Destination Earth

Destination Earth Service Platform Attractiveness Study

What is Destination Earth?

DestinE is a European Union-funded initiative aimed at building a digital replica of the Earth system. The initiative is being jointly implemented by three entrusted entities: the European Space Agency (ESA), responsible for building the 'Core Service Platform', the European Centre for Medium-Range Weather Forecasts (ECMWF), responsible for the creation of the first two 'digital twins' and the 'Digital Twin Engine', and the European Organisation for the Exploitation of Meteorological Satellites (EUMETSAT), responsible for the creation of the 'Data Lake'.

Access Destination Earth at destination-earth.eu

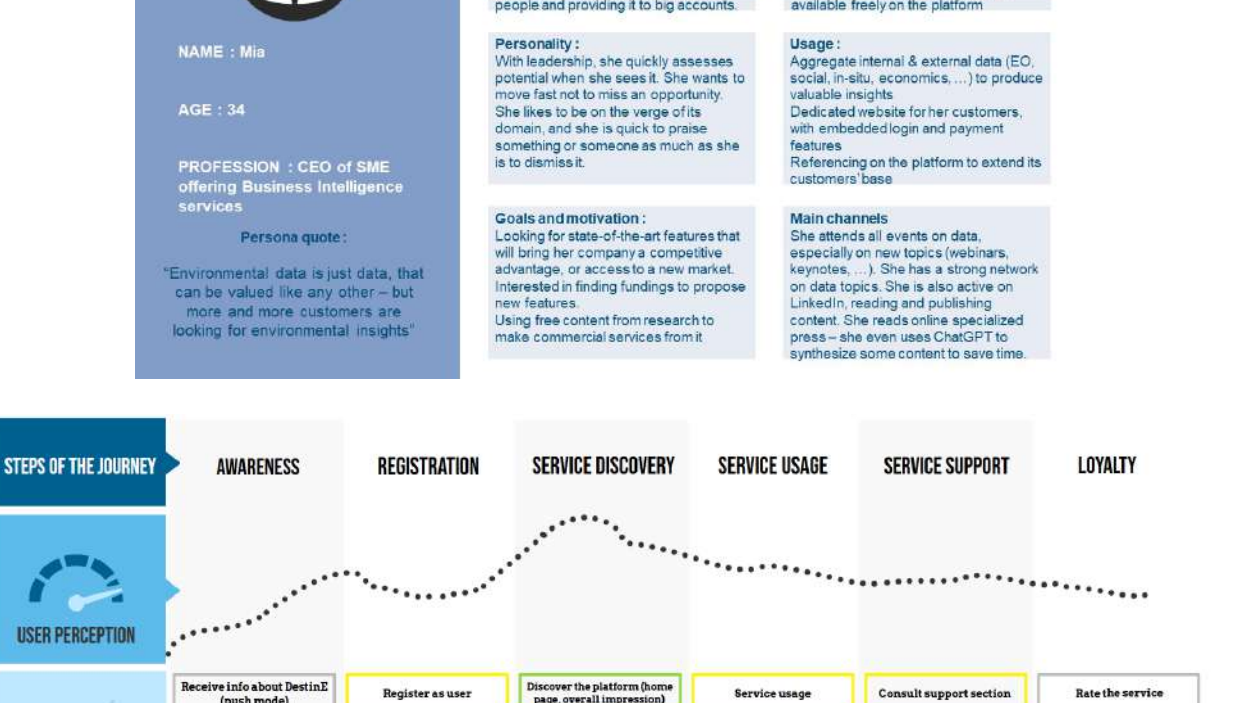
What is the objective of the DestinE Ecosystem attractiveness study?

The "DestinE Ecosystem Attractiveness Study" aims to provide an in-depth analysis of the DestinE ecosystem, with the goal of identifying strategic levers to both improve and assess the platform's attractiveness over time. This work has been structured around the exploration of key thematic areas summarised in the following infographic.

Destination Earth Funded by the European Union Implemented by ECMWF esa EUMETSAT

Who are the potential users?

