

DESTINATION EARTH

THE USER'S SIDE OF DESTINE: THE SERVICE PLATFORM, COMMUNICATION PLAN AND COMMUNITY STRATEGY

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Destination Earth User eXchange – 13th November 2023

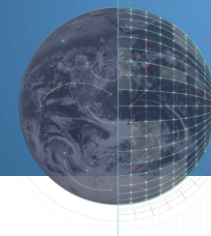


Funded by
the European Union

Destination Earth

implemented by





THE DESTINE CORE SERVICE PLATFORM

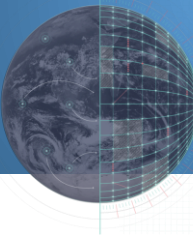
A comprehensive **framework** for the analysis of DestinE Data

Based on **state-of-the-art** applications and dedicated **innovative** interfaces

Designed to be an **open** digital platform **easily** accessible by users

Enables the **development and exploitation** of industrial applications and services embracing DestinE objectives

Fully implemented and operated by Industry reusing **evolved services**

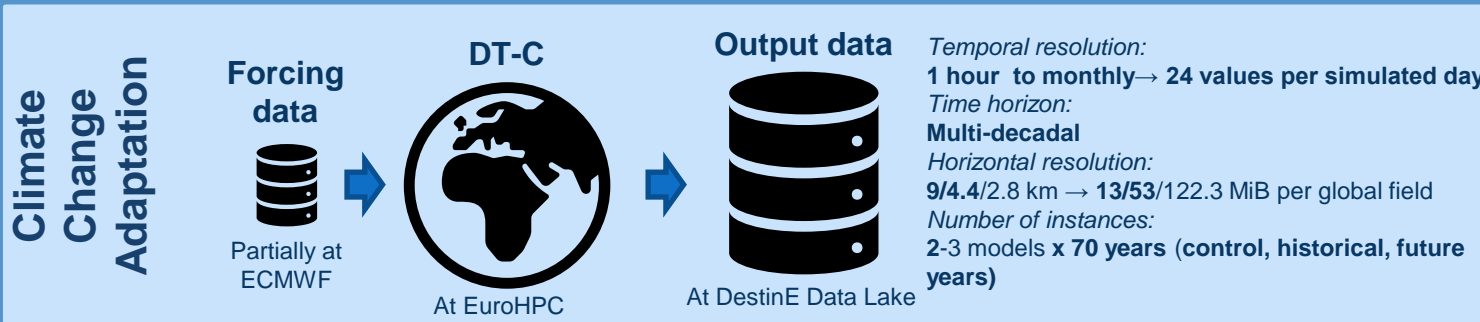
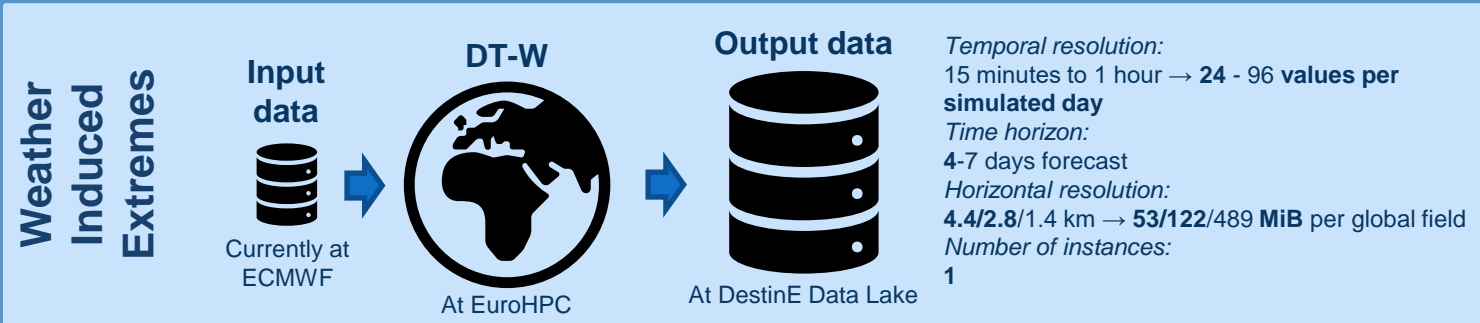


