

The Italian Space Agency Hyperspectral data exploitation programmes: PRISMA SCIENZA

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The commercialization of space is now rapidly emerging through the increasing **commoditization of space data**.

Commercialization favoured by the rapidly dropping costs of:

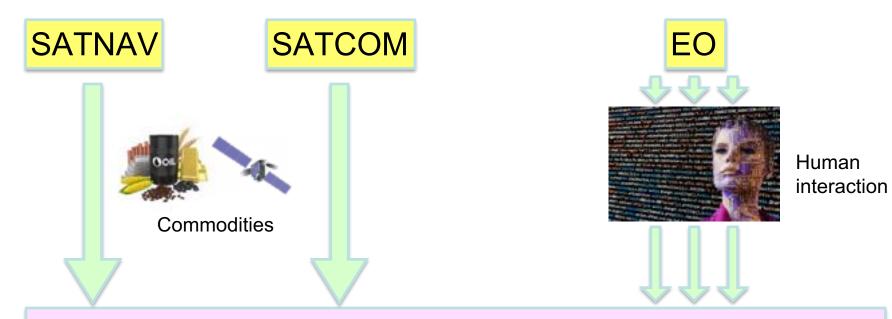
- Small sat
- Launching
- Storage
- Processing

New players are now entering the space business:

- Startups(e.g. Planet)
- Big players (e.g. SpaceX)
- ICT giants (e.g. Google, Amazon)



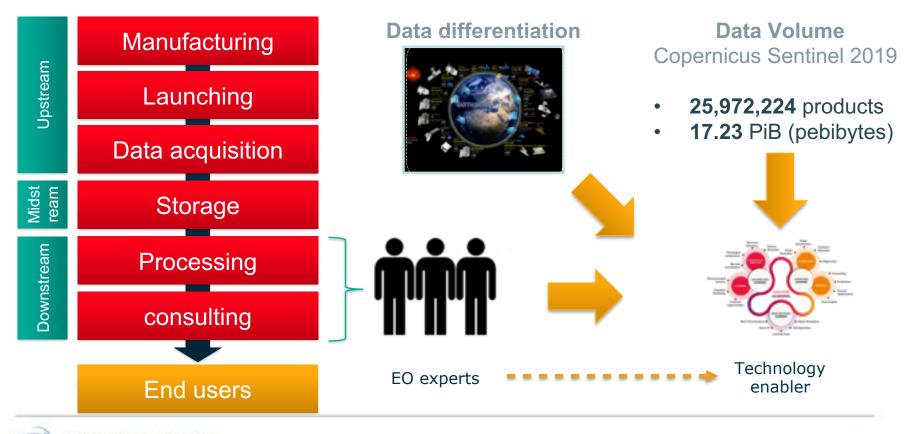
Space 4.0 Commercialization of space data



Commercial products/Services



EO Value Chain



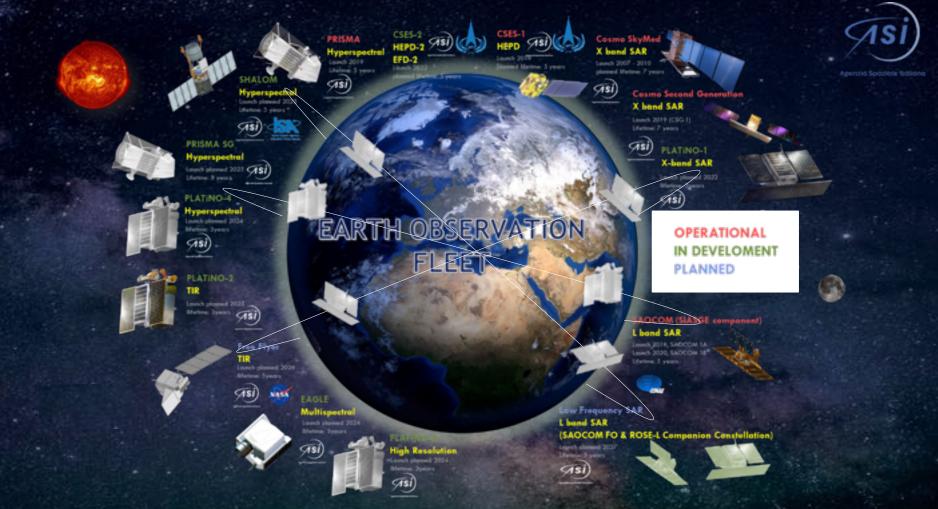
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Earth Observation a Priority Sector

Earth Observation is a **priority sector**, where Italy has consolidated its experience in the last decades. Nowadays EO infrastructures are permanent features of the Italian space system.

