



Marine Monitoring

Engaging with Italian Users Market Development

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MERCATOR OCEAN



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A USER AND MARKET-ORIENTED PROGRAMME

THE COPERNICUS PROGRAMME:

- ❑ **A user-driven programme** (URD, Validation, continuity)
- ❑ **A market-driven programme** fostering the development of a private downstream sector producing commercial applications.



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C O P E R N I C U S P E R F O R M A N C E I N D I C A T O R S

Two MARKETING Performance Indicators :

- ❑ **Increased demand** for Copernicus data and Copernicus information
(number of users, volume of accessed data & information, increased number of downstream services, widening of distribution across MS).
- ❑ **Market penetration**, including expansion of the existing markets and creation of new markets and competitiveness of the European downstream operators



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FOR CMEMS DEVELOPING MARKETS MEANS

1. To expand usage at existing users on existing markets = **LOYALTY**
2. To gain new users on existing markets = **MARKET PENETRATION**
3. To contribute to competitiveness of the European downstream operators =
GROWTH DRIVER
4. To gain new users on new markets = **EXPANSION / INNOVATION**

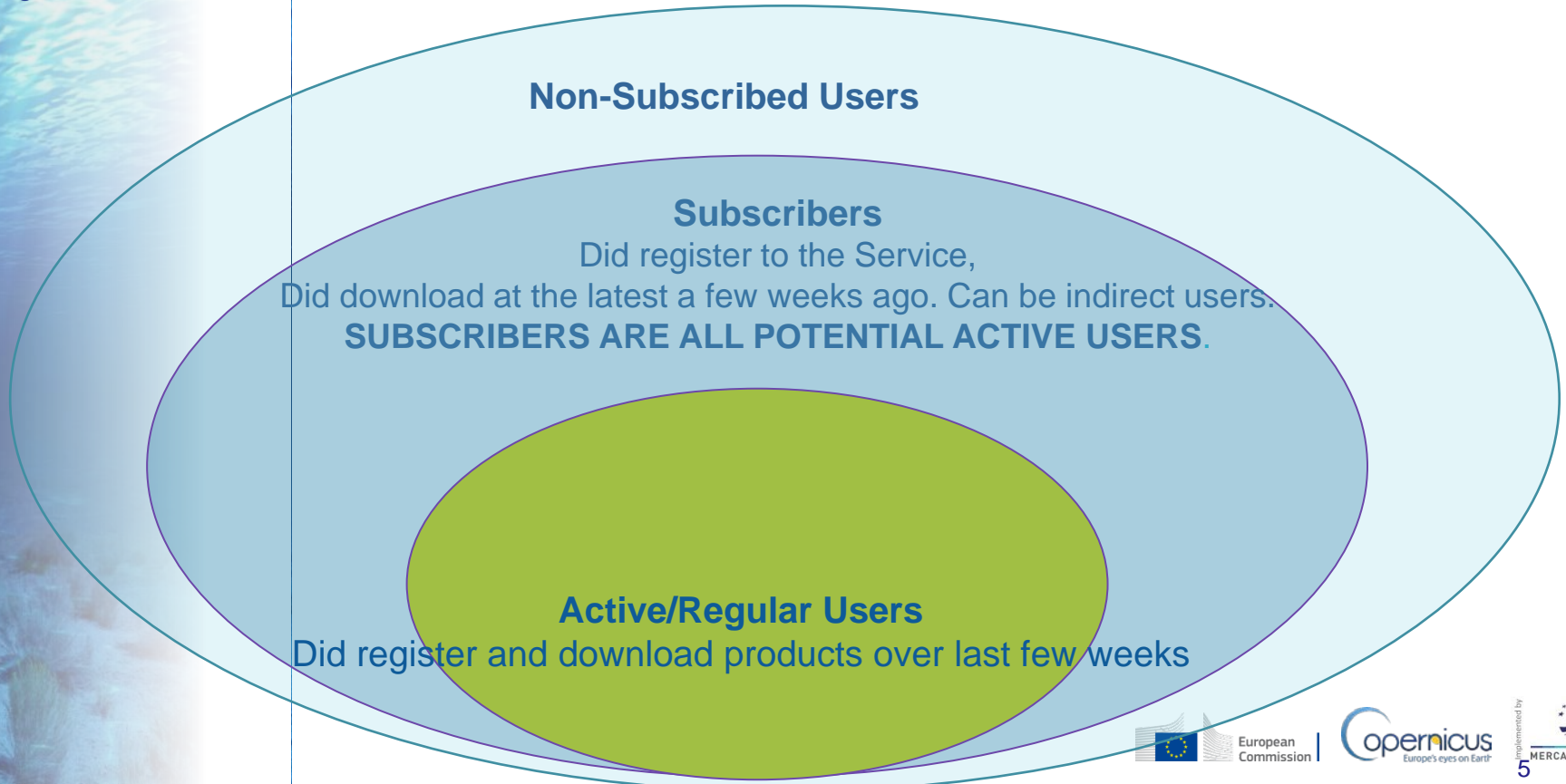


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CMEMS USERS & SUBSCRIBERS





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Developping Users Loyalty



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1. TO DEVELOP USERS LOYALTY

CMEMS Operations, Service Desk & CMEMS Service Management all strive for USER SATISFACTION :

- ✓ **Operational excellence** (Timeliness/Availability of data)
- ✓ **Service Desk helpdesk** activities



Quarterly Satisfaction inquiry Score ? 4.7 (out of 5)