THE DESTINE CORE SERVICE PLATFORM

DestinE delivers a very *large* flow of *high-quality data**

*System sizing under consolidation

DestinE Systematic Data Generation (automatic – not based on users' request)

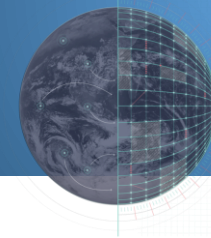


Output volume per simulation (phase1)

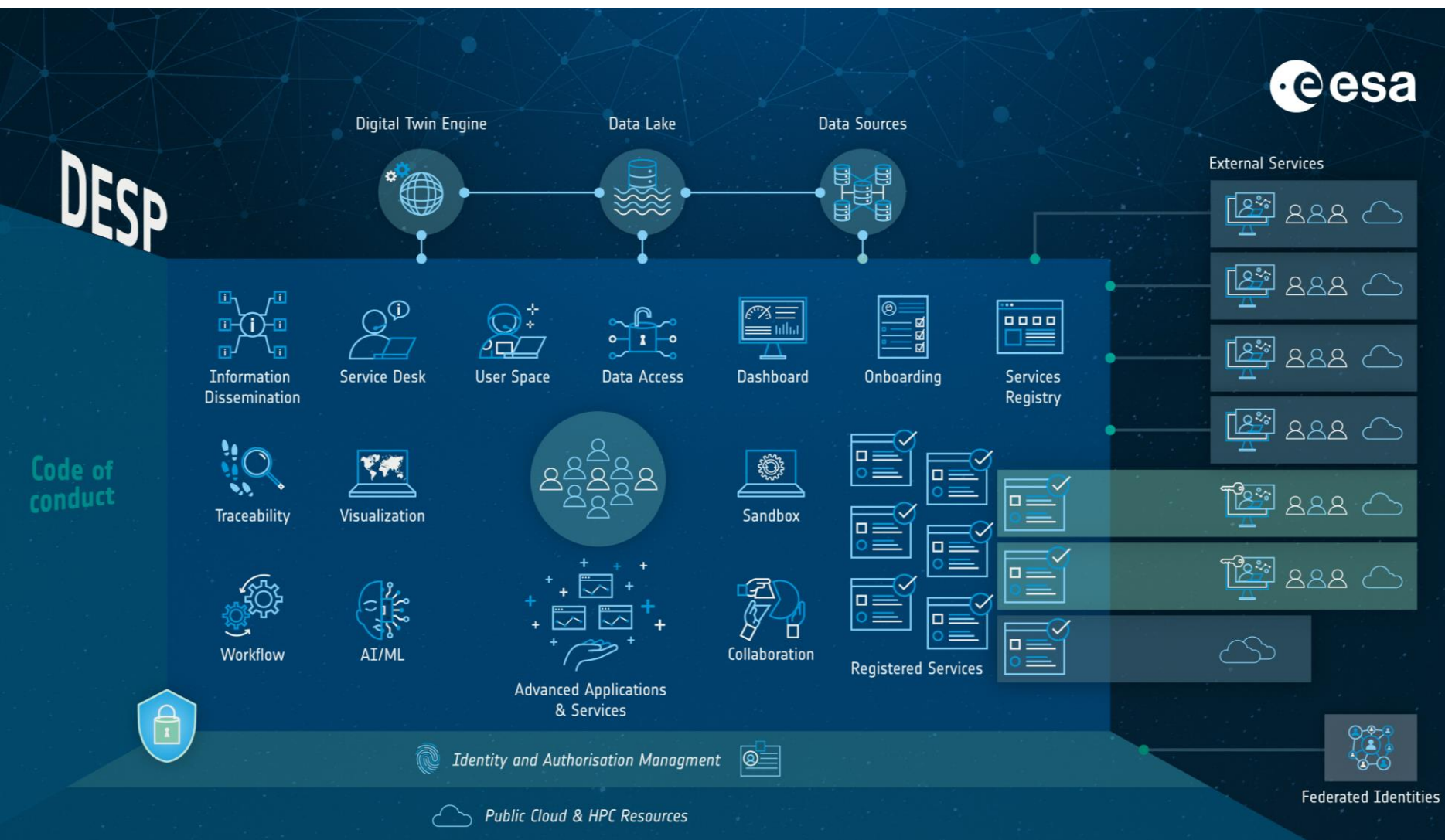
	Weather Induced Extremes	Climate Change Adaptation
Number of fields	130	130
Output volume per field	$24 \times 4 \times 122 = 11.4 \text{ GiB}$	$2 \times 24 \times 365 \times 70 \times 53 = 62 \text{ TiB}$
Total output volume per simulation	$130 \times 11.4 = 1.45 \text{ TiB (daily)}$	$130 \times 62 = 7.87 \text{ PiB (annually)}$