The Italian industry cover the whole value chain of the Space domain: <u>upstream</u>, <u>midstream</u> and <u>downstream</u>, fully part of the European industrial landscape; therefore, Italy is capable to develop several sensor typologies, small, medium and large satellites, as well as to operate constellation of satellites and to exploit EO data for the benefit of a wide range of users (institutional, scientific, defence and commercial).



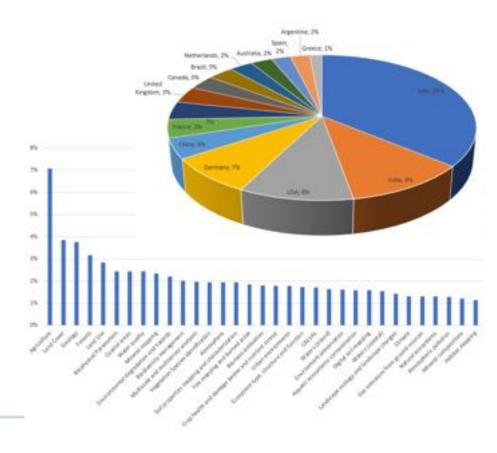


ASI Data access and user - PRISMA

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Showing the (statistically) most representative part of the user population:

- 15 nations cover 80% of the users
- the Italian users are only 1/3
- India, USA & Germany together account for 1/4 of the users
- 63% of the total users are scientists (50% of the users belongs to non-Italian Science and is the largest category)
- Institutional (9%) and commercial (12%) represents 21% of total users
- Foreign commercial (8%) is two times the Italian commercial (4%)
- 6% of users are still freelance!



Focus on integrated applications

In this framework, the Italian Space Agency plays an important role in the development of the Italian space industry and established the **Downstream and Integrated Application Unit** with the intent to assists national Small and Medium Enterprises (SMEs), industries and academia in enhancing their competitiveness by supporting the development of space-based innovative products and services.

Financial support for commercial and scientific products

Interface between space and traditional markets



Focus on integrated applications

Encourage the use of Italian, European and partner institutions Space infrastructures

Promotion of the **use of space-derived products** and services among traditional market

Addressing **specific needs** from Industrial, Scientific and Public Administrations sectors

Focusing on specific thematic areas of interest for the Italian and European system



ASI programmes in support of data exploitation

Downstream ASI projects

Multifrequency SAR programme

PRISMA SCIENZA programme

I4DP programmes



PRISMA SCIENZA programme

- R&D projects: New techniques, methods and algorithms for the complete exploitation of Hyperspectral data
- R&D activities: supporting Italian public research and industry in the development of new solutions based on SAR data
- Long term strategies: analyze the state of the art on the Italian SAR community to define ASI long-term strategies in the field of new EO applications
- Full data exploitation: allow the development of advanced services based on hyperspectral data, in particular with other EO data
- Functional analysis: understanding the effectiveness of hyperspectral data in the study of the different aspects of Earth Science

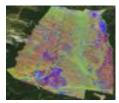




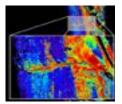


PRISMA SCIENZA programme

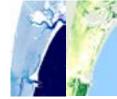
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Agriculture Forestry

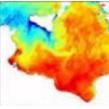


Raw Materials





Cultural heritage

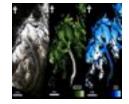


Open air activity

Air quality

Inland and coastal

water



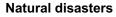
Cryosphere



** ** ** **

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Thematics

Precision agriculture (4 proposals) Forestry (4 proposals) Air quality monitoring (2 proposals) Extreme events damage assessment (2 proposals) Water ecosystems analysis (2 proposals) Cultural heritage detection Soil properties Cryosphere open-air activity Hydrocarbon detection Raw material detection Asbestos detection Soil and air pollutants

pollutants precision asbestos raw material activity monitoring **air** heritage cryosphere cultural events water quality **and** hydrocarbon ecosystems forestry open identification griculture **Soll** extreme properties **detection**



Technological solutions

Modelling

– Biophisical modelling, inversion, etc.

