



# ASTRAIOS

Analysis of Skills, Training, Research and Innovation Opportunities in Space

## D2.4

## PROFILES OF SUCCESS STORIES ON EO AND GNSS

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## Abstract

This deliverable presents the design, implementation, and outcomes of the Profiles of Success Stories in Earth Observation (EO) and Global Navigation Satellite Systems (GNSS) developed under the ASTRAIOS project and led by the International Space University. The activity resulted in two complementary outputs: a publicly accessible podcast series and a book highlighting European success stories in EO and GNSS. Targeting students, early-career professionals, innovators, and non-space stakeholders, these profiles showcase real-world applications of EO and GNSS across academia, industry, startups, and public institutions. Through structured interviews, contributors share their professional journeys, concrete use cases, technological innovations, challenges encountered, and personal insights. The success stories address key societal and economic challenges in sectors such as agriculture, forestry, water management, disaster risk reduction, sustainability, and public services. Outcomes include increased visibility of EO and GNSS applications beyond the space sector, improved understanding of their added value, and the dissemination of inspirational role models supporting skills development and technology uptake. This report outlines the methodology, thematic scope, dissemination approach, and overall contribution of the Profiles of Success Stories in EO and GNSS to the objectives of the ASTRAIOS project.

## Keywords

Earth Observation (EO), Global Navigation Satellite Systems (GNSS), Success Stories, Innovation, Space Applications, Industry and Academia Collaboration, Entrepreneurship, Technology Uptake, Societal Impact, Sustainability, Knowledge Transfer.

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## 1. INTRODUCTION

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The space sector is undergoing a profound transformation, driven by the increasing integration of space-based technologies into non-space industries and public services. Earth Observation (EO) and Global Navigation Satellite Systems (GNSS) are now key enablers for innovation across a wide range of sectors, including agriculture, environmental monitoring, disaster risk management, water resources, transport, and urban planning. To fully leverage this potential, it is essential to improve awareness, understanding, and adoption of EO and GNSS services beyond the traditional space community.

As part of its dissemination and stakeholder engagement activities, the ASTRAIOS project seeks to bridge the gap between technology developers, end users, academia, industry, and public authorities. Within this context, the International Space University (ISU), in collaboration with ASTRAIOS consortium partners, identified the need to highlight concrete, real-world examples demonstrating how EO and GNSS technologies are successfully applied to address societal, environmental, and economic challenges.

Building on this approach, ISU developed the Profiles of Success Stories in EO and GNSS, an initiative designed to capture and disseminate practical experiences from entrepreneurs, researchers, institutional actors, and innovators across Europe. Through a structured series of interviews, made available as both a podcast series and a compiled publication, this deliverable showcases diverse professional journeys, innovative use cases, and lessons learned from the deployment of EO and GNSS solutions.

By giving visibility to human-centred success stories and interdisciplinary pathways, this initiative aims to inspire students, early-career professionals, and non-space stakeholders, while supporting the uptake of EO and GNSS services. The Profiles of Success Stories in EO and GNSS contribute to strengthening cross-sector collaboration, promoting skills development, and reinforcing the role of space technologies as drivers of innovation and impact in Europe.



## 2. OBJECTIVES

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Deliverable 2.4 aims to raise awareness and foster the uptake of Earth Observation (EO) and Global Navigation Satellite Systems (GNSS) services by showcasing concrete European success stories through a dedicated podcast series. The initiative seeks to:

- Highlight real-world applications of EO and GNSS across multiple sectors (agriculture, forestry, water management, disaster response, health, transport, public services).
- Give visibility to entrepreneurs, researchers, institutional actors, and innovators actively using EO/GNSS technologies.
- Bridge the gap between academia, industry, startups, and public authorities by sharing practical experiences and lessons learned.
- Inspire students, young professionals, and non-space actors to explore EO/GNSS-enabled solutions.
- Contribute to the overall dissemination and impact objectives of the ASTRAIOS project.

### 2.1 Target audience

The Profiles of Success Stories in EO and GNSS initiative primarily target master's students, PhD candidates, and early-career professionals in STEM and related fields who are exploring career opportunities involving Earth Observation and GNSS applications. By highlighting real-world success stories, the initiative aims to inspire the next generation of professionals and support skills development.

In addition, the deliverable addresses entrepreneurs, startups, researchers, public authorities, and non-space industry stakeholders seeking to better understand the practical value and impact of EO and GNSS technologies across multiple sectors.

### 2.2 Methodology and Interview Design

The Profiles of Success Stories in EO and GNSS initiative was developed using a structured, interview-based methodology designed to ensure consistency, relevance, and impact across all contributions. The approach was centred on storytelling and real-world experience, placing practitioners and innovators at the heart of the dissemination process.

