Copernicus Marine Service in support to sustainable Blue Growth

Marine Monitoring

European Commission, DG MARE

19 Januray 2018

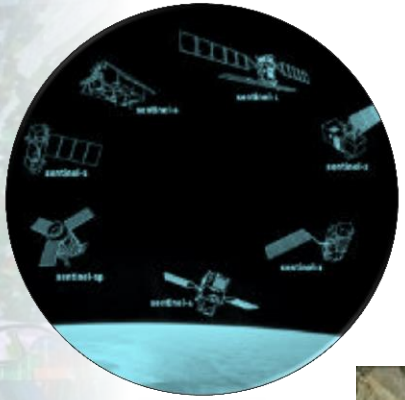
European Commission | Copernicus | Implemented by MERCATOR OCEAN

COPERNICUS IN BRIEF

- **The Copernicus programme** *(REGULATION (EU) No 377/2014)* is a cornerstone of the European Union´ efforts:
  - To monitor **the Earth,** its environment and ecosystems
  - To ensure its citizens are prepared and protected for **crises, security risks** and **natural or man-made disasters**
- Places a world of insight (data and information) about our planet at the disposal of citizens, public authorities and policy makers, scientists, entrepreneurs and businesses on a **full, free and open basis**
- Is a tool for **economic development** and a driver for the **digital economy**