Copernicus Sentinel 1 + 2 satellites : ~ 20 TB per day of data.

*1 tebibyte is equal to 2^{40} or 1,099,511,627,776 bytes. 1 terabyte is equal to 10^{12} or 1,000,000,000,000 bytes. A tebibyte equals nearly 1.1 TB.

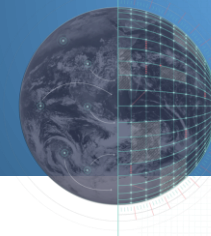


THE DESTINE CORE SERVICE PLATFORM



An Ecosystem of services to :

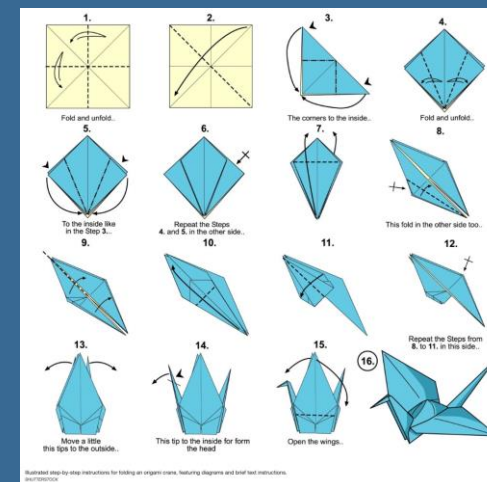
- Access **infrastructure** services
- Access **Data** or **Information**
- Create new **workflows**
- Promote new **services**
- Streamline **collaboration**
- Offer cutting edge advantages to transfer new services in **operation**