A common questionnaire was specifically designed for this deliverable to guide all podcast interviews and ensure thematic coherence. The questionnaire, included in annex to this report, covers six key thematic areas: **General Background, Success Stories & Achievements, Technology & Innovation, Personal Insights, Impact & Future Vision, and Inspirational & Closing Reflections**. This framework allowed each speaker to share their professional journey while highlighting concrete EO and GNSS applications, challenges encountered, and lessons learned.

Each podcast episode followed a semi-structured format, enabling moderators to adapt the discussion to the speaker's profile while maintaining comparability across episodes (see Annex A). Interviews were conducted in a conversational format to encourage authentic exchanges, in-depth reflections, and the sharing of practical insights relevant to a broad audience. The average duration of each episode was approximately **25 minutes** (see Annex B), allowing sufficient depth without compromising accessibility.





The methodology aimed to achieve the following objectives:

- Capture concrete and diverse EO and GNSS success stories across sectors.
- Highlight real-world applications, innovation pathways, and societal impact.
- Share personal insights, skills, and career advice to inspire future space professionals.
- Facilitate knowledge transfer between academia, industry, startups, and public authorities.

All interviews were recorded and disseminated through the [ASTRAIOS YouTube channel](#), ensuring open access and long-term visibility. In parallel, selected content was compiled into a dedicated [book](#) to reinforce dissemination and provide a complementary written format. This dual-output approach maximised outreach while ensuring that the success stories could be reused for educational, communication, and stakeholder engagement purposes.

This methodology ensured a coherent, high-quality collection of profiles that collectively illustrate how Earth Observation and GNSS technologies are translated into impactful solutions addressing real-world challenges.



## 3. IMPLEMENTATION AND DISSEMINATION APPROACH

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### 3.1 Profiles of Success Stories in EO and GNSS: A Multi-Format Dissemination Approach

The Profiles of Success Stories in EO and GNSS initiative was implemented using a dual-format dissemination strategy combining a public podcast series and a dedicated [book](#). This approach was designed to maximise outreach, accessibility, and long-term impact while showcasing concrete European success stories in Earth Observation (EO) and Global Navigation Satellite Systems (GNSS).

The podcast series was developed as an accessible and engaging format, allowing a broad audience to discover EO and GNSS applications through direct conversations with practitioners. Episodes were published on the [ASTRAIOS Website](#) and on the [ASTRAIOS YouTube channel](#), enabling open access across Europe and beyond. Each episode follows a semi-structured interview format, guided by a common questionnaire, and lasts on average around 30 minutes. This duration was chosen to ensure sufficient depth while remaining accessible to students, professionals, and non-space stakeholders.

In parallel, the book *European Success Stories in EO and GNSS* was created to compile and showcase the same organisations, companies, and profiles featured in the podcast series. The publication transforms the audiovisual content into a curated written format, offering readers a coherent narrative of how European actors translate space technologies into real-world solutions. By consolidating all profiles into a single document, the book supports long-term dissemination, reuse for educational and communication purposes, and broader engagement with stakeholders who may prefer written content.

Together, these two complementary formats ensure that the success stories are accessible, reusable, and impactful across different audiences and dissemination channels.

### 3.2 Profiles of Success Stories and Podcast Contributors

The Profiles of Success Stories in EO and GNSS initiative bring together a diverse group of entrepreneurs, researchers, engineers, and innovation leaders who illustrate how Earth Observation (EO) and Global Navigation Satellite Systems (GNSS) are translated into operational solutions across Europe. Through their podcast contributions, each guest shares a concrete success story, combining technological innovation with real-world impact.





**Pierre Mattei – CEO and Co-Founder, GrapeHawk**

Pierre Mattei presents how GrapeHawk integrates EO data, GNSS positioning, drones, and artificial intelligence to deliver precision intelligence for agriculture and land management. His contribution highlights how satellite technologies enable more sustainable resource allocation, reduced environmental impact, and informed decision-making at scale.

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**Pierre Mattei**  
CEO



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*Fig 1: Pierre Mattei – Podcast Series Thumbnail*

**François Caron – Co-Founder, GoodForest**

François Caron showcases how GoodForest uses EO and AI to monitor forest health across large territories. His profile demonstrates how satellite data supports early detection of stress and disease, enabling a shift from reactive interventions to continuous, climate-resilient forest management.

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**François Caron**  
Co-Founder



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*Fig 2: François Caron – Podcast Series Thumbnail*



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**Roxelane Cakir – Founder and CEO, Hetwa**

Roxelane Cakir shares her journey from academic research to operational decision-support tools. Hetwa combines EO data, hydrological models, and machine learning to create digital twins of watersheds, helping public authorities and industries anticipate risks and plan long-term water management strategies.

