

COMBINE, COORDINATE, COOPERATE

Be a part of the future EuroGEO

#OneEuroGEO

Why the EO industry should join EuroGEO

GEO's post-2025 strategy envisions a world where Earth intelligence is universally accessible, driving systemic shifts needed to accelerate the achievement of all Sustainable Development Goals and fostering a sustainable future for people and the planet.

Europe should champion Earth Intelligence for to the benefit of its citizens, inspire and engage within GEO to support global goals. The transition to Earth Intelligence demands to break the silos between Research and Innovation to Market and Operations. EuroGEO wishes to increase industry participation in its Action Groups and play a catalyst role for the transformation and improved uptake of the downstream EO market in Europe.

EuroGEO offers a strategic opportunity for the EO industry to actively shape the future of the sector. EO companies and organizations gain access to key advantages that drive innovation, market growth, and policy influence. This year, EARSC wishes to invite EO industry representatives to i) join the EuroGEO Action Groups and/or ii) contribute to the EuroGEO Workshop discussions in 2025.

Key Benefits:

1. Support the Strategic Research Agenda

- EuroGEO plays a crucial role in shaping the Copernicus Strategic Research Agenda (SRA) for the downstream EO sector in Europe.
- Industry participation ensures that research priorities align with business needs, supporting market-driven innovation.

2. Provide perspective to the European downstream sector

- Contribute insights that help shape the evolving EO market and ensure its alignment with industry and societal needs.
- Support the uptake of Earth Intelligence into various sectors: agriculture; biodiversity; climate; disaster resilience and health; energy; green deal data spaces; land cover and land intelligence; marine; urban climate.
- Discuss the future priorities for the European EO sector: Earth intelligence as a driver for AI & big data integration; data spaces, data cubes, digital twins' fitness for industry growth; barriers to data access and interoperability; standards and regulation; skills shortages; ...

3. Access to Collaborative Networks

- Connect with leading EO experts, researchers, and policymakers across Europe and beyond.
- Leverage synergies between public and private stakeholders to drive new business opportunities.
- Gain visibility in key European and global EO initiatives.
- Onboard best practices and processes for delivering sustainable Earth Intelligence services.

Why Act Now?

Earth observation (EO) is turning into a global competitive market, where Europe – through Copernicus - offers the most comprehensive open data worldwide, including for environmental and climate change monitoring, disaster management and security.

Europe is well positioned in this competitive environment, but is losing ground, which is a matter of concern for European competitiveness. According to EUSPA, and despite its immense capabilities, Europe holds a modest 15% of the global "EO demand" market in 2023, with projections to maintain a similar share by 2033 (16%).

Despite immense needs for EO to support the major policy transitions ongoing in Europe, a main barrier to downstream market uptake and European leadership is the capability to transform assets into intelligence. The shift from data-driven applications to earth intelligence is a fundamental change in daily practices and will eventually be reflected into funding priorities and schemes. This period is potentially a turning point for the EO industry.



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EuroGEO is seeking to position itself as a major facilitator for accelerating transition from EO to EI. By engaging with EuroGEO Action Groups and the EuroGEO workshop 2025, the private sector is invited to play its driver role in leading this transition.

EuroGEO's Mandate vs. EARSC's Role

- **EuroGEO's mandate:** EuroGEO is a coordination initiative supporting the European contribution to GEO. It seeks to facilitate cooperation between stakeholders to advance EO capabilities and align research priorities with policy needs. A primary goal is to organize the dialogue on strategic EO developments towards earth intelligence, ensuring that research and innovation efforts support societal challenges and economic opportunities. EuroGEO is a forum for international dialogue.
- **EARSC's role for its members:** As an industry association, EARSC represents and supports its members by advocating for their interests, providing market intelligence, and fostering business growth. EARSC ensures that its members have the tools, insights, and networks needed to thrive in the evolving EO sector. It wishes the industry to be firmly represented in this international dialogue.