USER EXCHANGE #2

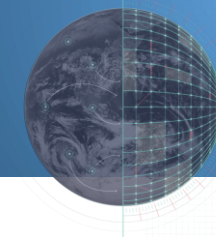
User eXchange #1, Feb 2023

➤ the platform was **Nice and Complex but still Paperwork!**

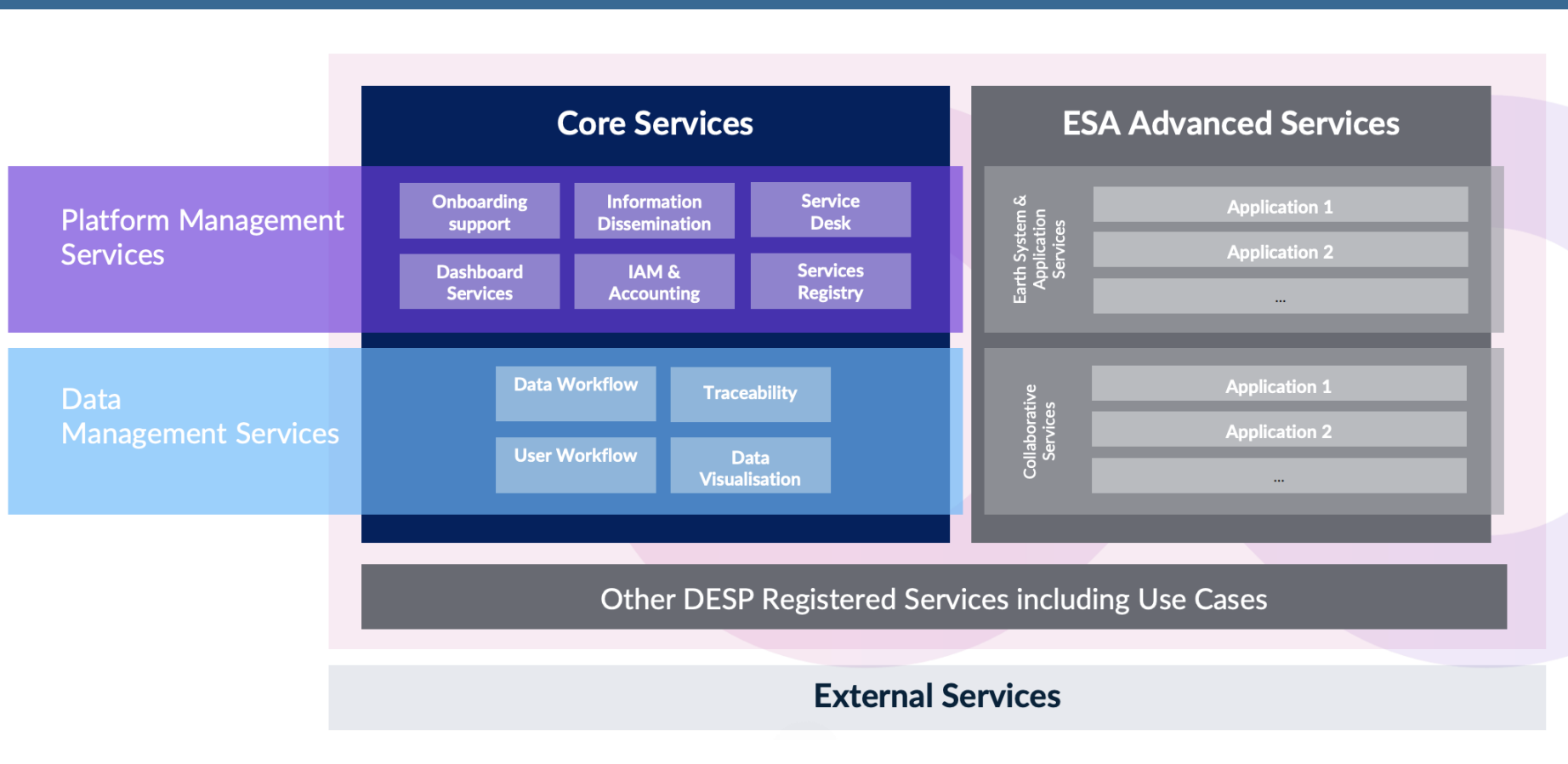


User eXchange #2, 9 months after

➤ **the platform is a reality** thanks to the on-going consortium activity



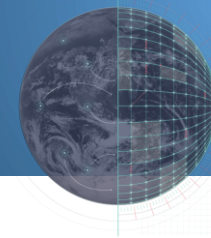
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Platform preliminary version (**alpha version**) ready for system testing
DestinE data integration

Alpha version ready for first group of **service providers**

Alpha version already integrated with the **infrastructure provider**



THE DESTINE CORE SERVICE PLATFORM

OVHcloud

INNOVATION FOR FREEDOM

Partner Program	Open Trusted Cloud	Start-up Program	Marketplace	Technologies
<p>Support the digital transformation of companies & organizations</p>	<p>Identify solutions based on a trusted, open and interoperable cloud</p>	<p>Encourage innovative projects and help start-up reveal their most disruptive aspects</p>	<p>Support the growth of SaaS and PaaS publishers hosted on our infrastructures</p>	<p>Leverage market best of bread partners' technologies and Open-Source platforms</p>
350+	300+	1800+	250+	50+
		<p>Startup ecosystem partners:</p>		

