



F I R E

European Forum for Earth Observation

D3.5 FIRE Portal Released

WP3 – Market Sector Engagement Mechanisms

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Executive Summary

FIRE (Forum for Innovation and Research in Earth Observation) aims to establish a user community across different sectors such as agriculture, energy, infrastructure, marine, raw materials, and urban. To achieve that, FIRE will focus on fostering the development of current and new markets and supporting capacity building activities to realise the Earth Observation-enabled benefits.

This document describes the release of the online portal for the FIRE project. This portal will serve as the platform where the Earth observation downstream sector actors will interact as well as the online working environment of the FIRE consortium.

The FIRE portal serves three purposes: a) it is the project management tool for the project partners, b) a collaboration wiki tool dedicated to the communities of the six selected sectors and c) an exchange platform for the EO Evangelists. The portal is a dynamic tool and its structure will be adjusted if considered necessary by the project team and the sector members under the guidance of preselected industrial leaders. The FIRE portal will be maintained throughout the project's duration and beyond, as with the other sector portals EARSC (European Association of Remote Sensing Companies) is already maintaining.

The portal was set up at the beginning of the project and all team members already have access. The portal has a range of project management features such as assigning tasks to specific users and the ability to track deliverable deadlines through a calendar. Project dissemination materials and links to relevant sites are included.

The collaborative wiki aspect of the portal is divided into relevant thematic sections to allow specific Focus Groups (FGs) to engage in dedicated dialogue. A consistent structure is used for each of these sections. Focus group members can access their section through the portal or from the project website through secure credentials.

The exchange platform for the Earth Observation (EO) Evangelists will be the platform between the EO Evangelists, the trainers and the members of the consortium. It will be developed in due time under the guidance of the partner overseeing trainings and will be updated according to the program's needs.

1 Introduction

The FIRE project aims to establish a user community across the different downstream EO relevant sectors agriculture, energy, infrastructure, marine, raw materials, and urban. To achieve that, FIRE will focus on fostering the development of current and new markets and supporting capacity building activities to realise the EO-enabled benefits. FIRE will collect and synthesise the voices of actors representing the entire value chain across these market segments. Thus, FIRE will foster the creation of a community of research and innovation actors who will be given the mission and the means to document what is currently happening in these selected sectors.

The FIRE portal is EARSC's project management tool enabling efficient collaboration and improving the workflow between the consortium members. The FIRE portal contains all the project documentation (e.g. consortium agreement), the details of each Work Packages, the minutes of each meeting, the plans of the events and of course all the deliverables and their status.

According to the FIRE Communication Strategy and Action Plan deliverable, the FIRE portal has been identified as the project's digital communication tool to provide a working environment for the Focus Groups and the EO Evangelists.

2 Project management tool

Confluence is a team workspace where knowledge and collaboration meet. With the confluence platform you can create, collaborate, and organize all the work in one place, saving time by harnessing the teams' collective knowledge into easy-to-find answers for everyone¹.


EARSC has been using Confluence for several years now. As FIRE's project coordinator, to enable efficient collaboration and to ease the workflow between consortium members, a dedicated FIRE portal within EARSC's Confluence area was created, which can be found at:

<https://earsc-portal.eu/display/FIRE/FIRE+Home>

Access to the platform is available only to authorised users. To access the platform, the users should create an account on the Confluence Platform and be added by FIRE Confluence Administrator to the dedicated FIRE Project space. All consortium members received their log-in details at the beginning of the project and since then, they have had access on this space. They can make any changes throughout the project duration.

The FIRE portal contains all the project documentation (Grant Agreement, Amendment, Consortium Agreement, etc.), which will be updated by the FIRE project coordinator. The working space for consortium members is divided into Work Packages, and in each of the teams can find their tasks with descriptions, schedules of tasks and deliverables, and consortium members in charge of or contributing to each task. Through the project's calendar team members can keep track of deliverables, milestones, project meetings and events related to the project. Also, within the portal you can capture project requirements, assign tasks to specific users, and manage several calendars which helps a lot in the overall project management task. Under the "Dissemination" section all updated dissemination materials are available (presentation templates, leaflets, logos, etc.), as well as links to FIRE activities on social media. A link to the project website is also available in this section. A screen shot of the FIRE portal home page can be found below.


