

“GSA Farming by Satellite 2020”

Terms of Reference

Last updated: 16 March 2020

1 THE BACKGROUND

The use of satellite technologies in agriculture is becoming increasingly important for enabling more sustainable farming practices and reducing environmental impact. Farming by Satellite is designed to encourage young farmers in Europe and Africa to create new sustainable and environmentally friendly solutions using Galileo, EGNOS and Copernicus.

The objectives of this contest are to increase the usage of Galileo, EGNOS and Copernicus in the agricultural sectors of Europe and Africa, as well as the increased awareness of the benefits these EU Space Programmes provide toward fostering innovative and sustainable farming solutions. In doing so, the contest aims to increase the understanding of the possibilities to use multiple or all three of the programmes within a single solution.

2 THE CONTEST

THE CHALLENGE

The aim of the contest is to create a new sustainable and environmentally friendly agriculture solution, using Galileo, EGNOS and/or Copernicus. Solutions must demonstrate their novel approach to the use of satellite data for farming, while ensuring that their technical feasibility is accurate and will have a maximal impact on the farming industry.

Farming by Satellite is an idea competition. The solution must be presented and demonstrated through a written submission and a pitch deck, which will be used for the evaluation of each solution. No technically developed application is required, although the technical feasibility of the idea should be demonstrated.

In the context of the contest, three (3) prizes will be given to EU teams and one (1) prize, the ‘Special Africa Prize’, will be given to a team including at least one (1) African resident/citizen (see details on the ‘Eligibility Criteria’ section below). Unless it is otherwise specified, all the requirements of these Terms of Reference apply to both the EU and the Africa applicants.

ELIGIBILITY CRITERIA

Participation in the contest is open to young farmers, young academics and young professionals, below the age of 32 at the time of the application submission deadline.

The contest is open to individual applicants or teams of up to four (4) people, composed by natural persons. Each team must appoint a team coordinator to serve as the central contact point and represent the team towards GSA. There is no limitation as to nationality of the applicants except for

the team coordinator who must be a European Union citizen. All applicants must be at least of 18 years of age by the date of application submission deadline.

For the Special Africa Prize, at least one applicant must be citizen of or resident in an African country and other applicants in a team application must be citizens of or residents in an African country or one of the Member States of European Union.

All applicants (i.e. individual applicants or each team member of teams of applicants) are required to submit a copy of a personal ID document (ID card, Passport) to confirm only their first name, last name, nationality and age (date of birth). **The photographs, as well as any other personal data (except for the aforementioned four) included in such ID documents must be concealed by each applicant so that they are not at all visible in the submitted copy. If such non-mandatory personal data are visible, it is implied that the applicant has given its consent to their processing.**

EXCLUSION CRITERIA

The contest is not open to entry where prohibited or restricted by law and is not open to employees or trainees of the European GNSS Agency (GSA), European Commission (EC), European Space Agency (ESA) or to immediate family members (spouses, domestic partners, parents, grandparents, siblings, children and grandchildren) of employees of GSA, EC and ESA or to employees or immediate family members of any of their respective affiliates.

CONTEST PROCESS

The contest will be organised in three (3) phases:

- **First phase – Open Call for ideas (“Open Call”) - deadline for submission 15/6/2020:** The Open Call is organised and executed exclusively in English via a Platform¹ dedicated to the contest. Each individual/team shall submit a proposal that uses Galileo, EGNOS or Copernicus technologies in any of the agricultural domain.

To apply, applicants shall:

- Create a user account in the platform;
- Submit their electronic application form, with the technical description of the idea;
- Submit a Legal Entity Form² with a copy of an identity document (national ID card or passport) of each individual and each team member.

Submissions must be made through the following link: <http://www.farmingbysatellite.eu/take-part/apply-now/>. Applications that have not been submitted, or applications submitted past the abovementioned deadline, are not eligible for evaluation and will under no circumstances be reviewed by the Evaluation Board. Following the application deadline, eligible applications will be reviewed by the Evaluation Board and the European GNSS Agency.