2021: Climate Neutral Data Center Pact

In January 2021, OVHcloud participated in the launch of the Climate Neutral Data Center Pact. Supported by the European Commission since its inception, the Pact is a significant initiative to ensure data centers are climate neutral by 2030.

Data center operators and trade associations are committed to the European Green Deal, achieving the ambitious greenhouse gas reductions of the climate law, and leveraging technology and digitalization to make Europe climate neutral by 2050.

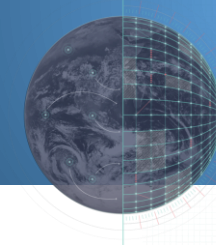
To ensure data centers are an integral part of the sustainable future of Europe, operators and trade associations agree to take actions to make them climate neutral by 2030.



Find out more →

**Federation with other European Providers is envisaged through the SIMPL European Commission Project - SIMPL is the smart middleware that will enable cloud-to-edge federations and support all major data initiatives funded by the European Commission*

- OVHCloud is the current partner of the DestinE platform
- High security standard, committed not to use customer data, 31 datacenters worldwide, major commitment toward sustainability
- The platform and the OVHCloud are integrated together and offer **seamless possibilities of IaaS, SaaS integration**



THE DESTINE CORE SERVICE PLATFORM

In 8 months the platform will be ready
to start the user **on-boarding**

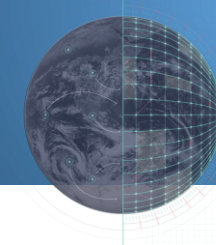
- What are the different possibilities?
- How can you prepare?
- What would you like to do?

The eXchange workshop is meant
to **provide information**

- What are we doing,
- What are the achievements
- What are the objectives
- ...

But **not only!**

The eXchange workshop should **trigger discussions, highlight recommendation or opportunities,...**



THE DESTINE CORE SERVICE PLATFORM

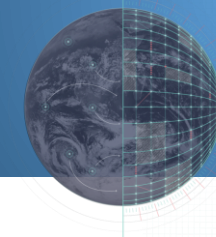
As a user, how can I benefit from the platform services?

I like to derive my own information making use of DestinE data and other sources, can the platform support me?

- Service Register and all free services will be immediately available



If interested, do not hesitate to contact the platform team!