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Developing Users Loyalty and Gaining new users on existing markets



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CMEMS USER UPTAKE PROGRAMME

Conceived and operated by Mercator Ocean Innovation Team

- Development and/or Promotion of CMEMS downstream services
- Development and promotion of CMEMS downstream services contributing to the implementation of the MSFD
- Inventory of mobile applications



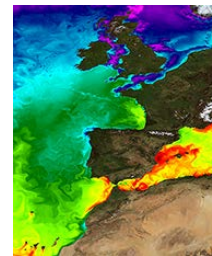
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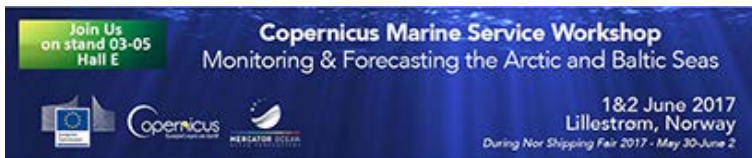


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CMEMS TRAINING SCHEME / WORKSHOPS



CMEMS
Regional User
Training and
Workshop
IBI



Copernicus Marine Service - Powering Business Solutions in the North West Shelf Seas
Tuesday, 31 May 2016 10:00 - 18:00 Room: Yangtze 1 Day 1, User Workshop





ONLINE TUTORIALS

Level	Geographical Area	Subject
All levels	All	All subjects



**Close to 40 online tutorials for beginners and experts ,
For users and prospective users**

★★	★★	★★	★★
Advanced level MODEL PRODUCTS COST-EOS training: Downscaling activities in ocean biogeochemical	Advanced level MODEL PRODUCTS COST-EOS training: Evaluation of Polar Regions in ocean...	Advanced level MODEL PRODUCTS COST-EOS training: Observed climate variability in the Mediterranean...	Advanced level MODEL PRODUCTS COST-EOS training: Overview on global biogeochemical



Phase 1 (20215/2017) assessment

- In-house organisation based on MFC TAC expertise in 7 Member States (Belgium, Estonia, France, Italy, Malta, Norway, Portugal, The Netherlands) and Morocco.
- Contribution to external training organisations (UK, Bulgaria, Spain, Brazil, Belgium)
- Within 20 months : **1300/1500 trainees**
- An enriched **online tutorials web section** from May 2016 reaching out to **> 5000 visitors** since May 2016.

