

# The role of IAP Ambassadors

Innovative space-based solutions for Future Cities  
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# European Space Policy Institute (ESPI)

## Mission Statement

The European Space Policy Institute (ESPI) provides decision-makers with an informed view on mid- to long-term issues relevant to Europe's space activities.

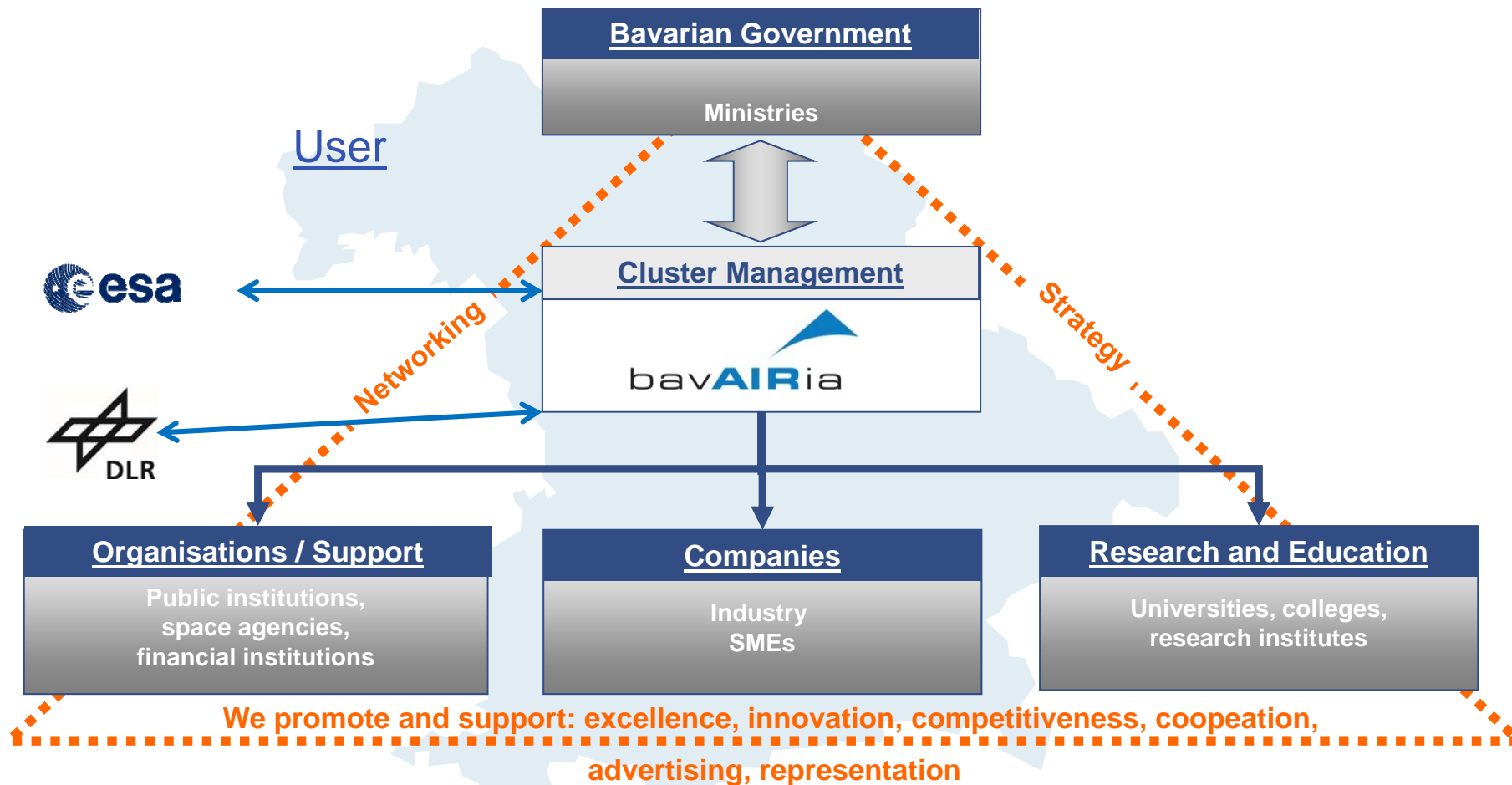
In this context, ESPI acts as an independent platform for developing positions and strategies.

ESPI provides decision-makers and the global space community with:

- Arguments underpinning the “Case for Space”
- Policy concepts for international, regional and national activities
- Analyses for mid-term visions
- Platforms for expert exchanges
- Source for cutting-edge information



# bavAIRia is connecting and supporting business, research, education and policy



**Earth  
Observation**

**Tele-  
communication**

**Navigation**

→ Developing new services for new user communities

**User  
Demand**

**Feasibility  
Study**

**Demo**

**Operational  
Service**

Position  
X coordinate  
Y coordinate  
Z coordinate  
Latitude (deg)  
Longitude (deg)  
Elevation (m)

## Role & Objectives of IAP Ambassador Platforms

1. To identify **new application fields** – lateral thinking.
2. To **build awareness** of the potential of space-based services among users who are unfamiliar with them.
3. To be an **“honest broker”** between ESA, potential users, service providers and other stakeholders.
4. To **motivate** players to submit viable proposals.
5. To **support you** if you have an idea and establish contacts to national delegates and ESA.

