



2nd Panel “From missions to data to actionable information” an end-to-end perspective

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Moderator:

Eleni Paliouras (**ESA**)

Panel:

- Emmanuel Pajot (Secretary General, **EARSC**)
- Giovanni Sylos Labini (CEO, **Planetek**)
- Joanna Bojanowska (Head of PMO, **CloudFerro**)
- Kathrin Umstädter (Senior Manager Business Development, **OroraTech**)
- Viney Jean-Francois Dhiri (Head of Business Development - Space Cloud Services, **D-Orbit**)

- **Considering the position your entity occupies in the EO value-chain, what do you believe Europe's Earth Observation Ecosystem should/could look like in 2040+? Which challenges do you see in realising that vision? What would you like to see happening upstream (or downstream) of you in the next 5-10 years?**
- **Do you expect to see any transformation of the EO value chain and its actors in the coming 5-10 years? If so, what benefits could that bring and to whom?**
- **What might the role be of institutions (such as ESA or national entities) in facilitating the transition from science results to provision of operational services to end-users? Is there other general support which can help develop commercialization and enable further success of the Earth Observation sector?**
- **What will drive the future of your company/entity: user pull/demand or technology/innovation push? How can demand latency caused by the "product novelty barrier" be overcome?**

- **What might the role be of institutions (such as ESA or national entities) in facilitating the transition from science results to provision of operational services to end-users? Is there other general support which can help develop commercialization and enable further success of the Earth Observation sector?**
- **How could institutions support organisations like yours to facilitate the transition from science results to provision of operational services delivered to end-users? What is missing right now in making this type of transition successful?**
- **Considering the position your entity occupies in the EO value-chain, what do you believe Europe's Earth Observation Ecosystem should/could look like in 2040+? Which challenges do you see in realising that vision? What would you like to see happening upstream (or downstream) of you in the next 5-10 years?**
- **Do you expect to see any transformation of the EO value chain and its actors in the coming 5-10 years? If so, what benefits could that bring and to whom?**
- **What will drive the future of your company/entity: user pull/demand or technology/innovation push? How can demand latency caused by the "product novelty barrier" be overcome?**

- Referring to the European Blueprint for Earth Observation, in your view are there any characteristics or challenges which are not covered in the current version of the Blueprint or are there any areas which you believe are more important to address than others?
- How do you think your organisation can contribute to refining the European Blueprint for Earth Observation?