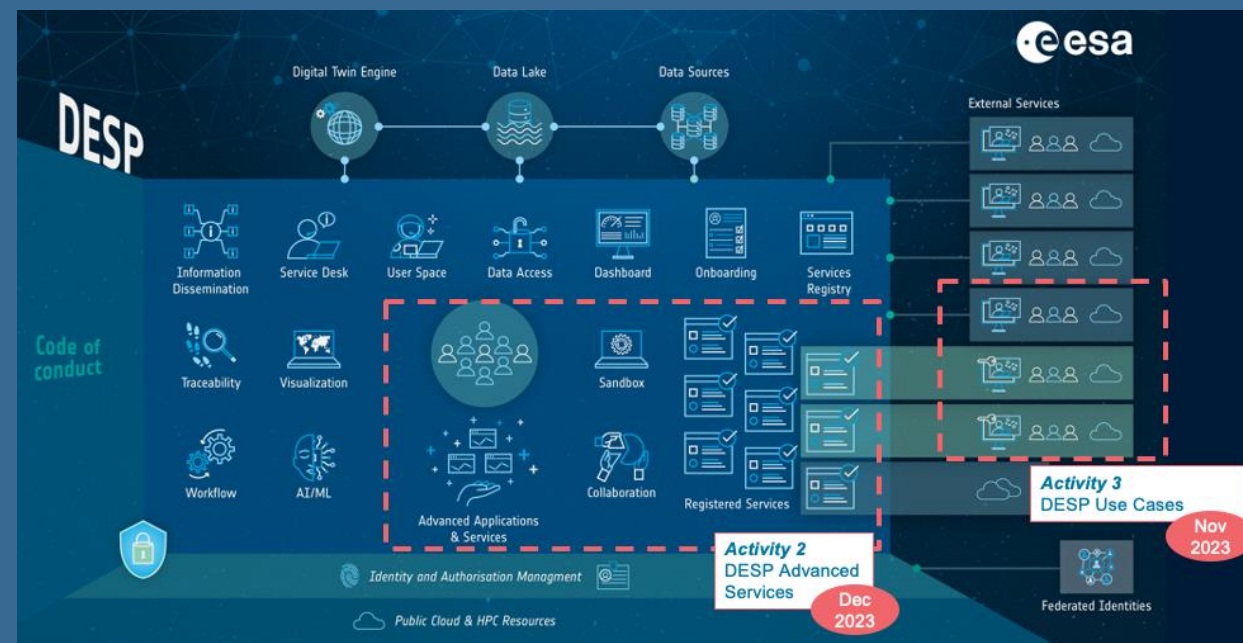


THE DESTINE CORE SERVICE PLATFORM

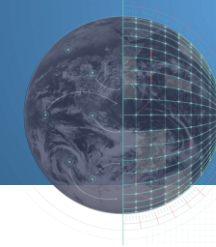
I like to develop my own service for my user community, can I be supported by the programme?

Several scenarios are possible:

- Advanced applications are services directly supported by DestinE and ESA – either through DestinE competitions or by decision (Governance board – Principles under preparation)
- Advanced applications, use cases, ESA DTE are competitive contexts to grow your activity



As ESA, with the European Commission we are working to support your initiatives – Don't hesitate to contact us



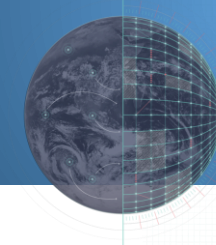
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What is the list of available services?

- The platform is conceived to support the growth of an ecosystem of services – the list will be dynamic – the DestinE Platform ensures continuity throughout the core services and advanced applications demonstrating users' interest



- The entry into operations is baselined with “classical” services – processing workflows, data access, collaborative environment + new innovative services to ease large data and DestinE data



THE DESTINE CORE SERVICE PLATFORM

- The DestinE Platform Services shall **serve the objectives of Destination Earth Initiative**, e.g., contributing to the European digital development and to the Green Deal.
 - **Code of conduct** under preparation
- The Platform Services shall be based on an **open and inclusive** access to users
 - Restrictions may be configured at service level (**never as default**)
- The Platform favors a service approach that efficiently manages the allocation of resources
 - **All DestinE Services shall be scalable** – users get access to resources through the services
- High standards of quality and performance for operations. **24h/day, 7days/week** is the standard for the platform with strong commitment for information and support



THE DESTINE CORE SERVICE PLATFORM

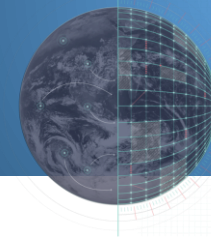
Following the entry into operations, the list of services may depend on you!

DEA allows users to make their own **Destine** Data **Storytelling** thanks to:

• **visualizations**
 • **scenarios design**
 • **simulation**



- The forerunners are preliminary examples of such approach – Do not hesitate to enter in contact with them



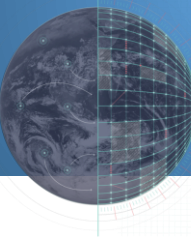
THE DESTINE CORE SERVICE PLATFORM

The platform supports continuous spectra of activities from data flow management to AI usage exploration and decision making.

Users shall be central to the Platform & active contributors to the evolutions - **measuring adoption is a key requirement** – enabling users' success through co-design.