Phase 2 (2018/2021) priorities

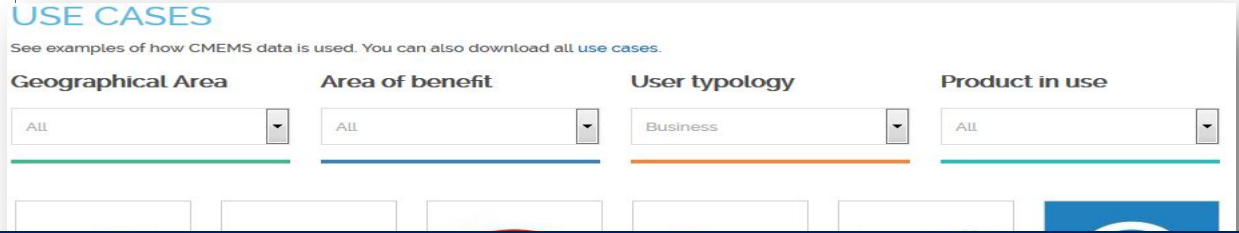
- To cover much more EU MS needs.
- To work more closely with **national experts** and **Copernicus Delegates**.
- To offer concrete support wrt European and National Environmental Policies.
- To reach out to more users and prospective users from :
 - ✓ Public Services & LRAs
 - ✓ Commercial activities



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SHOWCASING USER EXPERIENCE

Showcasing Use-cases online



**100 use cases available on line =
100 downstream services promoted =
100 ideas of usage for prospective users**





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USERS CAN SUBMIT THEIR USE CASE ONLINE

COPERNICUS MARINE ENVIRONMENT MONITORING SERVICE
Providing **PRODUCTS** and **SERVICES** for all marine applications

Search terms **OK**

ABOUT US | **MARKETS & BENEFITS** | NEWS | SCIENCE & MONITORING | TRAINING & EDUCATION | SERVICES PORTFOLIO | **SHORT-CUT TO SERVICES** ▾

ACCESS YOUR OCEAN INFORMATION **FIRST VISIT?** PDF CATALOGUE ONLINE CATALOGUE

Home > Markets > Submit your use case

SUBMIT YOUR USE CASE

- 1 YOUR EMAIL
- 2 YOUR COMPANY
- 3 YOUR COMPANY
- 4 APPLICATION DEVELOPER INFO
- 5 USE CASE DESCRIPTION
- 6 USE CASE DESCRIPTION
- 7 CMEMS PRODUCTS USED





ONLINE/OFFLINE DOCUMENTATION

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COPERNICUS MARINE SERVICE

COPERNICUS MARINE ENVIRONMENT MONITORING SERVICE

USE CASES

- COASTAL & MARINE ENVIRONMENT
- MARITIME SAFETY
- MARINE RESOURCES
- WEATHER CLIMATE & SEASONAL FORECASTING

COPERNICUS FACTSHEET AND INFORMATION

Cc

COPERNICUS MARINE SERVICE FACTSHEET

Factsheet

MARKET INFORMATION AND FACTSHEETS



DO

Coastal PRODUCT ROADMAP

COASTAL & MARINE ENVIRONMENT

Waves

COPERNICUS MARINE SERVICE | PRODUCT ROADMAP

Version 1.0 mar 2017

COPERNICUS MARINE SERVICE | USE CASES

Version 1.0

APR 2012 JUN 2012 DEC 2012 MAR 2018 APR 2018

"COSTA CONCORDIA" ACCIDENT: MONITORING POTENTIAL OIL SPILLS



Maritime

USE CASE OVERVIEW

A joint team from Italy National Institute of Geophysics and Volcanology (Istituto Nazionale di Geofisica e Vulcanologia, INGV), the Euro-Mediterranean Centre on Climate Change (Centro Euro-Mediterraneo sui Cambiamenti Climatici, CMCC) and the University of Bologna have developed a downstream application for the Italian Coast Guards (i.e. oil spill forecast) which relies on Copernicus Marine Service products. When the cruise ship Costa Concordia ran aground off the Italian coast in January 2012, the





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Developping New Markets and Contributing to the EU Downstream sector's competitiveness



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HARNESSING ALL OPPORTUNITIES IN THE BLUE ECONOMY

- 6 Millions jobs /GAV = close to €500 billion per year.
- 90 % of international trade is maritime.
- EU's coastline =7 times as long as the US' and 4 times as long as Russia's.
- Energy available in Ocean exceeds present and future energy needs.



