

# Airbus Defence and Space Launches Global Earth Observation Challenge



Airbus Defence and Space has launched the 'Global Earth Observation Challenge', encouraging start-ups worldwide to innovate and develop new applications primarily based on Airbus satellite data. These creative ideas are designed to bring new developments of Earth observation services, as well as ground-breaking solutions.

The goal of this 4-month challenge is to create added value for new businesses focusing on themes identified as important topics for the global population. This gathers forestry, agriculture, smart cities and maritime, but can be enlarged to any other themes that would be judged relevant. The first two months will be dedicated to ideation, followed by two other months of deepening.

Five finalist start-ups will have the chance to pitch their pioneering project in front of Airbus executives and selected stakeholders. The challenge winner will receive a voucher worth EUR50,000 for satellite data as well as coaching for the development of their start-up, the second winner will be rewarded with satellite data vouchers worth EUR20,000, the third EUR15,000, the fourth EUR10,000 and the fifth will get EUR5,000. Participating in this challenge will also include the opportunity of being integrated to the Airbus BizLab, the global aerospace business accelerator.

The following Airbus imagery, data and services will be provided to participants:

- **Very large imagery datasets** available online or for download: City of Sao Paulo, City of Toulouse, State of California
- **Machine Learning datasets:** planes and ships signatures and imagery
- **Various API:** OneAtlas for Innovation, Universal Earth Observation Catalog

Companies interested are invited to join the Airbus Defence and Space Global Earth Observation Challenge by [registering here](https://www.airbus.com/en/innovation/challenges/global-earth-observation-challenge).