The users shall be in control of their own workflow and data

There is always a user behind a requirement, but no requirement matches all users!



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Co-design approach

Secure Core Platform Services (✓)

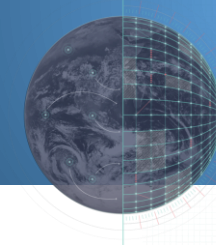


Prepare Platform to host user activities (✓- ready in June)



Close the loop with Users

- Foster development of new services locally on the platform through established *methodology*
- *Structure users' participation to project milestones (e.g. checkpoint 2024)*



THE DESTINE CORE SERVICE PLATFORM

Core Platform progress is in-line with an opening in June 2024

End of the 2023: alpha version available – System verification

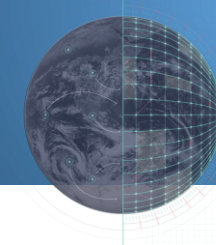
Infrastructure – Security – first procedures, Interface for data lake – Access to preliminary DestinE data - tests are on-going with existing datasets (Copernicus,...)

Q1 2024: beta version to conduct system & validation activities:

Use cases / advanced applications / forerunners

Q2 2024: Prepare for opening

Test, test, test!!!!

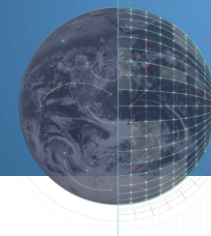


DESTINE COMMUNICATIONS STRATEGY

The DestinE Communication Strategy is focused on awareness raising and community building (Phase 1)

The 3 partners and the EC converge on their strategy in a single DestinE Editorial Board: the joint website, the User eXchange events as well as outreach in various events.

Joint activities are supported with resources as part of the ESA DestinE Core Service Platform Use Cases project (RHEA, Trust-IT and AUTH)



DESTINE COMMUNICATIONS STRATEGY



Poster and presentation templates for promoters



Almost monthly visibility at 3rd-party events



National Initiatives



Procurements



Use Cases



Dedicated events: DestinE User Exchanges

Quarterly newsletter updates

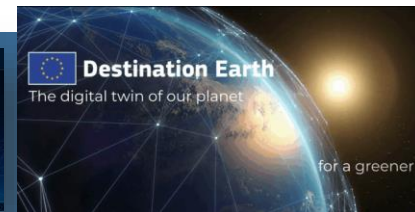


Promotional kit including flyers for industry, policy, research, decision-makers & tech providers, brochure, infographic and video

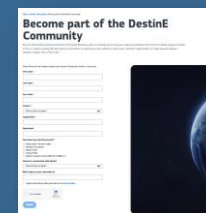


www.destination-earth.eu

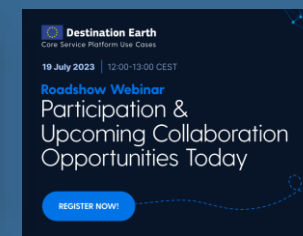
Joint website



News & DestinE Journal Blog Entries



DestinE Community Subscription

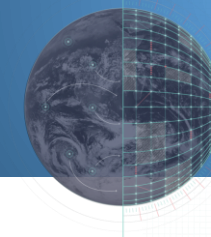


Webinars: 6 planned for DEUC



Requirements Gathering

Check out the poster: "Building the Community: Engage with us in co-creating our future DestinE"



DESTINE COMMUNICATIONS STRATEGY

Joint Web Site

About page, Community form, Procurements, Blog, Webinars, News and events section

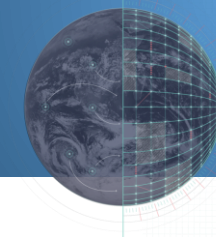
Nov: Website Release 3 (in progress)

- More news and events,
- Community section,
- Use cases section,
- Map of National Initiatives with interactive search based on pre-selected keywords

FUTURE RELEASES PLANNED CONTENT

(Up to mid 2024)

