



F I R E

European Forum for Earth Observation

The Ultimate Guide for Earth Observation Evangelists

31.03.2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869634.

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Background Information on FIRE

The FIRE project seeks to identify the current and future needs of downstream Earth Observation (EO) users with a view to developing appropriate research and development programmes to ensure that future needs are met, while facilitating delivery of existing services to satisfy needs that can be met today. With respect to the latter aspect, the project delivers a novel programme to improve communications from the sector to **six target user communities: agriculture, energy, raw materials, infrastructure, marine, and urban**, focusing on raising the bar in terms of communications quality across the board.

How is FIRE going to achieve its objectives?

FIRE introduces a **novel Evangelist Programme; whereby charismatic public speakers will act as ambassadors** of inspiring messages and create significant traction with non-EO actors across Europe. FIRE's greater vision would be to create a community of practice (people and tools) which will be the **"School of EO Evangelists"**. The EO Evangelists will effectively **communicate the benefits of EO services to different audiences** at large scale events in the FIRE target sectors as well as at FIRE-organised events. This approach is rooted in, and aspires to build upon, the success and wide-scale appeal of efforts such as TED talks which have managed to deliver knowledge and generate excitement around high-tech developments to audiences across the globe. Such approaches have underlined the importance of high level, engaging and attractive presentations.

EO Evangelist programme

FIRE has launched an Open Call inviting applicants to take part in the EO Evangelists Programme.

The programme is being encompassed in four complementary aspects:

1. Identification of **six speakers - EO Evangelists (one per sector: agriculture, energy, raw materials, infrastructure, marine, and urban)**
2. **Message honing**
3. **Presentation skills training** (including technical aspects where required)
4. **Promotion** of the six selected speakers

All EO Evangelists will receive remuneration. The payment will cover the costs of event attendance and a flat-rate fee for the time spent preparing for and attending the event.

EO Evangelist role

The selected candidates are expected to participate in the EO Evangelists programme between **May 2021 and July 2022**. The role entails:

- Becoming the **voice** of the FIRE project and EO within the EO Evangelist's sector.
- Receiving **professional presentation coaching services** delivered by professional coaches.
- Giving **two presentations in two large events** of the EO Evangelist's sector **between June 2021 and July 2022**, highlighting the benefits of EO.

EO Evangelist's profile

EO-service uptake remains predominantly the purview of “early adopters”. FIRE is looking for “storytellers” to promote the benefits of EO to the FIRE sector-specific challenges. The selected EO Evangelists will have a strong background knowledge of the respective sector and ideally a personal experience to share with their peers on how EO has helped improve their business and added value. Ultimately, they will play the role of an “influencer”. They could be entrepreneurs with a strong motivation to share their experience on how they have creatively incorporated EO-based data in their workflows and the positive impact this had on their work. They could be “veterans” of their sector, having witnessed generations of technological revolution (and failure). They are credible and clear in their messages – and they are heard.

FIRE targets professionals who fall in one of the two categories:

1. **Experienced EO professionals** who have credibility in one of the FIRE sectors (agriculture, energy, raw materials, infrastructure, marine, and urban) and have potential to **deliver high-quality presentations** and communicate effectively with a wide number of professionals within the sector, or
2. **Experienced professionals with a high standing in the FIRE sectors** (agriculture, energy, raw materials, infrastructure, marine, and urban) and a reputation for **delivering high-quality content** across a range of media (social media, conferences, networking events...).

Anyone who fits the characteristics described above and corresponds to the eligibility criteria set in the chapter “Applicants’ eligibility” is encouraged to apply.

FIRE strives for equal representation of women and men in FIRE events and EO Evangelist positions, and persons belonging to (national, ethnic, religious) minorities are particularly encouraged to apply.

EO Evangelist benefits

The FIRE EO Evangelist Programme will provide successful applicants with a range of support services to enhance their messaging and promote themselves as well as the target messages defined by the FIRE project. The programme offers the following benefits:

1. **Professional presentation coaching services** delivered by professional coaches. This training will include:
 - a. Message honing workshops
 - b. Graphical/artistic design support for slides
 - c. Background EO training (where appropriate)
2. **Promotion and visibility on the project’s website and social media** as experts in their fields
3. **Recognition for pioneering EO uptake** in the respective sectors (agriculture, energy, raw materials, infrastructure, marine, and urban)
4. **Access to network of target sector experts and EO experts** with possibilities to interact and gain key insights into the use of EO in the FIRE sectors (agriculture, energy, raw materials, infrastructure, marine, and urban)
5. **Financial remuneration** for the time spent in the training and delivering the required number of presentations.

Open call for applications

Applicants' eligibility

Natural persons that are residents of the following countries are eligible to apply:

- a. **The Member States (MS) of the European Union (EU), including their outermost regions and U.K.¹;**
- b. **The Overseas Countries and Territories (OCT) linked to the Member States:** Anguilla, Aruba, Bermuda, British Antarctic Territory, British Indian Ocean Territory, British Virgin Islands, Cayman Islands, Falkland Islands, French Polynesia, French Southern and Antarctic Territories, Greenland, Montserrat, Netherlands Antilles (Bonaire, Curaçao, Saba, Sint Eustatius, Sint Maarten), New Caledonia and Dependencies, Pitcairn, Saint Barthélemy, Saint Helena, Saint Pierre and Miquelon, South Georgia and the South Sandwich Islands, Turks and Caicos Islands, Wallis and Futuna Islands.
- c. **The H2020 associated countries (AC):** Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia and Armenia.

