EO Science for Society Permanently Open Call

- Provide an opportunity for EO **industry & research community** to propose new activities outside of the standard ESA work-plan

- Prioritise **innovative ideas** responding to emerging opportunities (e.g. rapid initial response addressing a time-limited issue)

- Activities structured as rapid, focussed proof of concept:
  - Limited budget – 150k max spend per activity
  - Limited contract duration – max 12 months duration

- **Continuously available** funding line with regular deadlines (EOEP5 – 3 months, Future EO1 – 4 months)

- **For the current implementation please note:**
  - Remaining deadlines are July 2022 and November 2022
  - Change to ESA regulation on informing unsuccessful bidders – this can now be done at the same time as informing successful bidders

→ THE EUROPEAN SPACE AGENCY

How we assess your offer

Is the bidder clear on what they want to develop?

Is the bidder clear on the proposed development will address?

Are the required performance levels to achieve these objectives clearly elaborated and credible?

To what extent is this innovative and an advance or improvement over the current state of the art?

Why is the proposed development worth doing?

Do the technical steps provide evidence that:
- the target performance levels etc can be achieved?
- the approach for addressing the inherent difficulties within the proposed development is clear and part of the work?

Does the bidder demonstrate a clear understanding of the technical difficulties to be addressed in relation to the proposed innovative development and are they proposing credible approaches for addressing them?

Title of the proposal followed by (Activity Line X : 'Title') - identify which of the 6 categories listed in point 6 of the Cover letter above.

PART 1 TECHNICAL PROPOSAL

1.1 PROPOSED DEVELOPMENT
[Provide a summary description of what is to be developed]

1.2 SCIENTIFIC OR <u>TECHNICAL OBJECTIVES</u>:
[Outline the main objective(s) to be achieved and the end goal(s) being targeted. Indicate how the achievement of those objectives will be demonstrated.

1.3 <u>REQUIREMENTS TO BE ADDRESSED BY THE PROPOSED DEVELOPMENT</u>:
[Identify and discuss the technical requirements to be addressed in order to achieve the specific Scientific/Technical Objectives as outlined in section 1.2 above. Where relevant this should also describe target performance levels to be achieved (eg update frequency, latency, processing times etc). When appropriate the requirements shall be associated to a quantitative value. These quantitative values shall be labelled as committing ones or as being to be considered as a goal. The verification approach for each requirement shall be identified. Provide a justification/ reasoning for such requirements]

1.4 <u>INNOVATIVE ELEMENTS WITHIN THE PROPOSED DEVELOPMENT</u>:
[Identify what is the nature of the innovative content of the proposal and explain how this represents an improvement on the current state of the art in the domain being targeted.

Describe the expected impact and benefit arising from the proposed development due to the innovative content]

1.5 SCIENTIFIC OR <u>ENGINEERING DEVELOPMENT APPROACH</u>

1.5.1 Scientific/<u>Technical Steps</u>
[Present and discuss in detail the scientific/technical steps to achieve the objectives and the committing requirements outlined under sections 1.1 to 1.4. This shall include an identification of the main deliverable items to be generated. Note: the steps shall be consistent with those reflected in the Work Logic Diagram in section 1.7.1]

1.5.2 <u>Implementation aspects</u>
[Present a first iteration of the concept and the baseline design/approach. The baseline design covers for instance the system architecture and a functional decomposition presented in block diagrams, providing also internal and external interfaces. Discuss the current state of the art and the trade-offs that need to be taken into account and show the overall logic of the work being proposed including any key review and decision points. Discuss how the work performed will be validated (e.g. test plan and test approach) and how achievement of the objectives will be proven/ demonstrated]

1.6 SCIENTIFIC/<u>TECHNICAL FEASIBILITY, PROBLEM AREAS AND DEVELOPMENT RISK</u>:
[Provide evidence as to the feasibility of meeting the objectives and requirements identified in sections 1.2 to 1.4. Identify, present and discuss the main technical problem areas and key development risks that may be expected during the execution of the activity in order to address the requirements and target performance

Stuff to remember/think about

- Your proposal is reviewed by technical people

- Your proposal is reviewed in competition against other proposals, not as compliance with thresholds

- We are not looking for co-funded developments and you do not get higher marks if you co-fund

- The scope is exploitation of EO data – theoretical studies etc may be considered **out of scope**

- Innovation is a priority and carries associated technical risks – if there are no risks then alternative funding lines may be more suitable (eg InCubed)

- Explain the technical methodology – do not just list tasks

- Please please please ensure you get the admin correct:
  - Sign the cover letter, PSS forms etc (or rather, get the responsible person in your organization to sign)
  - Make sure the cover letter has FFP, duration, validity etc etc
  - Allocation of resources per partner are clear

- Get someone not involved in drafting the proposal to read it before you submit and tell you what is the innovation, what are the associated technical difficulties, how you will solve them and why the proposal is interesting.