COPERNICUS ARCHITECTURE

Copernicus



Sentinels

6 services use Earth Observation data to deliver

Contributing missions

In Situ

added-value products

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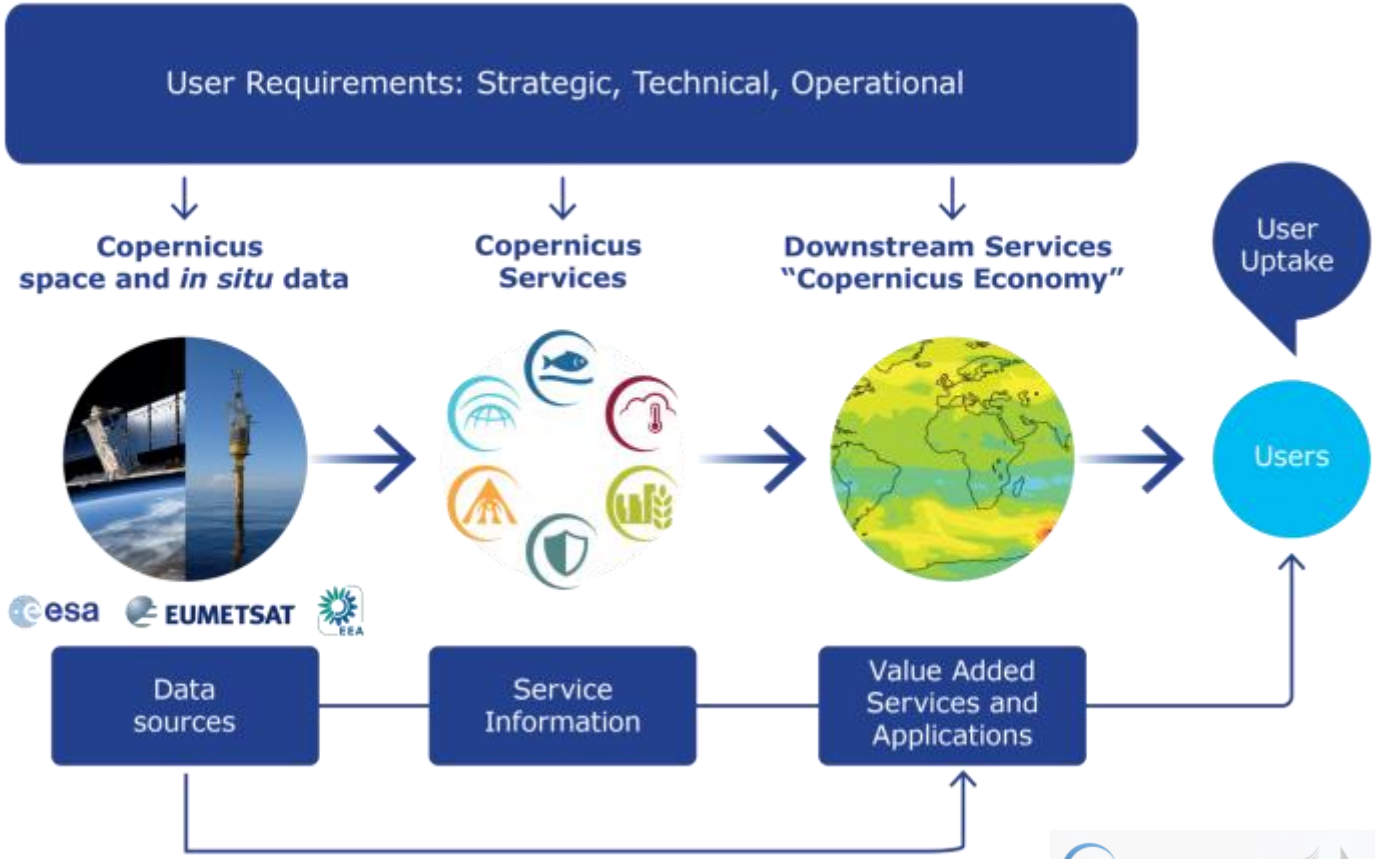
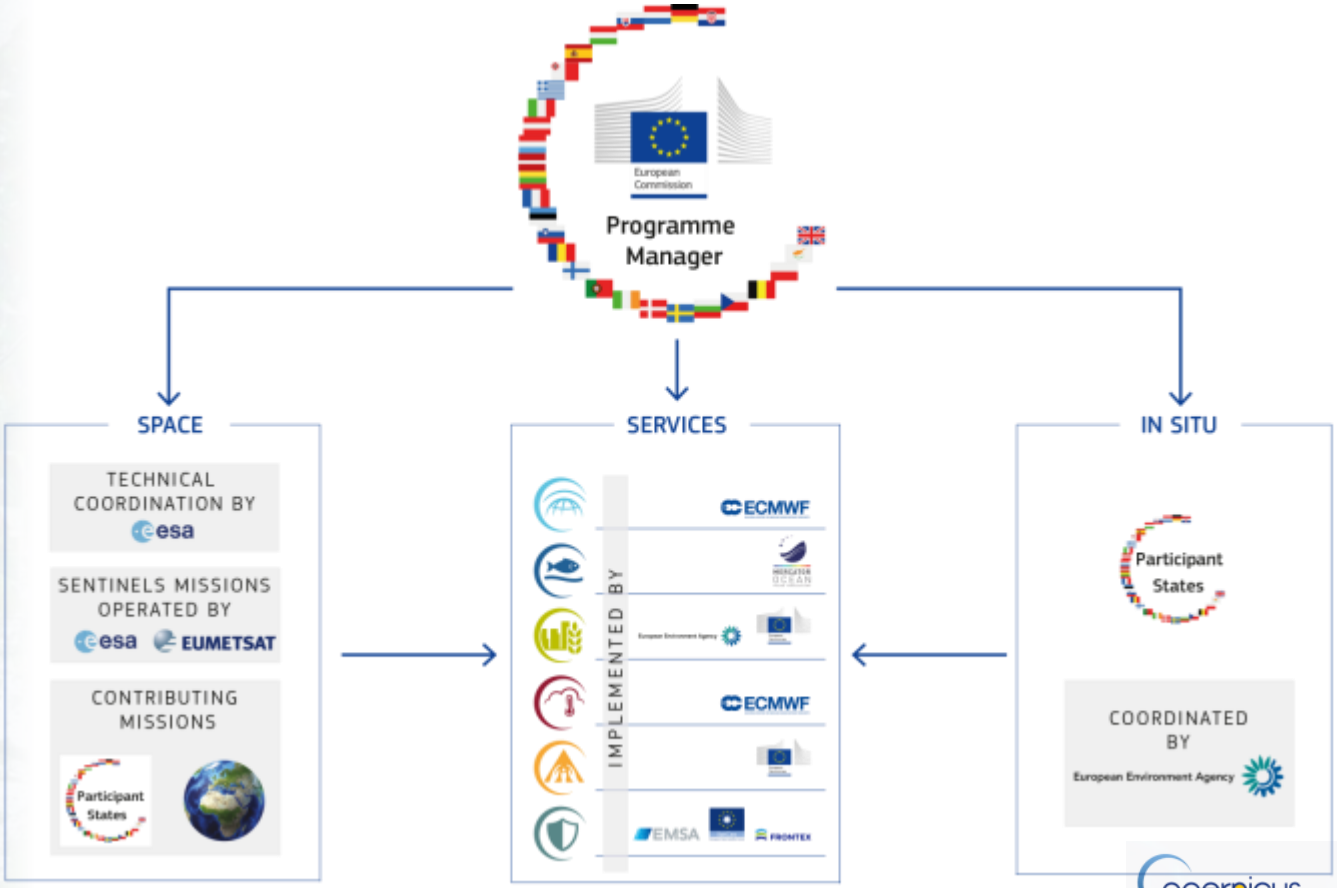
COPERNICUS IS DRIVEN BY THE USERS