¹ <https://www.atlassian.com/software/confluence>




[Dashboard](#)
[Forums](#)
[Work Groups](#)
[Resources](#)
[Projects](#)
[News](#)
[Help](#)

FIRE Home

Created by Iwona Borek, last modified by Natasia Antosiu on Mar 25, 2020





FIRE

FIRE - An Industry-led Forum for Innovation and Research in European Earth Observation

Start date: 1st of December 2019


Duration: 36 months

Official Number: 809634

EU contribution: €999.375.00

Targeted sectors: agriculture, energy, infrastructure, marine, raw materials, and urban

Coordinator: **EARSC**



Quick Navigation:

- [FIRE Management](#)
- [FIRE Work Packages](#)
- [FIRE Dissemination](#)
- [FIRE Meetings](#)
- [FIRE Focus Groups](#)
- [FIRE Deliverables](#)
- [FIRE Milestones](#)

Useful links

Link	Description
Confluence in 60 seconds	Learn the basic concepts of Confluence, including spaces, pages, comments, and @mentions in (a little over) 60 seconds! A must watch for new Confluence users.
Confluence Server support resources	Main entry point for Confluence Server
Confluence Server Documentation	Confluence is where you create, organize, and discuss work with your team.
Confluence Community	Ask and meet Confluence users.
Become a Confluence ninja	Get to know the keyboard shortcuts, markdown, and autocomplete...

FIRE: An Industry-led Forum for Innovation and Research in European Earth Observation

As Europe's Forum for Innovation and Research in Earth Observation, FIRE aims to build a strong community and a well defined, recurrent process that will help to capture the "now" and to shape the "tomorrow" of the European EO sector. To achieve this overarching objective, FIRE will nurture the coordinated exchanges between innovators, policy-makers, technologists, business people and researchers, towards designing a long term Research and Innovation Strategy that will guide the development, delivery and uptake of EO services for the benefit of economy and society. The practical steps to get there are reflected onto the 4 specific objectives:

- 01** Build a community of research and innovation actors with the mission to keep a finger on the pulse of different market sectors that can benefit from EO-services enabled value;
- 02** Foster the coordinated interaction between the identified EO and non-EO actors, through a series of events and on-line tools;
- 03** Develop and implement a collaborative and integrated European research and innovation strategy that will guide the development, delivery and uptake of EO services;
- 04** Maximise the impact of project activities through a well-defined and appropriate communications strategy and a robust sustainability plan.

These objectives are tackled through a Four Pillar approach of Collecting background information and relevant sector actors; Conversing with these actors and EO sector experts to identify EO target market pain points and developing a roadmap to ameliorate these pains through uptake of EO technologies; Collaborating with the broad existing network of GEO and Copernicus initiatives to maximise EU funding efficiencies; and Communicating the results of these discussions within the target market sectors and beyond through an exciting online mechanisms (incl. dedicated YouTube channel) and a cross sectoral EO-Evangelist promotional campaign.

Partners:


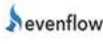







Figure 1: FIRE portal homepage

3 Collaboration wiki tool

The Confluence platform inspires conversation, encouraging all teams – from totally different background and expertise – to share announcements, strengthen company culture, and get instant feedback. This is aligned with the concept of the FIRE Focus Groups. Each Focus Group will bring together approximately ten market representatives from all interested communities (downstream market actors, EO innovators and researchers, end-users). They are expected to set the tone regarding their challenges and discuss opportunities where Earth Observation could provide an added value. In collaboration with each focus group the FIRE consortium will generate working documents outlining how each sector could benefit from increased EO uptake, how this could be achieved and where it may be possible to get to in terms of EO exploitation in the future.