→ THE EUROPEAN SPACE AGENCY

Make sure you explain clearly:

What is being developed?	
What are the target performance requirements to be achieved and why?	✓
What are the innovations you are proposing?	✓
What are the impacts resulting from your proposed development?	✓
What are the technical difficilities inherent in your proposed development and how to you plan to address them?	✓
What are the technical developments you are proposaing to execute and how do these ensure you meet target performance levels and address the identified difficulites?	✓

NB: Letters of support from users are mandatory in some themes

Contractual Issues

1. <u>Open call management/applicable process</u>

   - The current procedures do not allow the Agency to inform Tenderers who are not selected until all the contracts under the relevant batch are signed. Delays in the signature process are introduced when placing a large number of contracts with different contractors.

   - To reduce waiting times for the receipt of the evaluation feedback, an update of the applicable rules is under review. Tenderers will be notified of the outcome of the after the approval of the evaluation report.

2. <u>Contractual tips</u>

   - Make sure you submit the proposal under the current ESA AO within the activity line identified in the Cover letter (1. Grand Science Challenges; 2. EO for a Resilient Society; 3. Artificial Intelligence for EO; 4. Regional Initiatives; 5. EO for Civil Security).

3. <u>Contractual remarks</u>

   - The Tenderer may formulate contractual remarks on the draft contract as per section 4.2 of the proposal template. However, this provision grants limited power (i.e. no amendments).

   - All EXPRO(+) contracts shall contain the same Contract Conditions and cannot be amended.

→ THE EUROPEAN SPACE AGENCY

Current version of the AO …

Batches: 5

Proposals evaluated: 220

Contracts awarded: 43 (6.45 ME)