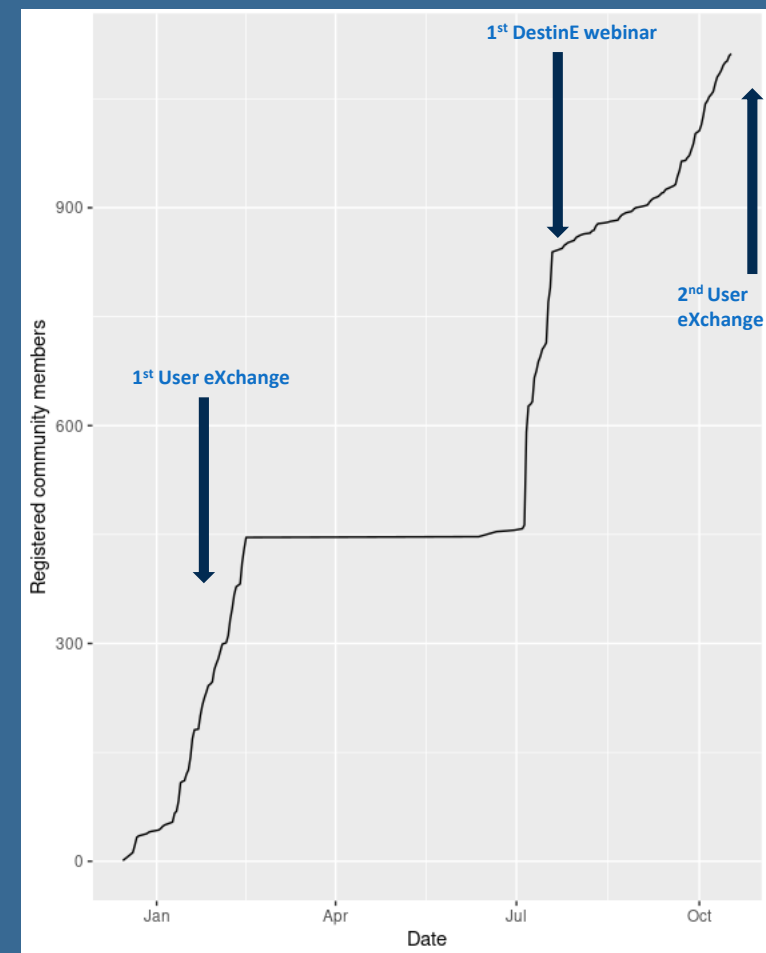
- Partners & partnership projects
- Learn section (MOOC)
- Resources
- Regular news on opening preparation
- More news, events, blogs, etc



DESTINE COMMUNICATIONS STRATEGY

COMMUNITY GROWTH

The DestinE community is growing fast ... so far **1000+** people registered their interest on the joint website!





COMMUNITY BUILDING



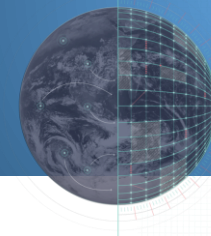
VISION: The DestinE User Community aims to craft an ecosystem that drives DESP's growth, aligns with EU policies, values diversity for enhanced insights, fosters transparent participation, and equips users with tools to engage with digital twins effectively.



ACTIONS: To grow the DestinE community, we will integrate with existing networks, cater to member diversity, spark topic-driven interactions, launch innovation challenges, provide regular updates, ease onboarding, and utilize feedback for DESP enhancements.



WHY JOIN: Joining the DestinE Community allows you to shape future capabilities, share expertise, innovate, tackle challenges, and expand your professional network for new ventures and collaborations

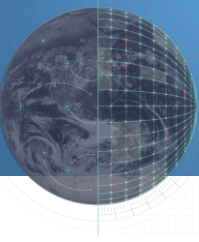


JOIN THE COMMUNITY

 <https://destination-earth.eu/>

Or Scan





Let's discuss together during the workshop!