Submissions

The FIRE consortium launches a call for *“expression of interest”* aimed to identify the best individuals across the target sectors' value chains (agriculture, energy, raw materials, infrastructure, marine, and urban) through a submission process. To self-nominate, these potential evangelists should submit their application by **16th of April 2021 17:00 CEST** via the following [link](#).

The application contains:

- **Contact details and professional information:** name/last name; contact e-mail; phone number; country of residence; job title and company.
- **Curriculum vitae (CV):** the link to the applicant's LinkedIn profile
- **Motivation:**
 - **A paragraph** of 200-400 words explaining why you want to become the first EO Evangelist.
 - **A video:** the link to a 2-minute video describing yourself and your suitability! The video should be uploaded on any platform (e.g. YouTube, Vimeo, DropBox) of your choosing and the link to access this video should be shared. The video can be, for example, indicated as “unlisted” on YouTube, however, you need to ensure that our jury members can access it. If a password is required, please make sure to

¹ In conformity with the EU-UK Withdrawal Agreement, the UK and persons or entities established in the UK continue to be eligible to receive Union funds under actions carried out in direct, indirect or shared management, which implement Union programmes and activities committed under the MFF 2014-2020 until the closure of those Union programmes and activities. This includes Horizon 2020 actions. When restrictions apply, these will be clearly specified in the call for proposals.

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/3337>

provide it together with the link. **Important: you should make sure to send us a working link to the video.**

- Information concerning their **public presence** between 2019 and 2021 (if applicable)
 - list of public presentations in the last 24 months (including any links).
 - list of publications in the last 24 months (including links).
- Information concerning the candidate's **presence on social media**: accounts on platforms such as Twitter, Medium a.o.

All information provided and the applications as such will be treated as **confidential**; technical implementation and processing of data will be handled in compliance with GDPR as further explained in the chapter GDPR herein.

Checklist for a successful application:

- ✓ All required fields will be completed via the **official submission form: [link](#)**.
- ✓ Each applicant may submit **only one application**.
- ✓ **English** is the official language of the FIRE project. Submissions done in any other language will be rejected.
- ✓ **Eligibility** criteria should be met.
- ✓ Applications received **after the end of the Expression of Interest period** – i.e. not later than the **16th April 2021, at 17:00 CEST** – will be automatically rejected.

Evaluation

Successfully submitted applications will be reviewed according to the criteria outlined below and a **short list of twelve candidates will be developed (two per sector)**. These shortlisted candidates will be invited to an **interview by a panel of four jurors** (with a jury composed of experts from all partners of the project's consortium) and a final selection of **six candidates** will be made based on their willingness, motivation and availability to participate in this initiative.

The assessment of the jury regarding the selection of the six candidates will be final.

The evaluation criteria are:

- Demonstrated motivation and presentation skills.
- Knowledge and access to the European FIRE target sectors (agriculture, energy, raw materials, infrastructure, marine, and urban).
- Level of presence on social media/impact.
- Public presence (publications, public presentations).
- Experience in their field.

Tips for a successful application

The applicant should make every effort to persuade the evaluation panel that they will make a convincing EO Evangelist for a particular target sector. While this can be done in any way chosen by the applicant, the following tips give some advice to applicants to help them structure their written and audio-visual responses.

- Motivation paragraph to become the first EO Evangelist: We want to better understand why you want to be the first EO Evangelist in your sector. What is your added value compared to other candidates?
 - Experience in your sector
 - Why you and not someone else?
 - Selling points of yourself based on your presentation/social media skills
 - How well you know your sector or are connected with other professionals?
 - Success stories to share.
- Short motivation video – 2mins: In this video we would like to see:
 - How you present yourself.
 - How well you can convey a message.
 - What can you bring to the project and to the promotion of EO in other markets in general?
 - Show us how you can inspire others.
 - How EO can impact your sector?

Award of EO Evangelist contracts

The **six best individuals chosen by the Jury will each be invited to sign a contract offering up to 4.000€ to be used to pay** for entry to two selected (approved by the FIRE consortium) events, travel costs, cover time spent in training, preparing and giving presentations and all costs related to delivering these presentations. The contracting phase is expected to be finalised by the end of April 2021. After finalising the contracts, the EO Evangelists will have the opportunity to follow a short training session which will take place between May and June 2021 and deliver the FIRE messages to their communities between June 2021 and July 2022.

The six non-selected short-listed candidates will be able to access and benefit from the toolbox “How to become the next EO Evangelist”.

Important dates

Time	Event
4 th of March 2021	Launch of the Open Call – “Expression of Interest”
16 th of April 2021 at 17:00 CEST	Deadline of the Open Call
19 th of April 2021	Short list of candidates identified
20 th -30 th April 2021	Interviews with the shortlisted candidates
End of April 2021	Six EO Evangelists contracted and announced
May 2021- July 2021	Training sessions
June 2021- July 2022	Evangelist presentations/campaigns

Important note: Any application submitted after the deadline at 17:00 CEST on the 16th of April 2021 will be automatically rejected.

Conflict of interest

EO Evangelists will attend events and give presentations as representatives of the FIRE project. The third parties (Open Call selected candidates) must take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests').

GDPR for applications

In accordance with the GDPR, the FIRE consortium ensures that your data will be processed exclusively for the purposes of the EO Evangelists selection process. Your data will be made available to the FIRE's EO Evangelists Selection Board as well as the administrative personnel processing the applications. You can withdraw your application and the right to process your data that you have provided to us at any time by sending an e-mail to evangelists@fire-forum.eu. You have to consent to the processing and storage of your data in order to submit your application.

Point of contact

If you have further questions, please send an email to the FIRE team at evangelists@fire-forum.eu.



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Our partners