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TWO COMPLEMENTARY APPROACHES

1. **User-focused activities : feedback and URD process:**

1. Collaborative forum (sharing experience)
2. Waves (offshore activities)
3. Quality/Validation information (trust & confidence in data)

2. **Market-focused activities (Market Development) :**

1. Business intelligence
2. Knowledge building
3. Dedicated marketing materials
4. Specialising CMEMS portfolio
5. Example : Renewable Energy



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BUILDING CMEMS BLUE COMMUNITY WITH LOCAL EXPERTS & RELAYS

- 1. **Working with representative/expert communities** : listening to their needs and bringing capacity building
 - REGIONAL ASSOCIATIONS :
 - **NEREUS** (pan-European network of 25 Regions from 8 different countries and over 40 Associate members)
 - **CPMR** (160 Regions from 25 MS /representing 200 million people)
 - EXPERT ASSOCIATIONS (Maritime **Clusters**, **EARSC**, **OEE**, Trade associations...)

- 2. **Identifying and promoting champion users in MS** (*in progress*)
 - Bridging core and downstream services
 - Acting as CMEMS ambassadors in MS



Definition

- Regular user (download CMEMS at least once a month)
 - Downstream service supplier (not end-user)
 - Representative/Leader of a key dedicated Market in the Member State
-
- **A Champion user would benefit :**
 - CMEMS promotion online
 - EU/National visibility
 - Direct Gateway to SD and URD
 - *Lead Time for testing new products(Beta-Tester)*
 - **A Champion user would have to :**
 - Be a regular CMEMS ambassador in its Member State(online/ events/conferences.)
 - Provide socio-economic feedback (activity /sector)



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What about Italy ?



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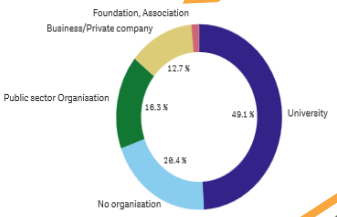


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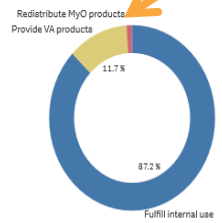
Italian user uptake ?