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**Roxelane Cakir**  
Founder and CEO



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*Fig 3: Roxelane Cakir – Podcast Series Thumbnail*

**Sabrina Ricci – AI Ecosystem Coordinator, ESA Φ-lab**

Sabrina Ricci highlights the role of artificial intelligence in accelerating the transformation of EO data into actionable knowledge. Her contribution illustrates how the ESA Φ-lab integrates AI across the EO value chain to support environmental monitoring, risk management, and policy-relevant innovation.

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**Sabrina Ricci**  
AI Ecosystem Coordinator



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*Fig 4: Sabrina Ricci – Podcast Series Thumbnail*



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**Jérôme Maxon – Engineer, SERTIT**

Jérôme Maxon explains how EO plays a critical role in emergency response and civil protection. Through rapid mapping services delivered within hours of a disaster, SERTIT supports decision-makers during floods, fires, and earthquakes, demonstrating EO’s operational value in crisis situations.



Fig 5: Jérôme Maxant – Podcast Series Thumbnail

**Sarah Goubet – Project Manager, WaterShed Monitoring**

Sarah Goubet presents how WaterShed Monitoring uses EO to continuously monitor water ecosystems. Her contribution focuses on proactive risk prevention, showing how satellite data supports early detection of pollution, flood risk, and environmental stress, strengthening resilient territorial planning.



Fig 6: Sarah Goubet – Podcast Series Thumbnail

### Sebastian Vogler – Founder, Beetle ForTech

Sebastian Vogler illustrates how EO enables transparency and accountability in global supply chains. By monitoring land-use change and environmental impacts, Beetle ForTech helps companies and institutions meet sustainability commitments and regulatory requirements, making environmental impacts visible and actionable.



*Fig 7: Sebastian Vogler – Podcast Series Thumbnail*

### Titouan Parand – Founder, X-Studio

Titouan Parand shares how GNSS technologies can support life-critical applications. Drawing from his experience in mountain rescue and innovation, he demonstrates how satellite positioning enables safety, rapid response, and decision-making in complex and high-risk environments.



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**Titouan Parand**  
Founder

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*Fig 8: Titouan Parand – Podcast Series Thumbnail*

**Grazia Maria Fiore – Satellite Applications Consultant, FDC**

Grazia Maria Fiore focuses on the importance of user adoption in creating impact with EO technologies. Her contribution highlights how bridging space capabilities, market needs, and public decision-makers is essential to ensure that EO innovation translates into real societal and economic value.

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**Grazia Maria Fiore**  
Satellite Applications Consultant

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*Fig 9: Grazia Maria Fiore – Podcast Series Thumbnail*

## 4. CONCLUSIONS AND RECOMMENDATIONS

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The *Profiles of Success Stories in EO and GNSS* podcasts have successfully demonstrated how Earth Observation and Global Navigation Satellite Systems are translated into concrete, real-world solutions across Europe. By combining a public podcast series with a dedicated book, this deliverable provides an accessible and scalable dissemination approach that highlights both technological innovation and the human journeys behind it.

Through practitioner-led storytelling, the initiative supports the objectives of ASTRAIOS by increasing awareness, fostering knowledge transfer, and encouraging the uptake of EO and GNSS services beyond the traditional space sector. The diversity of profiles and application domains illustrates the growing role of EO and GNSS in addressing societal, environmental, and economic challenges, while also inspiring students, early-career professionals, and non-space stakeholders.

The dual-format approach enhances reach and impact: the [podcast series](#) offers an engaging and easily accessible entry point, while the [book](#) provides a structured, long-lasting reference that can be reused for communication, education, and stakeholder engagement. Together, these formats contribute to strengthening connections between academia, industry, startups, and public authorities.

### Recommendations for future iterations:

- Continue featuring a diverse range of practitioners and end users to reflect the breadth of EO and GNSS applications across sectors
- Expand dissemination by integrating the profiles into training activities, university curricula, and professional development programs
- Encourage cross-referencing between audiovisual and written formats to maximise engagement and reuse
- Explore additional languages or subtitles to further broaden accessibility across Europe
- Monitor audience feedback and engagement metrics to continuously refine content and outreach strategies

By leveraging storytelling and multi-format dissemination, the Profiles of Success Stories in EO and GNSS initiative represents an effective and sustainable approach to promoting the uptake of EO and GNSS technologies and supporting the long-term objectives of the ASTRAIOS project.

## 5. ACKNOWLEDGEMENTS

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The International Space University (ISU) would like to express its sincere gratitude to all individuals and organisations who contributed to the Profiles of Success Stories in EO and GNSS developed under the ASTRAIOS project.

ISU warmly thanks all podcast guests and contributors who generously shared their time, expertise, and professional experiences. Their openness and insights were essential in showcasing how Earth Observation and GNSS technologies are translated into real-world solutions across Europe.

