along with its various components and functionalities. This was primarily conducted via several presentations at various events. These include:

- **EXPANDEO 2022 – Brussels, Belgium** - *Community of user's engagement supporting the green transition: the e-shape project* - Facilitated by Daire Boyle
- **GEO Week 2022 Industry Track - Accra, Ghana** – *Sustainability support and the components of the Sustainability Booster within presented in the Industry Track session* - Presented by Daire Boyle
- **EuroGEO Workshop 2022 – Athens, Greece** – *Boosting the commercialisation aspects of R&D results* – Facilitated by Lefteris Mamais
- **e-shape General Assembly – April 2022** – *“Enabling the long-term sustainability of the numerous pilots, their penetration in public and private markets and support their upscaling”* - Facilitated by Lefteris Mamais and *“Socio-economic value of EO; The Sustainability Booster and Earth Observation Maturity Indicators”* Presented by Daire Boyle

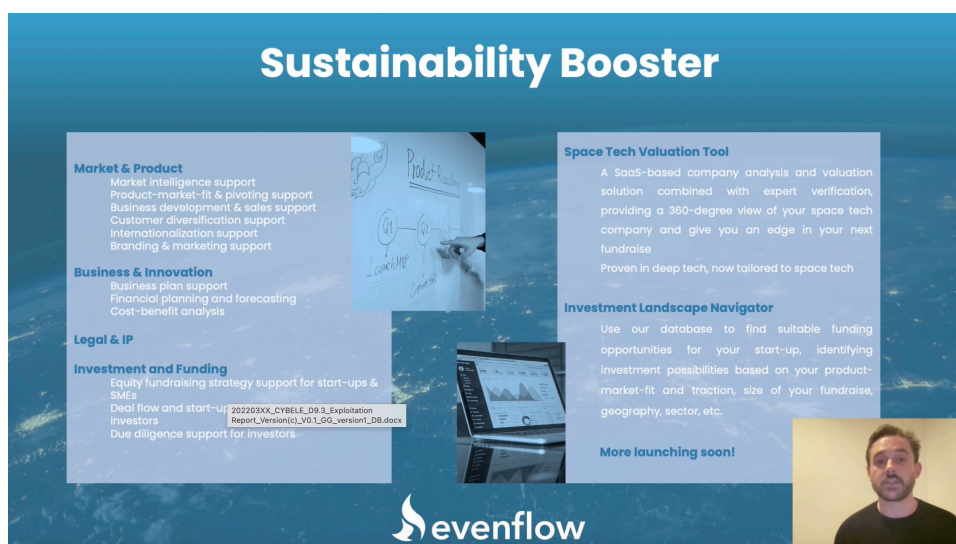


Figure 5: Presentation of the Sustainability Booster at GEO Week 2022 – Accra, Ghana

3.1.2 Sustainability support services

Throughout the project, the pilots have been asked to take action to work on their economic sustainability and/or business planning to help ensure the longevity and continued success. With this in mind, each of the 37 pilots delivered their final economic sustainability or business plans in **D5.25 – Final Sustainability or Business Plans per Pilot** in M40 (August 2022). Within this deliverable, pilots documented their final intentions post project. This work was completed by the pilots themselves, with support and guidance from Evenflow.

In addition to highlighting the use of the Sustainability Booster to each pilot, Evenflow has conducted one-on-one sustainability support meetings with all 37 pilots in preparation for D5.25. Within this deliverable, it has been documented that 19 of the 37 pilots have plans to either commercialise in part, or in full, beyond the life of the project. The remaining pilots are opting for non-commercial economic sustainability. All pilots had well-defined value propositions, well-established governance and management structures, and a solid understanding of both their supply chain considerations and target users. In fact, many pilots have well-established relationships with end users who fully intend to continue avail of the services developed beyond the life of the project. Moreover, where applicable, most pilots have been able to identify relevant competitors and have undertaken competitor analysis to help them understand their position relative to their peers. Combining this information with PESTLE analysis has helped inform many pilots' final decisions on the likes of their value propositions, pricing, and market penetration expectations.

Some of the more challenging parts of the plans have involved financial planning. Many pilots who plan to commercialise have been able to develop solid plans with regards to their costs, revenue streams, pricing, and future financial projections, however, some others have struggled or still require more time to fully implement these aspects. As a result, it must be noted that several pilots could not complete these sections. However, these gaps continued to be further addressed throughout the remainder of Sprint 2 and via the on-demand Sustainability Booster services which were opened to all pilots and will run until the end of the project.