Users metadata

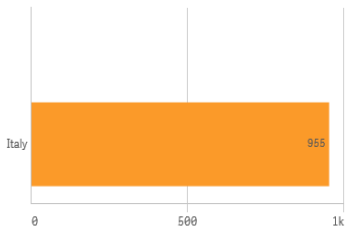
Organisation details



Objective with Products



Most Representative Countries by Subscribers



Year Creation

Month Creation

User Type

Organisations: 192
 Active Users*: 663
 Regular Users*: 162
 Countries*: 1



All CMEMS accounts

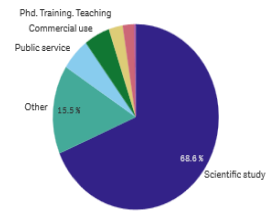
955

Country

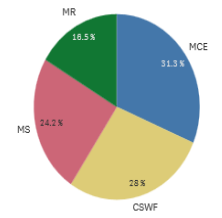
Continent

Regular Users*

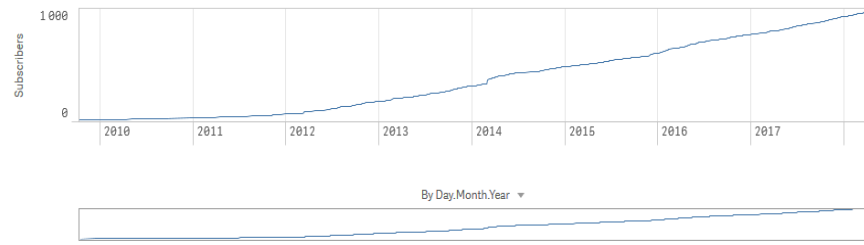
Subscribers' application



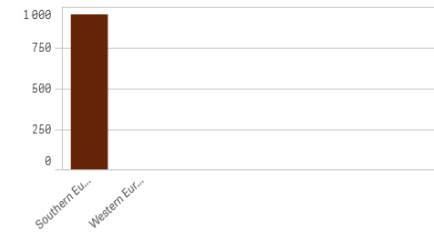
Areas of benefits



Number of new Subscribers over time



Most Representative Regions by number of Subscribers





Focusing on the number of users in the business sector is not enough for illustrating market development :

- ✓ Business **users are more active / regular in use** than any other users
- ✓ They **download more volume** than other users (service relevancy)
- ✓ Immediate interest in **WAVES PRODUCTS from the Business sector (50%) : relevancy of the product in operational chains.**



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Number of Visitors / Measuring Interest



Website 2016 : close to 8 000 unique visitors

Website 2017 : close to 9 500 unique visitors

Twitter: Italy country with the 3rd highest country following (FRA/UK= 12% / ITALIA: 9%).



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USER UPTAKE PROGRAMME IN ITALY

Services on Mediterranean Sea:

- coastal modelling
- water quality
- aquaculture



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DATAHUB FOR MULTI-SECTOR ENVIRONMENTAL DATA DISTRIBUTION



SUPPORTING AQUACULTURE AND FISHING IN THE ADRIATIC SEA



MONITORING THE MARINE ENVIRONMENT OF THE LIGURIAN SEA



"COSTA CONCORDIA" ACCIDENT: MONITORING POTENTIAL OIL SPILLS



INGV

MET-OCEAN CONDITIONS IN THE MEDITERRANEAN SEA

CONDITIONS FOR FDC

ARCH AND RESCUE THE

RHETICUS MARINE IN SUPPORT TO EU MARINE STRATEGY



LINKS

DHI SUPPORTING ARPAL WITH MARINE LITTER AND WATER QUALITY MONITORING

SYSTEMS FOR COASTAL MARINE MONITORING

SUPPORT TO MARITIME SPATIAL PLANNING EUROPEAN DIRECTIVE



CIMA



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CMEMS PHASE 2 : TRAINING and CHAMPION USERS

- ITT LAUNCH MAY/JUNE
- CHAMPION USERS SELECTION PROCESS

=> OPPORTUNITIES FOR ITALIAN DOWNSTREAM SERVICES



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TO IMPROVE ITALIAN MARKET PENETRATION

- CMEMS DID NOT REACH BY FAR ITALIAN POTENTIAL MARKETS
- WE NEED TO IMPROVE THE CORE/DOWNSTREAM VALUE CHAIN, IN PARTICULAR VIA COASTAL APPLICATIONS
- ITALIAN USERS ARE TO BE MORE VISIBLE ON CMEMS ACTIVITIES : SEND USE CASE, SEND IDEAS, ASK FOR SUPPORT.



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JOIN TO NEXT MAJOR EVENTS

European Commission |

Workshop on Copernicus uptake by public authorities

23 April 2018, Brussels
European Commission (DG GROW), Breydel Auditorium

4TH GEO JULY 4-6, 2018 TOULOUSE, FRANCE

BLUE PLANET SYMPOSIUM

Our Future is Blue: Linking Ocean and
Coastal Information with Societal Needs

**Followed by the signature of the
Partnership contract :
CMEMS/ Ocean Energy Europe**

**Registration and Poster abstracts :
<https://symposium.geoblueplanet.org/registration-and-abstracts/>**

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