For better coordination and communication of those 6 Focus Groups, a dedicated area on the FIRE portal has been created for Focus Groups participants as shown below:

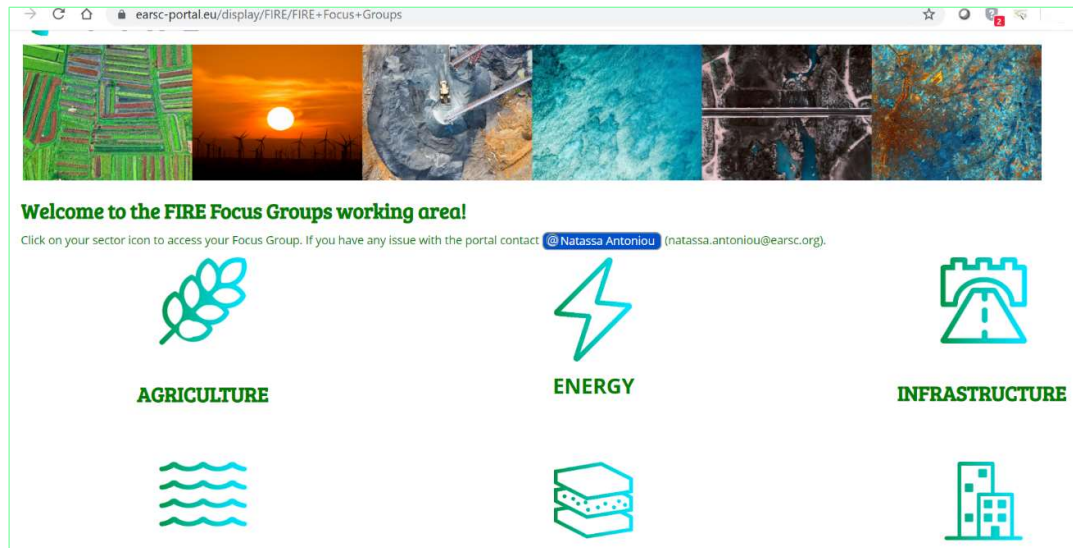


Figure 2: FIRE Focus Groups Working Area -sneak peek

Each sector has a dedicated area which is restricted only to that Focus Group participants. The structure of those six Focus Groups areas is simple and consistent as presented below:

Table 1: Sitemap FIRE Focus Groups portal

HOME	ABOUT FIRE	CHALLENGES	EO PRODUCTS	NEWS	FORUM	CONTACT
	<ul style="list-style-type: none"> - The Project - Project Team - Focus Group Members 	(tree structure, depending on each FG interest/needs)	(lists from relevant projects)	<ul style="list-style-type: none"> - News - Material - Events 	(an area where the FGs members can exchange views)	

On the **Home page** each section heading is accompanied by a brief description of the content to be included therein:

About FIRE: A summary of the FIRE project and the target sectors.

Project Team: Information about the consortium and its members.

Focus Group Members: Information about the Focus Group (FG) Participants including the FG leader.

Challenges: The challenges of each sector, depending on each FG interest/needs.

EO Products: A list of relevant products from other relevant projects such as EO4AI, EO4RM, e-shape etc.

News and events/Media: A list of recent news items, event invitations and other FIRE related activities, press releases, the media kit, and promotional materials.

Forum: A section dedicated to engaging with participants, an area where the Focus Groups members can exchange views

Contact: The contacts details of the project coordinator, who is also in charge of the Focus groups (natassa.antoniou@earsc.org).

The Figure below is a screenshot of the Raw Material Focus Group. Same structure has been used for all the other Focus Groups. Confluence is a very flexible tool and when the Focus groups will start, the working area can be updated or changed according to the needs of each Focus Group.