Artificial Intelligence/Deep learning

– NN, GAN

Machine Learning

– SVM,random forest, classification, clustering, etc.

Resolution/quality enhancement

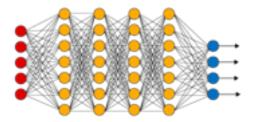
- Pan-sharpening, Super-resolution, denoising, destriping

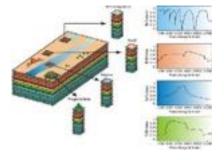
Spectral unmixing

– Linear, bilinear, nonlinear

Data fusion

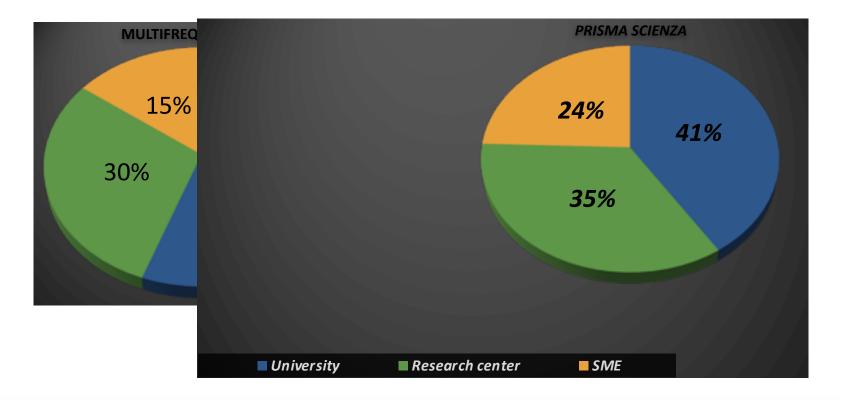
Sensor fusion







Proposing entities



UNIMI-ASI Survey

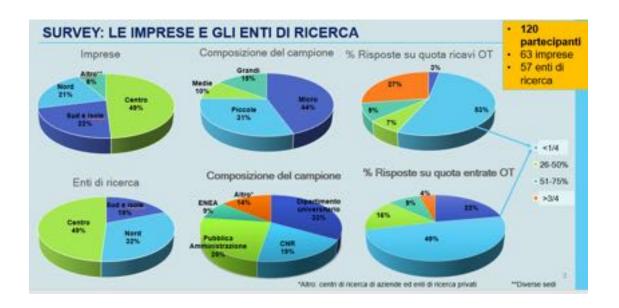


Università degli Studi di Milano Jean Monnet Centre of Excellence

"The impact of European Union Research and Innovation Policy upon Services of General Interest" With the support of the European Union



Study on the economical benefits derived from the space economy in Italy



-	83% miglioramento qualità di prodotti e servizi (percentuale rispondenti)
	83% capacità R&S
ł,	73% know how tecnico
1	86% nuovi servizi
	79% nuovi prodotti
5	63% incremento fatturato nel medio-lungo termine
	90% sumento numero dipendenti a tempo indeterminato

- 94% miglioramento know how tecnico (percentuale rispondenti)
- 92% qualità di prodotti e servizi
- 89% qualità pubblicazioni scientifiche
- 86% pubblicazioni scientifiche (rilevanti)
- 78% nuovi servizi
- 58% nuovi committenti
- 50% aumento dipendenti a tempo determinato
- 39% aumento delle entrate

FUTURE CHALLENGES

In the coming years new challenges, such as EO market development, fostering the evolution and continuation of the European and national programmes, will come and they will be fully part of the national strategy already encompassing a wide variety of EO Programmes at national and European level.

General objectives:

In this context, among the others, the following general objectives will be pursued:

- Encouraging the market development of applications and services;
- Supporting and promoting national and European initiatives, highlighting the benefits of space technology & services and increasing the integration among different sectors of economy;
- Fostering the evolution and continuation of programmes such as Copernicus and the development of its complementary programmes;
- Favouring the optimisation of the different European programmes, avoiding duplications and pursuing synergies;
- Sustaining the direct involvement of Large System Integrators and Small & Medium Enterprises.



Thanks you for your attention

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