

# Improving market uptake of European technologies: Lessons from stakeholder consultation

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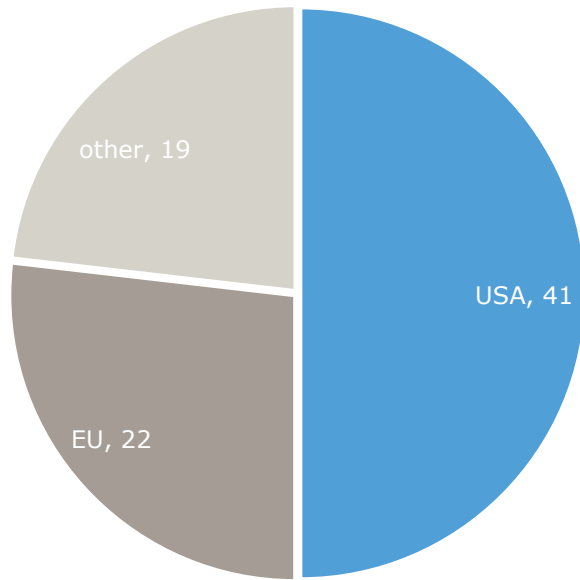
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# Uptake of new technology for ocean observation

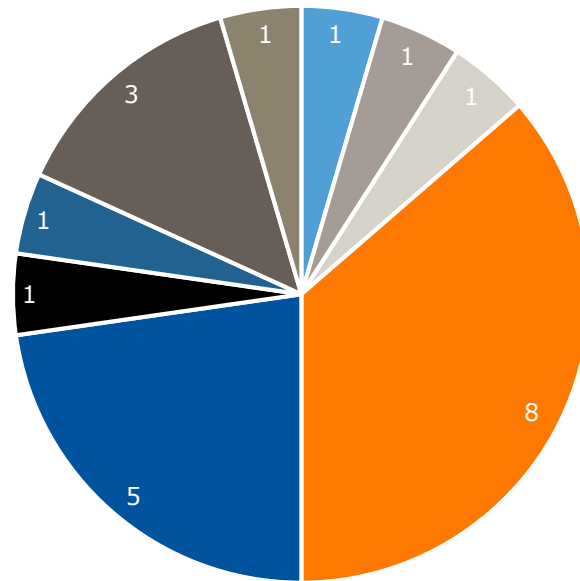
- Ocean observation plays a key role in understanding the state of the world oceans
- There has been a sustained and exponential increase in technology development and use
- The EU and USA represent two different worlds of ocean observation
  - EU: decentralised, public-private cooperation
  - USA: top-down with central role for NOAA
  - both admire the other
- Market is a mix of public and private users, primarily interested in reliable technologies providing comparable data