COPERNICUS GOVERNANCE



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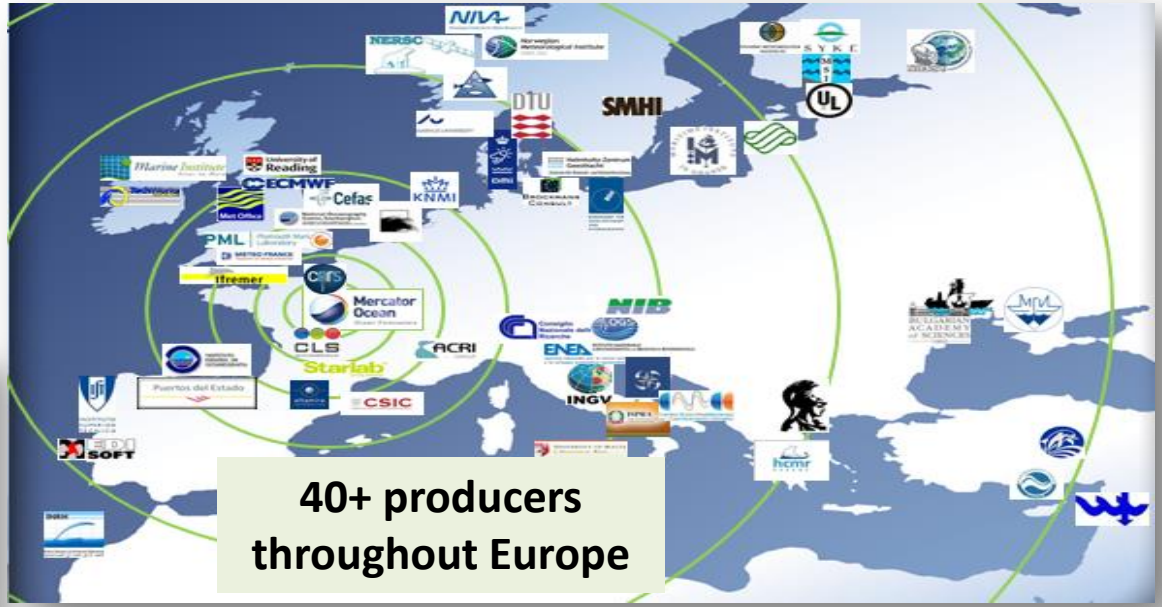
. . A SHORT INTRODUCTION

MERCATOR OCEAN
OCEAN FORECASTERS

- ✓ MyOcean legacy (2009/2015)
- ✓ Delegation agreement (2014/2021)
- ✓ To implement and operate the Copernicus Marine Service.



