The Copernicus Young Ambassador Day: a replicable example for new technologies uptake by SMEs and Local Regional Authorities

Valeria Satriano*, Roberto Colonna, Carolina Filizzola, Nicola Genzano, Teodosio Lacava, Nicola Pergola, and Valerio Tramutoli

* valeria.satriano@unibas.it
Two projects, the same vision: improve the education in the EO/GI domain both at academic and technical levels in order to increase the use of new generation satellite data and sustain the innovation process from academia to business.

Help bridging the skill gaps between supply and demand of education and training in the EO/GI sector.

The vision of the Horizon 2020 project CopHub.AC is to establish a long-term Copernicus hub to consolidate and sustain the Copernicus Academy as knowledge and innovation platform.

To fulfill this several nodes will be created – like a new form of research briefs, knowledge landscape, outreach and sustainability.

It will focus and link ongoing R&D activities in Copernicus-relevant academic fields and sustain the innovation process from academia to business on a high scientific and technical level.

We have a clear commitment to a full thematic and geographic coverage for a Europe-wide boost in demand-driven uptake of space technology and geospatial information.
Innovation process within local regional authorities (LRA) and SME goes through the use of new advanced technologies/data which should take place of traditional and well-established approaches.

This meets 2 problems:

- **lack of skills** of people who start working or already work in the LRA and SME’s.
- **absence of ad-hoc training action** (short but effective and well finalized to certain applications) to be implemented in the workplace.
The University of Basilicata (Copernicus Academy), is starting to experiment new training actions with two main object:

- Create **improved skills** for future generation to be employed in the EO/GI sector
- **Offer to LRA and SMEs instruments** to access, understand, manage and actively use Copernicus data

**The Copernicus Young Ambassador Day experiment:**

- A short course on EO/GI is offered to SMEs and LRA representatives
- They are then invited to identify possible applications related to their specific field of interest (i.e, user needs)
- These user needs are offered to the students of the UNIBAS Remote Sensing course in order to propose their own possible technological solutions based on EO/GI technologies
Such solutions were presented in a public session to the representatives of LRA, SMEs and, for a feasibility evaluation, to the UNIBAS researchers.

The **experiment outcome:**

- SME and LRA personnel received a basic education enabling them to better understand the potential of available and incoming EO technologies
- Some examples of satellite data solutions for different user needs were presented
- Students had the occasion to proof their acquired skill facing real problems.