

SWIFT

Supporting awareness and information dissemination activities for GMES Fast Track Services

GMES/KOPERNIKUS - BECAUSE WE NEED TO KNOW

Global Monitoring for Environment and Security (GMES/Kopernikus) provides for improved evidence based policy making. Yet to succeed, such insights need to be effectively disseminated. The support action SWIFT helps raise awareness about GMES/Kopernikus, promoting its results.

GMES/Kopernikus is building European capabilities to **monitor the state of our planet from space**, thereby assessing the probability of future environmental changes. The programme generates knowledge, which can help to keep the Earth healthy and save lives when disasters strike. Space-born data create a better basis for decisions to be taken in an increasingly challenging global environment.

In Europe, major high-level policy fields such as Sustainable Development, the Common Foreign and Security Policy (CFSP) and the long-term competitiveness of European industry are also influenced by successful space activities.

Yet information is much more valuable when it is effectively shared.



GMES/Kopernikus geo-information services are grouped into six interacting themes: land, atmosphere, climate change, emergency, ocean and security.

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The **SWIFT** coordination and support action addresses this challenge, as it helps **raise awareness about the GMES/Kopernikus programme**.

SWIFT supports information activities and dissemination efforts of the three GMES/Kopernikus Fast Track Services, which are being implemented by the projects SAFER (Emergency Response), geoland2 (Land) and MyOcean (Ocean), as well as the GMES/Kopernikus Pilot Projects MACC (Atmosphere) and G-MOSAIC (Security). It has two major objectives: the first objective is to maximise and add value to these projects' dissemination activities. The second objective is to support efforts promoting the GMES/Kopernikus initiative as a whole.



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Hence as GMES/Kopernikus takes form on the ground, and its Fast Track services deliver results for the benefit of citizens, SWIFT helps enhance visibility for such progress, keeping citizens informed about the wide ranging benefits springing from this important European space initiative.

The nature and number of communication and dissemination actions undertaken by SWIFT will include a wide range of means such as video presentations, exhibition booths, articles, website, link to online scientific and educative fora, posters and flyers.

QUESTIONS & ANSWERS

What do you want to achieve with this project?

In spite of the major achievements of GMES/Kopernikus over the last 10 years, this initiative and the role that the European institutions have played remain relatively unknown. A major objective of SWIFT is to make GMES/Kopernikus more largely known by decision makers, potential users and citizens.

Why is this project important for Europe?

GMES/Kopernikus is crucial for Europe but it will be successful in achieving its objectives only if it is largely recognised and supported by decision makers, users and more generally the public. Any action, like SWIFT, aiming at promoting GMES/Kopernikus among these communities will benefit Europe.

How does your work benefit European citizens?

SWIFT will contribute to the achievement of GMES/Kopernikus objectives, which relate directly to EU citizens' quality of life. SWIFT will also contribute to informing citizens about this major programme, thus illustrating with concrete examples the role of EU institutions in their daily life.

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- France Développement Conseil (FDC), France
- SQUARIS Consultants, Belgium
- European Service Network (ESN), Belgium

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PROJECT INFORMATION

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