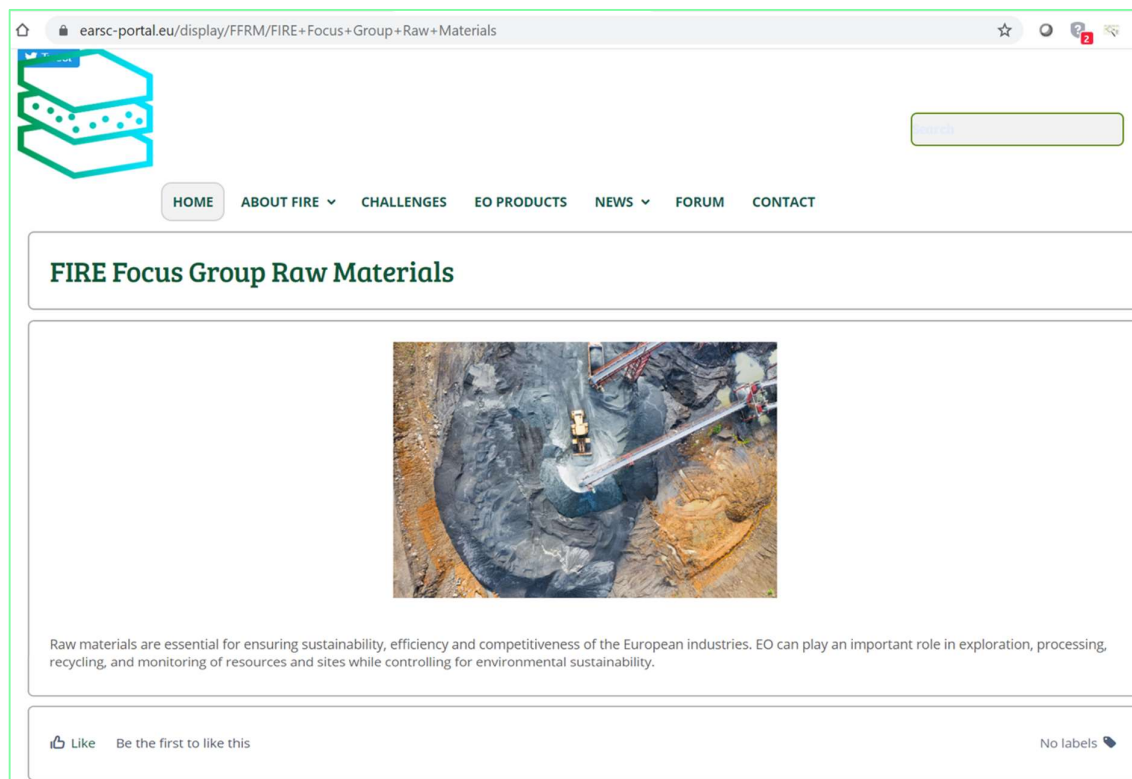


Figure 3: FIRE Focus Group Raw Material working area- sneak peek

To access the platform, users should create an account on Confluence and be added by FIRE Confluence Administrator to the dedicated FIRE Focus Group working space. At the beginning of each Focus Group, all the participants will receive their log-in details to be able to access the space.

The Focus Group participants can access the portal via two channels:

1. Directly from the FIRE portal, via this link <https://ears-sc-portal.eu/display/FIRE/FIRE+Focus+Groups>
2. From the FIRE project website which will provide an access point to the FIRE portal, the closed working environment for the Focus Groups participants. As stated in the FIRE Communication Strategy and Action Plan, the FIRE communications team decided to develop and maintain a website for the FIRE project (www.fire-forum.eu). Though not a defined deliverable and not specifically foreseen in the description of work, a website has been considered crucial as a gateway for the project's stakeholders instead of the initially foreseen portal.

4 Exchange platform for the EO Evangelists

FIRE will introduce and implement a novel EO Evangelists Programme. The goal is to ensure that the most attention-grabbing outcomes of the forum are 'exported' between and beyond the six preselected sectors and to support the cultivation of a "top-level presentation culture" among EO sector actors allowing effective communication of key messages. Thus, a selection of the most influential presenters will be requested and contracted to promote their experiences with uptake of EO services and associated increases in efficiencies, profitability or outcomes to other sectors where the use of EO data is low.

These presenters' "Champion Cases" will be worked on extensively to ensure that the presentations are of exceptional quality in terms of both content, presentation techniques and production quality. One of the project partners, Verhaert, will use their commercial expertise to deliver one-to-one support to the "champions" to ensure this high-quality output. The result will be exceptional presentations which will stand out as examples for others in the sector to help spread their word in a more effective manner, and highlight the EO sector as innovative and interesting, further facilitating the ideation of new concepts & applications and cross-sector expansion.

The EO Evangelists program will be hosted in the "EO Evangelists Platform" on the FIRE portal. This portal will form the exchange platform between the EO Evangelists, the trainers and the members of the consortium. It will contain guidelines for the EO Evangelists, training material for their preparation, details about the targeted events as well as the final products such as the presentation which will be deployed in this process. This dedicated working area will be developed under the guidance of Verhaert, the partner overseeing trainings and will be updated according to the program's needs.