40+ producers throughout Europe

- ✓ A network of European data providers
- ✓ State-of-the-art scientific knowledge
- ✓ Unique products portfolio

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OCEAN DATA, A PUBLIC GOOD

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REANALYSES
10 to 45 years

REAL-TIME
Daily, hourly

FORECAST
2 to 10 days

ESSENTIAL OCEAN VARIABLES

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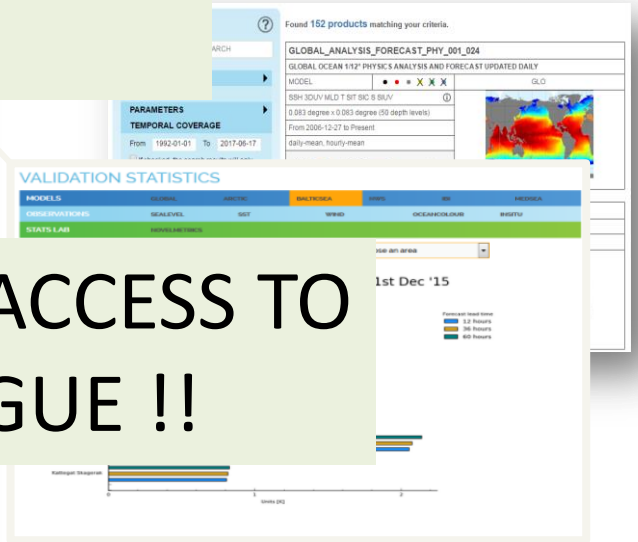
A UNIQUE ACCESS TO AN INTERACTIVE COMPREHENSIVE CATALOGUE

- Online portfolio of 152
  s, fully assessed
  umented



> 11 000 subscribers worldwide – 2/3 are active users

!! FULL FREE AND OPEN ACCESS TO THE ENTIRE CATALOGUE !!

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WHO DOES NEED MARINE KNOWLEDGE ?

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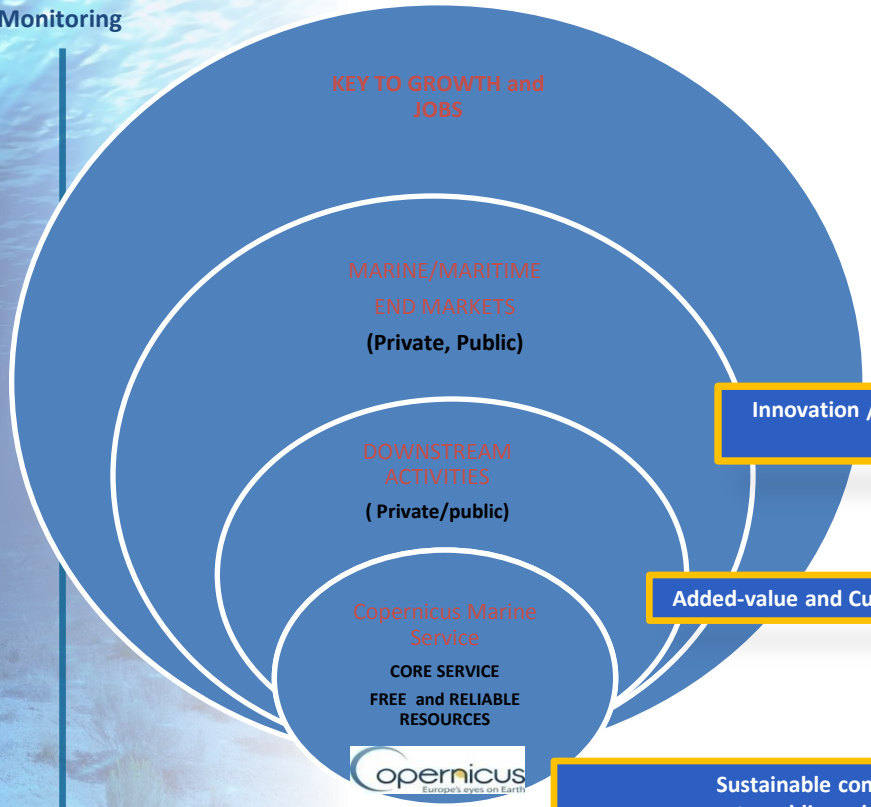
Core and Downstream services: A win-win value chain for job and growth