# Manufacturers



■ USA ■ EU ■ other

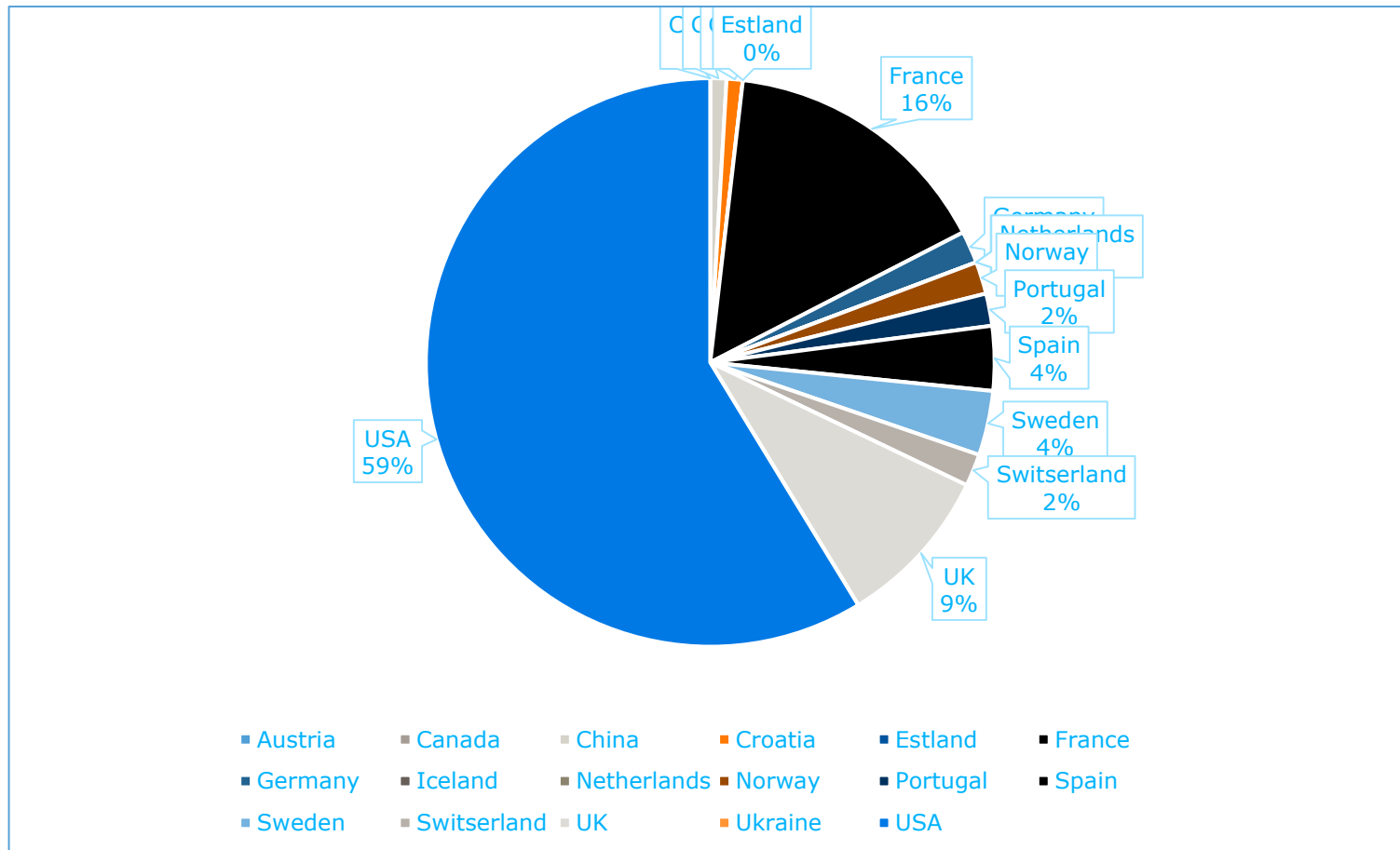
*Country of headquarters*



■ Austria ■ Croatia ■ Estland  
■ France ■ Germany ■ Netherlands  
■ Portugal ■ Spain ■ Sweden

*Country of HQ of EU companies*

# Platforms



*istribution of platforms per country of manufacturer*

# Technological challenges

- Always a need for reliable and flexible sensors
- Development of biological sensors
  - Collecting biochemical data,
  - eDNA as promising technology
- Developing autonomous sensors and platforms (IoT, linking terrestrial and underwater networks)
- Data analysis
  - Capacity for analysis lags behind collection
  - AI, machine learning and big data offer opportunities

# Financing

- Public sector as key financier for development of the sector
- In EU not centralised, dependent primarily on national level funding
- Focus on funding technology development
- Funding of maintenance of technology, analysis and sharing of data lagging behind

# Collaboration and transnational co-operation

## ■ Challenges

- Public sector is conservative with sensors. Benchmarking is needed if new technologies are to be adopted
- Lack of international cooperation due to differing priorities

## ■ Looking forward:

- From national thinking towards a global community
- Emphasize the importance of ocean observation to deal with contemporary challenges
- Importance of data governance: how can we use, share, compare and exchange data?

# Thanks!

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