Special appreciation is extended to the organisations, startups, research centres, and institutions featured in this deliverable for their willingness to contribute to both the podcast series and the accompanying publication. Their engagement has played a key role in strengthening knowledge transfer and promoting the uptake of EO and GNSS services.

ISU also acknowledges the support of the ASTRAIOS consortium partners and the European Union, whose collaboration and commitment made this dissemination activity possible.



## 6. ANNEXES

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### 6.1 ANNEX A – Podcast Interview Questionnaire

#### Profiles of success stories in EO and GNSS (M36)

##### General Background

- Could you walk us through your career journey and explain how EO/GNSS have influenced your path—academically, professionally, or through international experiences?  
What first sparked your interest in Earth Observation (EO) or GNSS, and how did you get your start in this field?
- How have you seen EO/GNSS evolve since you began working in the sector, and what major milestones or breakthroughs have stood out to you?

##### Success Stories & Achievements

- Can you highlight one or two impactful projects where EO or GNSS played a critical role?  
In what ways have these technologies contributed to addressing real-world challenges—in business, sustainability, or public services?
- What challenges did you encounter during these projects, and how did you overcome them?

##### Technology & Innovation

- How are EO and GNSS currently transforming industries like forestry, agriculture, transport, or disaster management?  
What are some of the most innovative EO or GNSS applications you've encountered or contributed to?
- Are there any emerging trends in EO or GNSS that you believe could define the future of the sector?



**Personal Insights**

- Which skills, mindsets, or areas of knowledge have been most valuable to your success in the EO/GNSS field?  
What advice would you offer to someone just beginning their journey in EO or GNSS?
- How do you stay up to date and continue growing in such fast-paced and dynamic domains?

**Impact & Future Vision**

- How do you envision EO and GNSS contributing to global challenges like climate change, resource management, or urban planning?
- What do you think could become the next big breakthrough in EO or GNSS—and what part might you play in it?
- In your view, how can businesses, governments, or startups fully leverage EO and GNSS to drive impactful innovation?

**Inspirational & Closing Reflections**

- What continues to inspire and drive you in your work with EO or GNSS?  
Who or what has been your biggest source of inspiration throughout your journey, and how has that shaped your path?
- Looking ahead, what's your personal vision for the future of EO and GNSS—and what kind of legacy would you like to leave in these fields?





## 6.2 ANNEX B – Overview of Podcast Episodes and Contributors

Podcast No.	Organization / Company	Expert	Duration (min)	Description
1	GrapeHawk	Pierre Mattei, CEO and Co-Founder	33:31	GrapeHawk combines EO, GNSS, drones, and AI to deliver precision intelligence for agriculture and land management, enabling more sustainable and data-driven decision-making.
2	GoodForest	François Caron, Co-Founder	18:51	GoodForest uses Earth Observation and AI to monitor forest health at scale, supporting early detection of stress and more adaptive, climate-resilient forestry management.
3	FDC	Grazia Maria Fiore, Satellite Applications Consultant	25:47	Hetwa leverages EO data, hydrological models, and machine learning to create digital twins of watersheds, helping stakeholders anticipate water-related risks and plan long-term strategies.
4	ESA Φ-lab	Sabrina Ricci, AI Ecosystem Coordinator	31:55	This episode highlights how AI accelerates the transformation of EO data into actionable insights, fostering innovation and policy-relevant applications across the EO value chain.



5	Hetwa	Roxelane Cakir, Founder and CEO	30:29	GNSS technologies are showcased through life-saving applications, from avalanche rescue to safety solutions in complex environments, illustrating GNSS beyond navigation.
6	X-Studio	Titouan Parand, Founder	19:32	WaterShed Monitoring uses EO to continuously monitor water ecosystems, enabling proactive risk prevention and more resilient water resource management.
7	WaterShed Monitoring	Sarah Goubet, Project Manager	18:52	SERTIT demonstrates the critical role of EO in emergency response by delivering rapid mapping services that support civil protection during natural disasters.
8	SERTIT	Jérôme Maxon, Engineer	12:31	Beetle ForTech applies EO to monitor land-use change and environmental impacts, bringing transparency and accountability to global supply chains.
9	Beetle ForTech	Sebastian Vogler, Founder of Beetle ForTech	35:38	This episode focuses on bridging space technologies and user needs, highlighting that EO innovation creates impact only when effectively adopted and trusted.

6.3 ANNEX C – Book: European Success Stories in EO and GNSS

# European Success Stories in EO and GNSS

How European Actors Turn Space Technologies into Real-World Solutions



HORIZON EUROPE  
European Union Funding  
for Coordination and  
Support Actions



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