Innovation / Money saving / Market development /Competitive

Added-value and Customised Solutions to End-Users

Sustainable competitive advantage to public and private operators

COPERNICUS MARINE ENVIRONMENT MONITORING SERVICE

MARINE CORE INFORMATION,

A KEY DRIVER FOR BLUE GROWTH, IF …

- ❑ THEMATIC APPROACH = Marine Knowledge
- ❑ REACHING SMEs = Awareness
- ❑ PRESCRIPTION BY INTERNATIONAL and NATIONAL LEGISLATIONS

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Service Excellence is a prerequisite

but not enough

to guarantee users loyalty and develop markets

Mercator Ocean has implemented and will enhance actions during CMEMS Phase 2 to develop user loyalty and gain new users:

1. CMEMS **User Uptake component**
2. Workshop, training, info sessions, online **tutorials**
3. Promotion of downstream users (showcasing **use case**)
4. Partnerships with Regions, Clusters, Trade associations and champion users

(USER UPTAKE) MARKETING MS AND COASTAL

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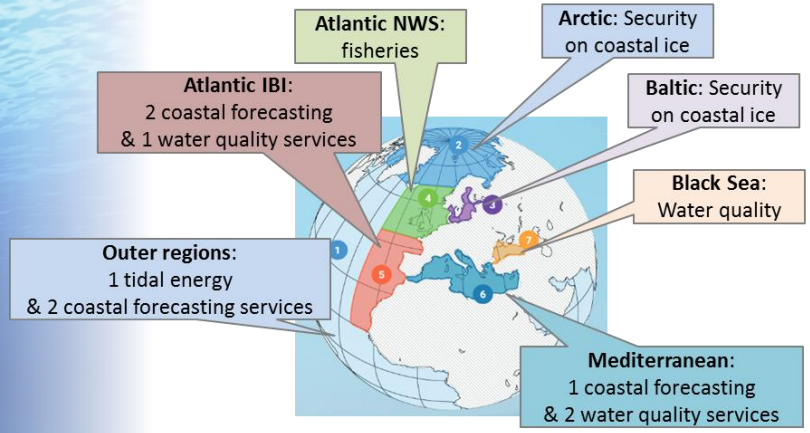
13 COASTAL PILOT SERVICES USING CMEMS



4 PILOT SERVICES TO SUPPORT MSFD: 1 assessment of CMEMS products, 2 on eutrophication+ 1 on noise monitoring

1 ACTION for the inventory of apps using CMEMS data

18 contracts (from 31 March 2017)
10 private bodies / 8 public bodies

10 Member States

Belgium, Denmark, Finland, France, Italy, Netherlands, Portugal, Spain, Romania, United Kingdom