Overall success rate: ~20%

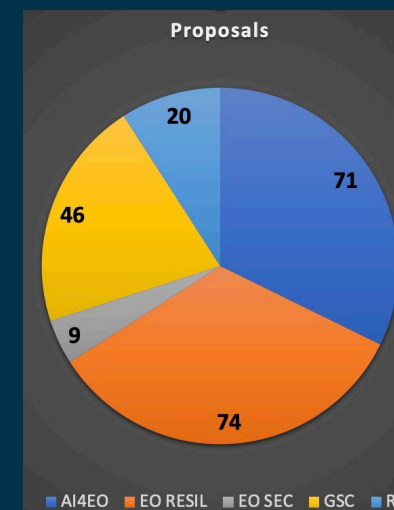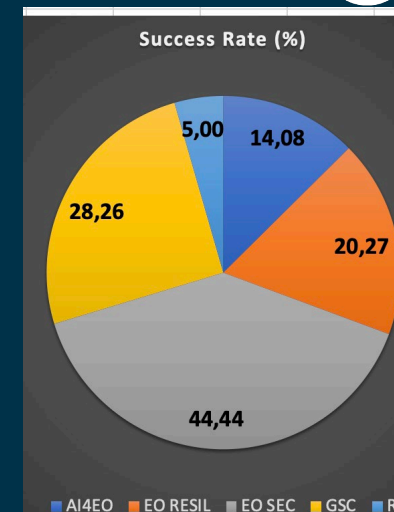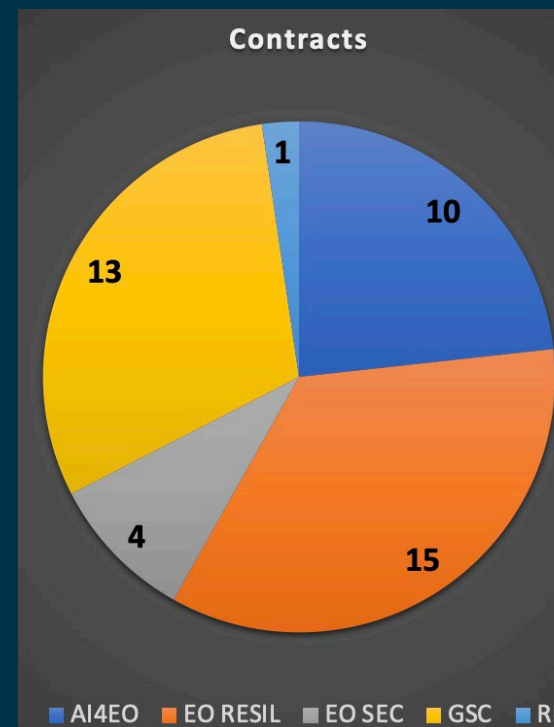Proposals/contracts by theme:
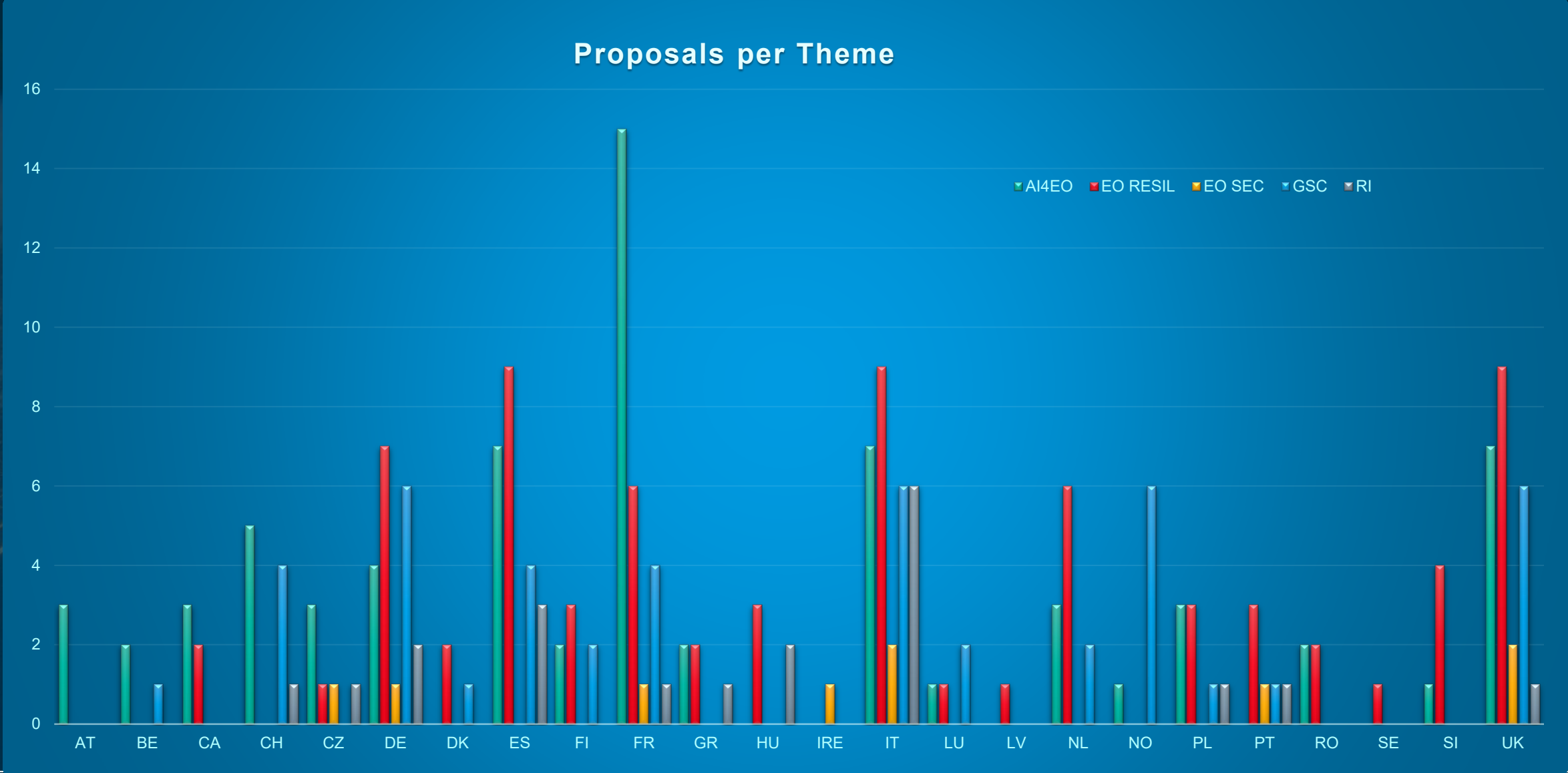
    AI4EO: 71/10

    EO Resilient: 74/15

    EO4Security: 9/4

    Grand Science Challenges: 46/13

    Regional: 20/1

Success Rate (%)

5,00 — 14,08 — 28,26 — 20,27 — 44,44

Legend: AI4EO — EO RESIL — EO SEC — GSC — RI

Contracts

10 — 1 — 13 — 4 — 15

Legend: AI4EO — EO RESIL — EO SEC — GSC — RI

Proposals

20 — 71 — 46 — 9 — 74

Legend: AI4EO — EO RESIL — EO SEC — GSC — RI

Distribution across countries - proposals

Proposals per Theme

New Bidders …

Batches: 5

Proposals evaluated: 220

Contracts awarded: 43 (6.45 ME)

Overall success rate: ~20%

Proposals/contracts by theme:

> In AI4EO, 71 proposals and 10 contracts overall; 16 proposals from new bidders, 3 awarded … - success rates 20% vs. 19%

> EO Resilient: 74/15 – 23/2

> EO4Security: 9/4 – 4/1

> Grand Science Challenges: 46/13 – 6/2

> Regional: 20/1 – 5/0