# IAP Ambassador Platform Network

AP for e-Health in Inaccessible Regions (NST)

AP for the Baltic Sea Region (BSAG)

AP for Enhanced Mobility (ESA Harwell)

AP for Water Management (Het Waterschapshuis)

AP for Small and Medium Enterprises (Eurisy)

AP Space for Med (Luxinnovation)

AP Swiss for Space Applications and Services

AP for Integrated Applications in the Central & Eastern European Region (ESPI)

AP for Germany (bavAIRia e.V.)

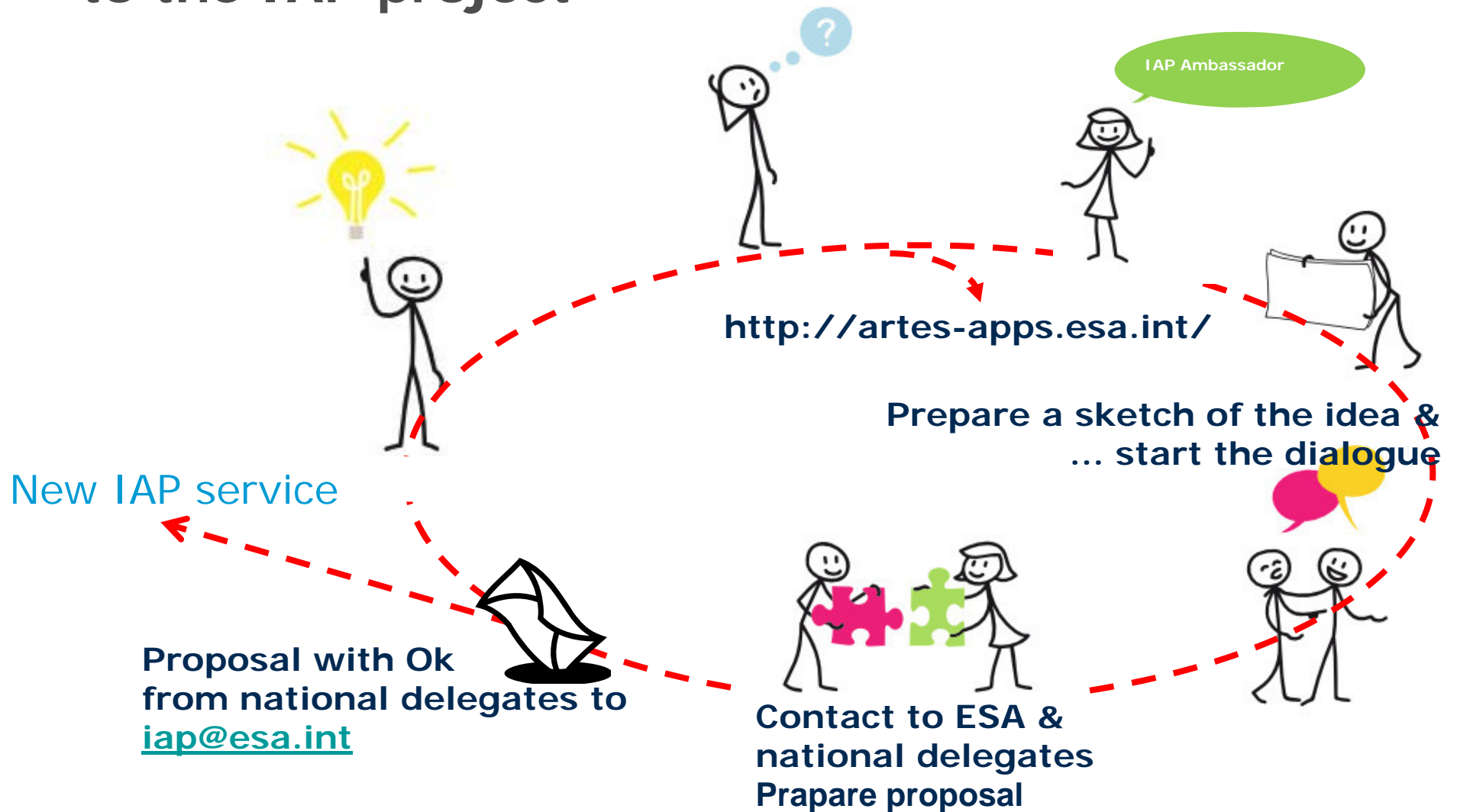
AP for EU adoption of Renewable Energies (CENER)

AP for Dual Use Integrated Applications (Italian MoD)

## Typical AP activities

1. **Information** on the IAP programme:
  - a. <http://artes-apps.esa.int/> → Community Portal
  - b. Distribute information materials (presentations, notices on ITTs, upcoming events, best practices, etc);
2. **Organize thematic workshops**, seminars, expert meetings and roadshows
3. **Discuss questions on IAP and new ideas** with interested parties
4. **Build relationships** with stakeholders:
  - a. Individual meetings, participation in conferences and other events.
5. Provide effective **support at the first steps** in the IAP process

# From the idea to the IAP project







## Contact

Please do not hesitate to contact us!

### German ESA IAP Ambassador

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