Impact on End-markets to be assessed with them at the end of their contracts

➔ New tenders planned Q4, 2018

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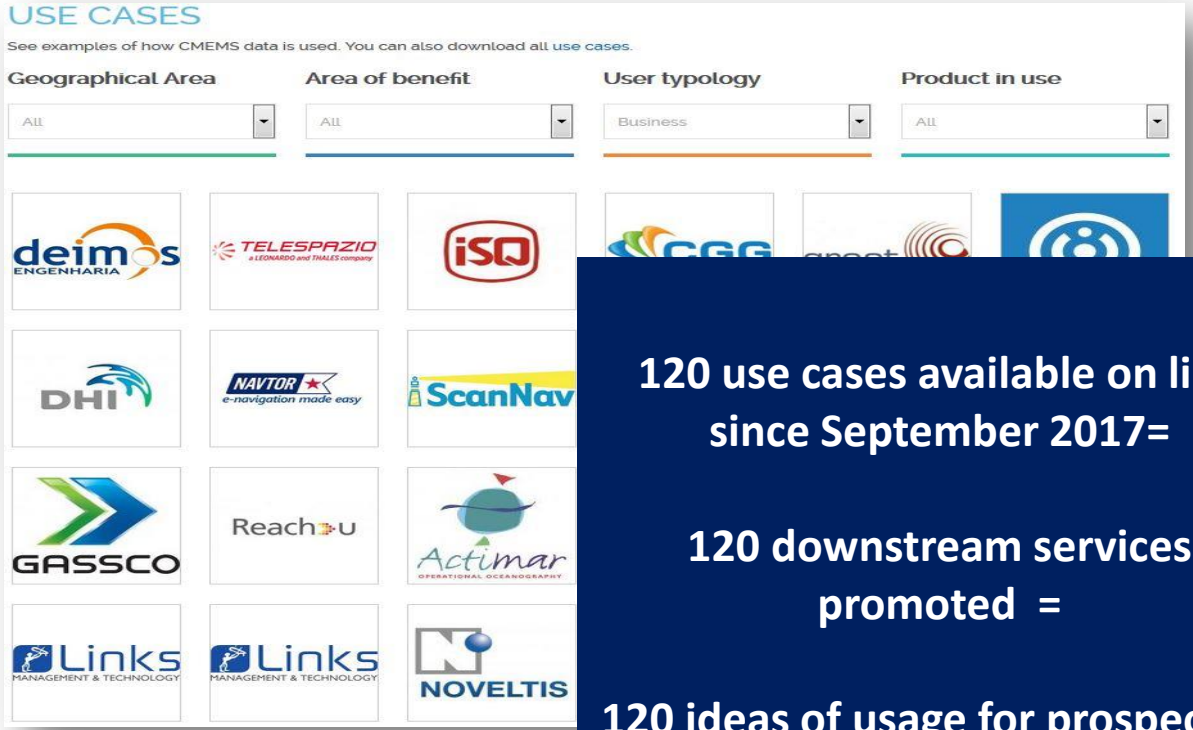
(USE CASES) SHOWCASING USERS AND USAGES

SHOWCASING USE CASES ONLINE (marine.copernicus.eu)



120 use cases available on line since September 2017=

120 downstream services promoted =

120 ideas of usage for prospective users

(USER SUPPORT) MORE MATERIAL AND PRESENCE

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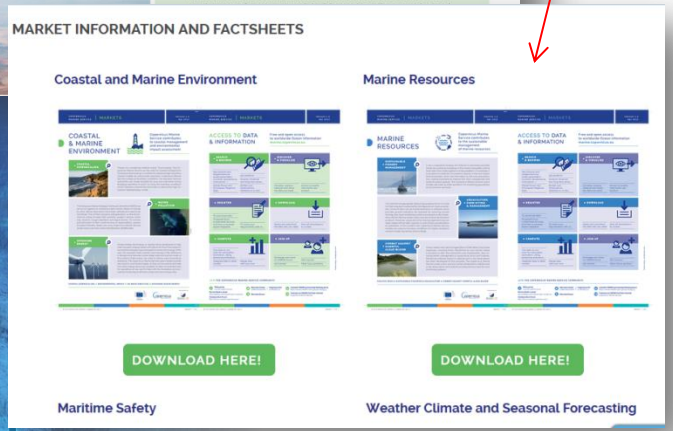


Within 20 months, reaching out directly to more than

1200 people

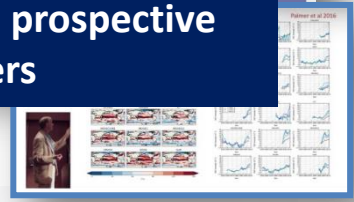
in 6 Member States : (Private & Public Sectors)