The same access rules apply also for this space. Only authorized users can access the platform. All the EO Evangelists will receive log-in details to access the platform and if needed the project coordinator will provide them with a short training course to ensure a proper use of the platform.

Annex I

The Focus Groups working area has been build based on EARSC's previous experience in three projects. The Figures below show some screenshots of those existing portals, all of which are well known and used in their respective sectors:

EO4OG: EO geospatial products for the Oil & Gas Industry

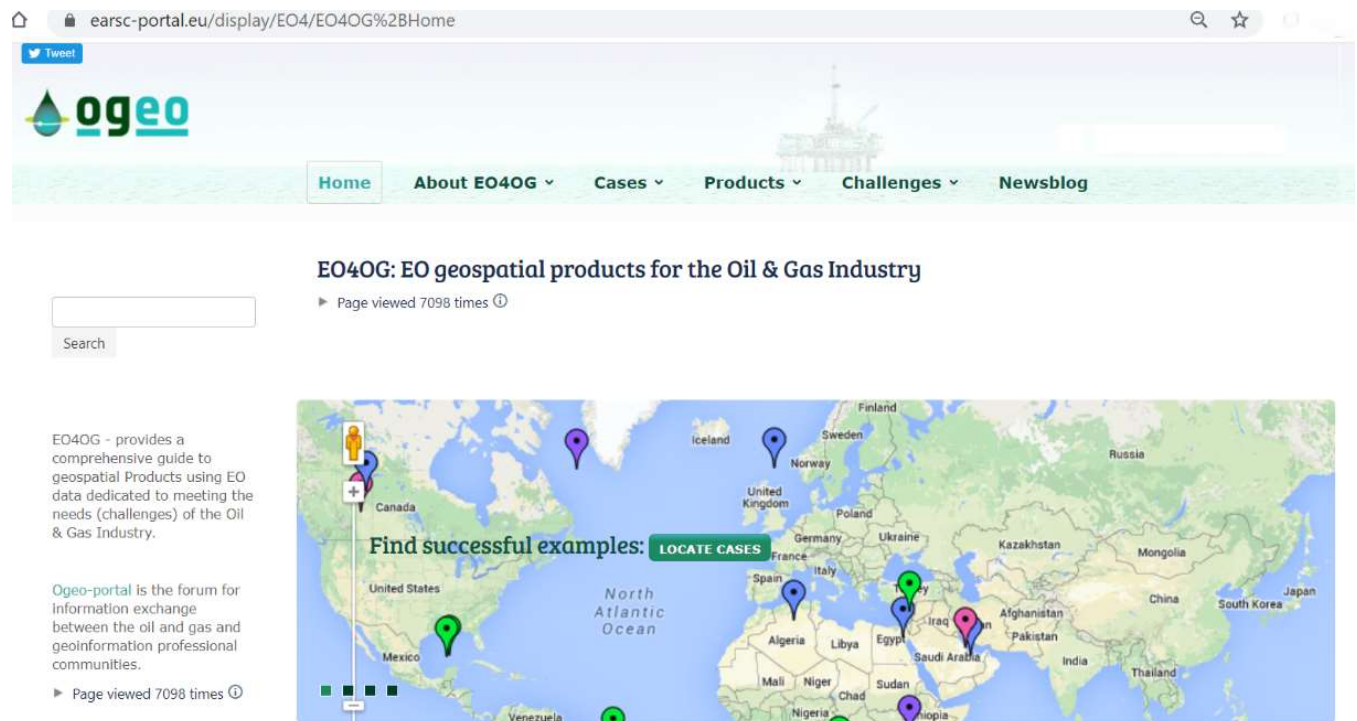


Figure 4: EO4OG²

² <https://earsc-portal.eu/display/EO4/EO4OG+Home>

EO4RM: Earth Observation for Raw Material Mining



Figure 5: EO4RM³

EO4AI: Earth Observation for Agro-Insurance



Figure 6: EO4AI⁴

³ <https://ears-portal.eu/display/EO4RawMaterials/EO4RawMaterials>

⁴ <https://ears-portal.eu/display/EO4I/Earth+Observation+for+Agro-Insurance>



FIRE

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Our partners



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