Following the close of the Open Call, the Evaluation Board will evaluate the submissions according the award criteria listed in the section below.

The Evaluation Board will select the best applications, up to thirty (30) teams for Europe and up to ten (10) teams for Africa. These teams will be invited to take part in the Deep Dive Phase (second phase). Selected teams will be notified by email.

¹ <https://farmingbysatellite.awardsplatform.com/>

² https://ec.europa.eu/info/publications/legal-entities_en

- **Second phase – Deep Dive Phase - deadline for submission 30/9/2020:** During this phase, the selected applicants will be invited to continue developing their ideas that use Galileo, EGNOS and/or Copernicus technologies in any of the agricultural domains, over the summer.

For the submission of their proposal, applicants will be provided with a pitch deck (e.g. PowerPoint presentation) template to complete as the output of this phase.

Following the close of the Deep Dive Phase, an Evaluation Board will evaluate the submissions according to the award criteria listed in this document.

The Evaluation Board will select a maximum of ten (10) teams for Europe and a maximum of three (3) for Africa to proceed to the third step: Live Pitches and Awards Ceremony.

The finalist teams will be notified by email, through the platform, providing the details about the award ceremony and the logistics details.

- **Third step – Live Pitches & Awards Ceremony:** The Evaluation Board will hear live verbal pitches from the top European teams as selected in the previous round, as well as virtual pitches (via videoconference) from the top African teams, and will evaluate them according to the award criteria listed in this document.

This will take place in the same location as and back-to-back with the award ceremony. The live pitch and award ceremony will be held in Europe in the fourth quarter of 2020. Winners will be promoted in official Farming by Satellite channels and with a press release.

PRIZES

Each member of the teams participating in the Finals will receive a certificate of reaching the final stage. Additionally, the winner teams of the contest will receive the following Prizes:

- 1st Prize: € 5,000 (five thousand Euro)
- 2nd Prize: € 3,000 (three thousand Euro)
- 3rd Prize: € 1,000 (one thousand Euro)
- Special Africa Prize: € 1,000 (one thousand Euro)

Prizes shall be awarded in accordance with the principles of transparency and equal treatment and shall promote the achievement of policy objectives of the Union.

At this stage, no other Prize is foreseen. The GSA or any other sponsor reserves the right to propose an additional Prize under the present Terms of Reference at any time until the closure of the First step.

AWARD CRITERIA

The following criteria will be considered for the assessment of the applications along the four steps of the contest:

- **Innovation and competitive advantage (0-5):** Does the solution demonstrate a novel approach to using satellite data in farming?
- **Technical feasibility (0-5):** Does the solution propose a technically accurate and feasible use of satellite data?
- **Potential addressable Market (0-5):** Could the solution have a real and tangible impact on the farming industry?
- **Copernicus relevance and promotional value (0-5):** Could the solution be used to generate awareness for the use of Copernicus in the wider community?

- **EGNSS relevance and promotional value (0 -5):** Could the solution be used to generate awareness for the use of EGNOS and/or Galileo in the wider community?
- **Public benefit (0-5):** Does the solution contribute to long term sustainability of agricultural practices and scales either from an agro-environment or from a climate change perspective, providing benefits to the public and society as a whole?

These criteria will be assessed confidentially and on a discretionary basis by the Evaluation Board. The applicants irrevocably acknowledge that:

- They have been informed that the rules do not provide for any recourse regarding the constitution or decision of the Evaluation Board.
- Evaluation Board deliberations are confidential and will not be disclosed to applicants.

INTELLECTUAL PROPERTY OF DEVELOPMENTS

Applicants will retain full ownership of the intellectual property rights on ideas developed within the framework of the contest, and exclusivity of commercial exploitation.