Belgium, Estonia, Italy, Malta, Norway, Portugal, The Netherlands

Close to 40 online tutorials since July 2017

for beginners and experts ,

For users and prospective users



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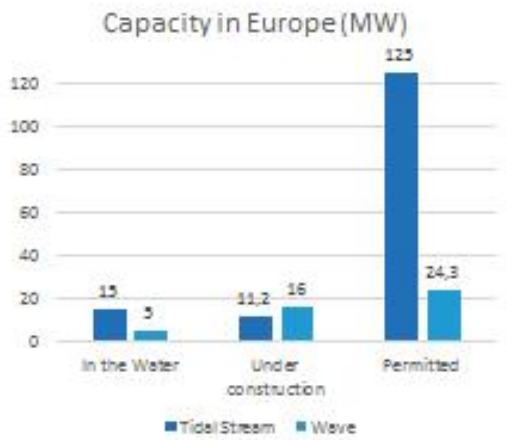
(PARTNERING)WITH TRADE ASSOCIATIONS

2017 Ocean Energy is setting sail

Ocean Energy Europe



2050: 10% of EU electricity, 400.000 jobs

@euoea www.oceanenergy-europe.eu

Ocean Energy Europe

Ocean Energy Europe

118 members - Lead Partners:

ATLANTIS RESOURCES · DP ENERGY · EDF · enel Green Power · ENGIE · NAVAL ENERGIES · INNOVATION. Nova Innovation Ltd · seai Sustainable Energy Authority of Ireland · SCOTTISH DEVELOPMENT INTERNATIONAL · SCOTTISHPOWER RENEWABLES · NORMANDY Marine energy

@euoea www.oceanenergy-europe.eu

Copernicus benefits

- Free – Innovation is expensive enough…
- Covering gaps in existing data
- Downloads for modelling
- Long Time / Real Time

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By courtesy of Ocean Energy Europe

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JOIN THE MARINE COMMUNITY!

THANK YOU FOR YOU ATTENTION

Explore
http://marine.copernicus.eu

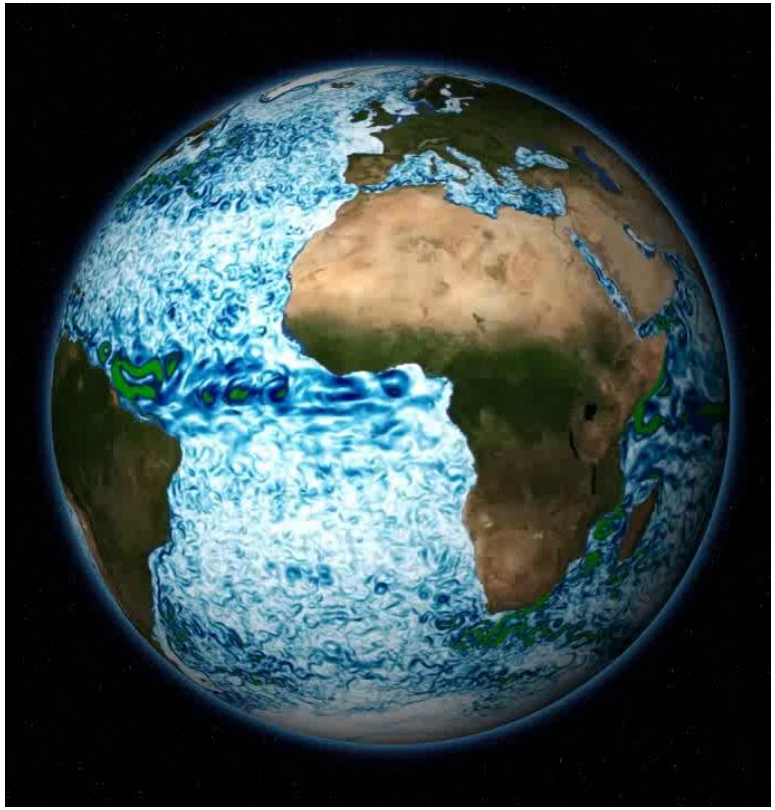
Contact
servicedesk.cmems@mercator-ocean.eu

Share
http://forum.marine.copernicus.eu

Joint the Partnership Meeting Place
https://www.linkedin.com/groups/8243515

Discover
https://www.facebook.com/MercatorOcean

Follow
@MercatorOcean @CMEMS_EU #CMEMSlike



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