

**Press Release:** for immediate release

## **Copernicus Masters DLR Challenge Seeks Smart Environmental Solutions**

**The Copernicus Masters DLR Environment, Energy & Health Challenge is looking for new applications and services that make smart use of Earth Observation (EO) data by 30 June 2017.**

**Applications addressing global climate change and environmental issues are of high interest for the Copernicus Masters DLR Energy, Environment & Health Challenge.**

Gilching, 22 June 2017 – Protecting our environment around the globe is key to guarantee sustainability. Driving this worldwide endeavour by tackling major hazards like fires, floods and global warming are driving forces of the Copernicus Masters, Europe’s leading EO competition.



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Sustainable solutions are crucial to mitigate main causes of global climate change. These kinds of solutions are exactly what the German Aerospace Center (DLR) is looking for with its Copernicus Masters Challenge. DLR scouts future-oriented products and services using EO and remote sensing data, to solve worldwide difficulties. The respective application fields are countless: Society, environment, climate, human health, natural resource preservation – just to name a few. Those can include agriculture, city planning or ideas for the generation, distribution, or consumption of energy. Participants are encouraged to explore the integration of Sentinel satellite data and innovative ways to link remote-sensing-based products and services with user needs. The ideas can also describe a real-world implementation scenario that includes the general public and/or potential commercial benefits.

### **Participants Profit from Powerful Prizes**

Copernicus Masters participants now have the chance to benefit from outstanding prizes for their business ideas based on EO. The winner will be granted access to the Copernicus Accelerator programme, if eligible. This European Commission (EC) initiative provides a tailored business coaching scheme to entrepreneurs delivered by experienced mentors with valuable expertise. Moreover, the winner has the chance to receive a ticket to the next satellite launch in Kourou. In addition, cash prizes and substantial satellite data quota are awarded.

### **Significance of Europe’s EO Programme for Environmental Information**

Environmental information helps to understand how our planet and its climate are changing, influencing our daily lives. The rapidly changing environment requires near real-time EO data, which

Copernicus delivers through its Sentinels and in situ sensors in a reliable manner. This allows for decision makers, businesses and ultimately citizens to take the right actions. Copernicus gives users free, full and open access to data and services. Europe's EO programme is one of the top three largest data providers worldwide. Entrepreneurs are called to make smart use of this data and turn it into business ideas through signing up for the Copernicus Masters.

#### **About DLR**

The Earth Observation Center (EOC) of the German Aerospace Center (DLR) comprises the German Remote Sensing Data Center (DFD) and the Remote Sensing Technology Institute (IMF). The EOC works in all fields related to the development of algorithms and data analysis systems, as well as in the practical implementation of Earth observation applications and services – from satellite data reception and near-real-time services to disaster monitoring and environmental mapping. As such, the EOC is involved in many aspects of Copernicus's design, implementation, and operations. In determining the focal points of its research, DLR is to a large extent guided by the demand for innovative products and services developed in close cooperation with industry entities. It also invests in promising technologies and offers its research and development capacities to partners for their own use. [www.dlr.de](http://www.dlr.de)

#### **About Copernicus Masters**

Earth observation and the big data it produces hold huge potential for the creation of innovative products and services. Myriad industries and areas of public interest stand to profit from the advances of the Copernicus programme. Anwendungszentrum GmbH Oberpfaffenhofen (AZO) has launched the Copernicus Masters in 2011 on behalf of the European Space Agency (ESA) and with strong support of world-class partners as part of their mission to foster the User Uptake of Copernicus services. The Copernicus Masters is an international competition which awards prizes to innovative solutions for business and society based on Earth observation data. The Copernicus Masters has developed into the moving force of promoting cutting-edge solutions. Annually, different prize categories tackle global challenges with revolutionary competition entries in the fields of deep learning, the IoT, big data analytics, smart mobility and industry 4.0 – just to name a few. For more information please see [www.copernicus-masters.com](http://www.copernicus-masters.com).

#### **About AZO**

AZO has established a global network for innovation and entrepreneurship. It supports product innovation and company foundations in the field of commercial space applications along the entire value chain – from the idea all the way to market entry. AZO has extensive experience in organising innovation competitions such as the European Satellite Navigation Competition, the Copernicus Masters (Earth observation), the Space Exploration Masters, the STARTUP WORLD Awards (laser photonics and robotics), and the INNOspace Masters (New Space Economy), app developer camps and conferences, and manages ESA BIC Bavaria. [www.space-of-innovation.com](http://www.space-of-innovation.com)

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