3 THE SCHEDULE

ID	Event	Date (estimated)
1	Announcement of Contest	16 March 2020
2	Deadline Open Call (First Phase)	15 June 2020
3	Announcement of the results of Open Call (First Phase)	30 June 2020
4	Deadline Deep Dive Phase (Second Phase)	30 September 2020
5	Announcement of the Deep Dive results	16 October 2020
6	Final step – Live Pitches & Awards Ceremony	November-December 2020

4 THE ORGANISATIONAL COSTS

The participation to the contest is free of charge for the applicants. The travel and accommodation costs to the Live Pitch & Award Ceremony will be reimbursed to applicants who are selected in the final phase, to a maximum amount of 750 EUR per person for the complete travel. Any costs incurred in preparing and submitting a proposal are borne by the applicants and will not be reimbursed.

5 OTHER CONDITIONS

Participation in the contest requires the acceptance of the Rules of Contest consisting of these Terms of Reference as well as the GSA's General Rules of Contest³. All applicants must comply with the General Rules of Contest; in particular the attention of the applicants is brought to the obligations set forth under Article 7 (Audits, cooperation for publicity purposes) and Art. 10 (Intellectual Property).

For the avoidance of doubt, any applicants reaching the second step of the competition (and taking advantage of the in-kind support offered) shall be subject to Article 7 of the GSA's General Rules of Contest.

³ https://www.gsa.europa.eu/sites/default/files/content/general_rules_of_contest_for_prizes.pdf

Any personal data that may be included in the applications of entities applying for this opportunity shall be processed by the GSA in accordance with the applicable rules on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.

Identity of the Controller and Data Protection Officer:

- **Controller:** European GNSS Agency (GSA), Head of GSA Market Development Department, Janovskeho 438/2 170 00 Prague 7, Czech Republic, market@gsa.europa.eu;
- **Data Protection Officer:** GSA Data Protection Officer, Janovskeho 438/2 170 00 Prague 7, Czech Republic, dpo@gsa.europa.eu

Purpose of processing: Upon reception of your written note, any personal data that may be included therein shall be collected and further processed by the GSA solely for the purpose of the management and administration of the award process pertaining to this opportunity.

Data concerned: any personal data that may be included in interested entities' written notes. Such data can relate to the following categories:

- Identification of individuals (e.g. name, last name, title, function in organisation);
- Communication details of individuals (e.g. email address, telephone number, postal address);
- Information for the evaluation of eligibility, exclusion and award criteria (e.g. expertise, technical skills and languages, educational background, professional experience including details on current and past employment)

Legal basis: Article 5(1)(a) of Regulation (EU) 2018/1725

Lawfulness of processing: The processing is necessary for the performance of a task carried out in the public interest.

Recipients of the data processed: For the purpose detailed above, access to your personal data is given to the following categories of persons, without prejudice to a possible transmission to the bodies in charge of a monitoring or inspection task in accordance with European Union law: (i) a limited number of GSA staff in charge of evaluating the notes received from interested entities, (ii) staff of GSA contractors in charge of the provision of hosting services for the GSA's servers, (iii) bodies charged with a monitoring or inspection task in application of European Union law (e.g. internal audits, Financial Irregularities Panel, European Anti-fraud Office - OLAF); (iv) members of the public; the winning entities will be announced to the public, which may also entail the announcement of the personal data of the representatives of such entities (e.g. name, last name).

Information on the retention period of personal data: Files relating to procedures resulting in the award of prizes, which may include personal data, are to be retained by the GSA in its archives for a period of 7 years following the end of the year when the contest has been awarded as a result of the procedure. Files may have to be retained also until the end of a possible audit if one started before the end of the above period.

Technical storage information: Files relating to procedures resulting in the award of prizes, which may include personal data, are retained both in soft (electronic) and hard (paper) format in GSA servers/premises where access is granted in controlled manner strictly on basis of justified need-to-know. GSA servers are hosted by GSA contractors which are located in the EU and abiding by the necessary security provisions.

The data subject's rights and contact data:

- Data subjects have the right of access, rectification and erasure of their personal data or restriction of processing at any time. Requests shall be addressed to the GSA Market Development Department at market@gsa.europa.eu by describing your request explicitly.
- Data subjects are entitled to lodge an appeal at any time with the European Data Protection Supervisor (EDPS) at edps@edps.europa.eu should they consider that the processing operations do not comply with the applicable rules.