

# Interaction of the Commercial Sector with CEOS

## “Light-Touch Task Force”

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# Background (1)

- In 2006 BNSC, as a Task Force member, agreed to undertake a study to look at how the commercial sector could better engaged with CEOS.
- The study was conducted by ESYS (a UK consultancy company) and preliminary conclusions reported at the 2006 CEOS Plenary
- Based on comments received from CEOS members at the Plenary further work was undertaken to provide more focussed conclusions to enable the development of a way forward
- This additional work took place in early 2007 and resulted in the synthesised conclusions being formulated into text and inputted into the CEOS Implementation Plan.

# Background (2)

- From the CEOS Implementation plan  
(Ref: 13.4 Commercial Sector Engagement)

# Background (3)

- At the 2007 CEOS Plenary the BNSC presented these revised recommendations
- One of the recommendations suggested was the organising of a CEOS/industry meeting – but the general conclusion of CEOS members was that it would be difficult to encourage international attendance.
- BNSC offered to explore the possibility of developing an event within the UK associated with this years International Aeronautical Congress (IAC) meeting in Glasgow which the UK is hosting

# Current Thinking

- A small group of CEOS members who formed the working group called the “Light-Touch Task Force” took an action to explore the opportunities that the IAC might offer.
- The Task Force has corresponded by e-mail and had a telecom to discuss options
- The UK has explored with the IAC organisers what might be available
- Whilst still in the preliminary stages of organising such an event the following strategy is being considered and input sought

# Current Option

- The UK on behalf of CEOS to host a side event at IAC to encourage industrial attendance at a CEOS presentation aimed at helping to engage commercial interaction
- IAC provides a good opportunity to attract commercial attendance as the IAC is a large international annual event that attracts attendees from the Aerospace sector
- If successful the IAC might provide a future international meeting to which CEOS could become an annual contributor *(and be hosted by the IAC hosting country?)*
- It is therefore important to develop a success format that can be built on into the future

# Proposed Format Overview

- To hold an event consisting of a drinks reception followed by short dynamic exchange of views aimed at catching the imagination of the industrial audience to allow a better understanding of CEOS activities and hence requirements
- Timing is crucial at such an event as there are many distraction that can take your audience away to other sessions. It is therefore proposed to hold it on:

# Proposed Format Draft Details

- Industry Day (Tuesday 30<sup>th</sup> September)
- At about 3pm - 4pm (theatre booking with the opportunity of the drinks reception in an area just outside)
- With a 20 - 30 minute drinks reception prior to the debate
- An hour of thought provoking presentations aimed at initialising a debate on exploring how better the commercial sector and CEOS can interact with each other
- Develop a questionnaire aimed at gathering information on the international commercial sector for better understanding of their requirements
- Assimilating information to be posted on CEOS website



# Way Forward

- To obtain agreement from SIT of the actions being pursued (Request today)
- To agree a message that CEOS wishes to pass to the commercial sector (To build an intellectual knowledge base between CEOS and commercial sector to lead to a better understanding of requirements and available expertise)
- Agree the format and the type of presentations to be made (Short descriptive presentations open to initiate discussions with audience)
- Agree on presenters (and Facilitator?)

# Conclusion

If CEOS delegates agree the Task Force will pursue the proposed way forward and work closely with the CEOS Secretariat and SIT Chair to develop the IAC event for October.

The task force therefore seeks endorsement from SIT to proceed.

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# End of Presentation

# Terms of Reference

## Draft Terms of Reference: Links with the Commercial Sector

At the 21st CEOS Plenary meeting it was agreed to set up a “light touch” Task Force to consider the future relationship between CEOS and its membership and the commercial sector. The Task Force will in particular:-

1. consider the implications of the approach made to the CEOS Chair by representatives of the commercial sector (the Alliance for Earth Observation and EARSC);
2. develop a dialogue, initially with the above organisations, to consider the opportunities and challenges for CEOS and its members of closer links with the commercial sector;
3. take forward arrangements to link CEOS and the commercial sector into the EO agenda at the 2008 IAF Congress in Glasgow, UK;
4. report to CEOS 22nd Plenary on this initiative.

In taking forward this work the Task Force will take into account:

1. the view of the CEOS 21st Plenary that CEOS should not, at this stage, be considering a formal institutional linkage with the commercial sector;
2. the views of some CEOS members that links with the commercial sectors could present threats to them or to the CEOS structure.
3. The Task Force will formally consult by teleconference and will aim to represent the range of views expressed at the 21st CEOS Plenary.

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