Finally, since the delivery of D5.25, “on-demand” sustainability booster services have been exclusively opened for e-shape pilots to avail for free, with in-depth support on any of the following aspects:

- Business plan support
- Market entry support
- Investment readiness support
- Legal & IP advice

Support was granted on a first come, first serve basis, with five pilots availing of support on a range of topics. This included:

- **S1P7** – WorldFromSpace availed of market research and market sizing analysis.
- **S3P3** – DTU availed of business model definition refinement, financial forecasting analysis and target market/user identification.
- **S5P6** – WaterInsight availed of business plan analysis, customer journey and sales strategy support.
- **S6P5** – Meeo/SatCen availed of market & customer identification support
- **S6P6** – MountaiNow availed of market analysis, customer segmentation, customer engagement and funding opportunity screening support.



Figure 6: Reports produced for pilots availing of on-demand sustainability support via the Sustainability Booster

This support was extended to the end of the project with pilots regularly being made aware of this opportunity with a proactive approach. By providing this support, Evenflow is also “beta testing” the provision of sustainability booster services, with a view commercial launch post project.

3.1.3 Sustainability Booster Business Plan

D5.19 - Business Plan of Sustainability Booster was delivered in M36 and outlined the long-term sustainability of the platform itself. The goal of this deliverable was to set out a concrete plan to exploit and operate the Sustainability Booster beyond the lifetime of the e-shape project to the benefit of the greater EO community. This deliverable included a thorough market analysis, definition of target markets and users including their sizes, business models and provision schemes, marketing strategy, IP considerations, as well as a financial analysis and a risk assessment.

Service Stream	Component	Service / Product / Tool
Market Intelligence	Market Trends Observatory	Online content
		Podcast
		Market Reports
	On-demand market studies	In-depth market analyses
Business and Innovation Guidance	Legal and IP	Online content
		On-demand Legal and IP advice
	Business and Innovation	Online content
		Business Plan Support
		Market Entry Support
		Internationalisation Support
		Sales Support
		Branding and Marketing
		Co-design as a Service
		Value Chain Analysis as a Service
	Investment and Funding	CBA as a Service
		Investment & Funding Landscape Navigator
		Investment Readiness Support
		Valuation
		Matchmaking and Dealflow support
		Due Dilligence

Figure 7: Sustainability Booster services as presented in business plan

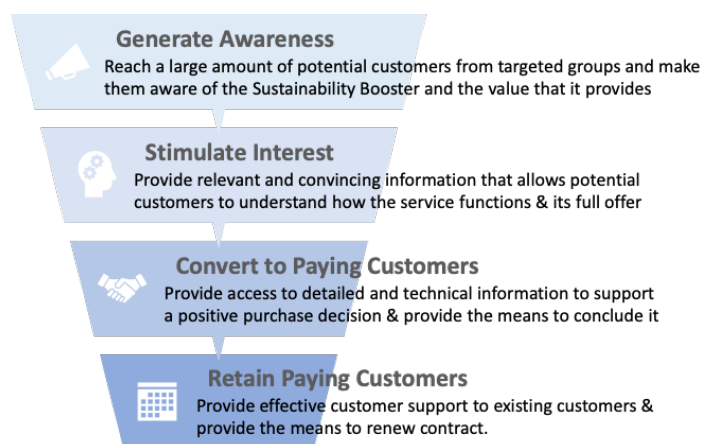


Figure 8: Sustainability Booster high-level marketing strategy as presented in business plan

4 OUTLOOK

As e-shape comes to an end, the plans outlined in **D5.19 - Business Plan of Sustainability Booster** will be implemented with a view to commercially launching the sustainability booster post-project. This will include:

- Maintenance of the Insights section (Market Trends Observatory) with new insights. New formats beyond the currently used feature articles are to be explored, including the use of social media for shorter, more frequent updates, podcasts, or deep dive analyses.
- The IP & Innovation Office will maintain a growing repository of useful information.
- The Investment Readiness Support activities will maintain information about investment and funding opportunities as well as relations with the investment community.
- The “on-demand” sustainability booster services will be offered as a commercial service.

All of this will be launched with a dedicated communications campaign and new branding, as discussed in D5.19.