Stakeholders' mapping and segmentation



Customer journey and Persona



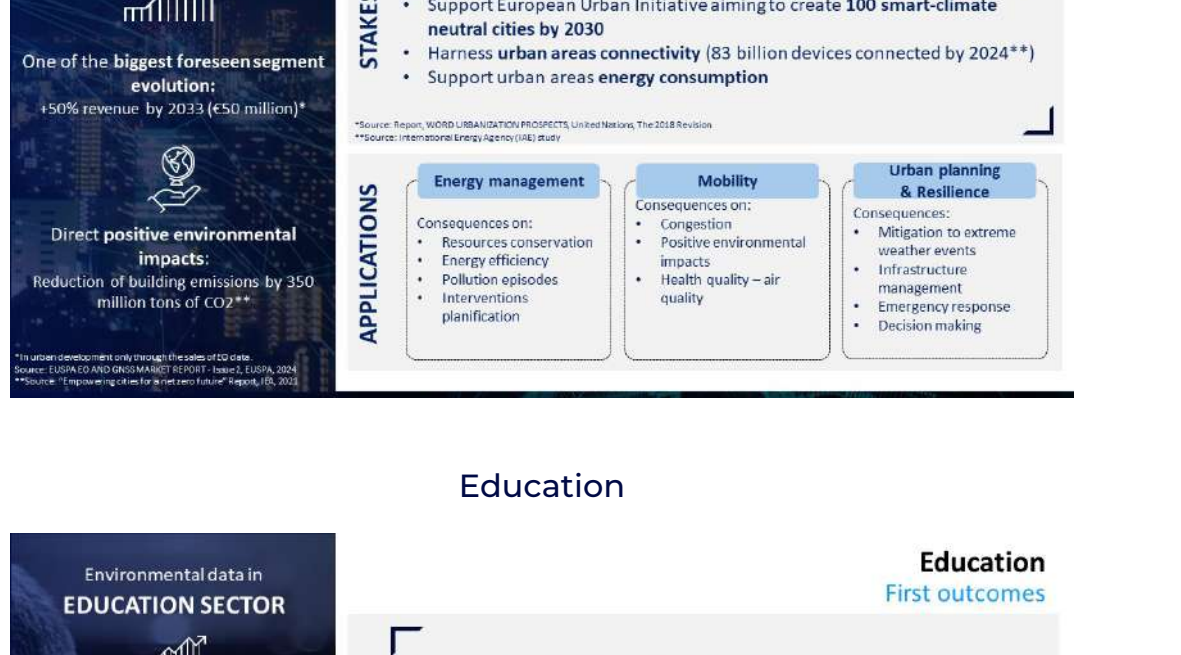
What are the potential applications for various sectors?

Sectorial analysis

Finance & insurance



Energy



Smart city



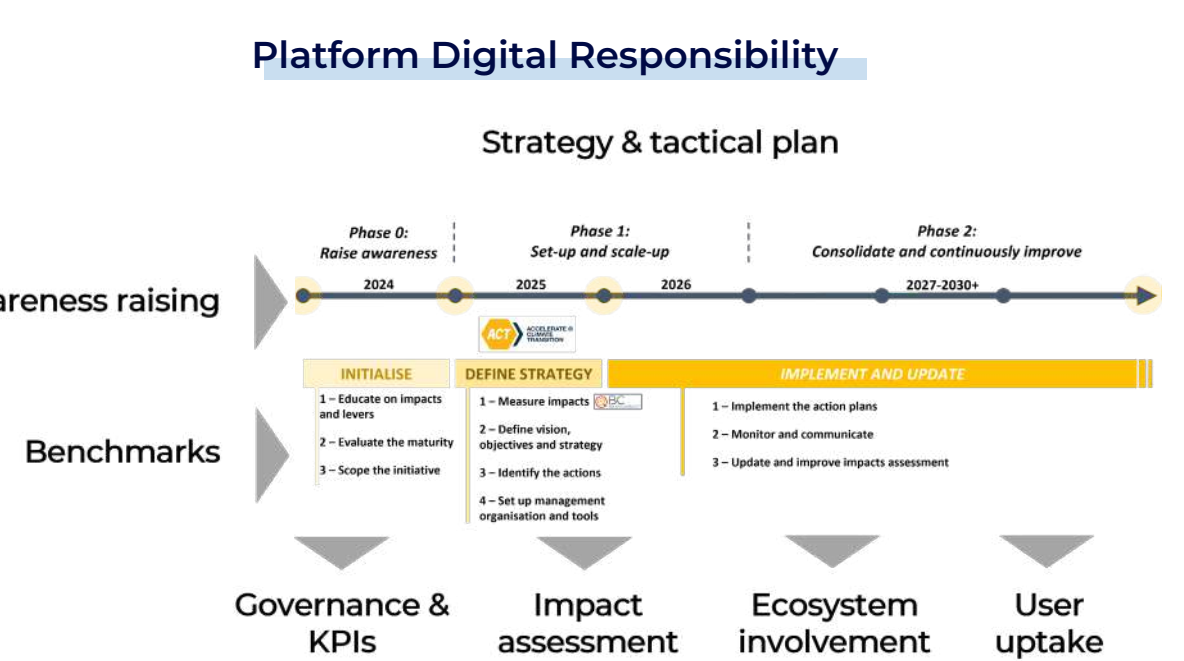
Education



Construction



Forestry



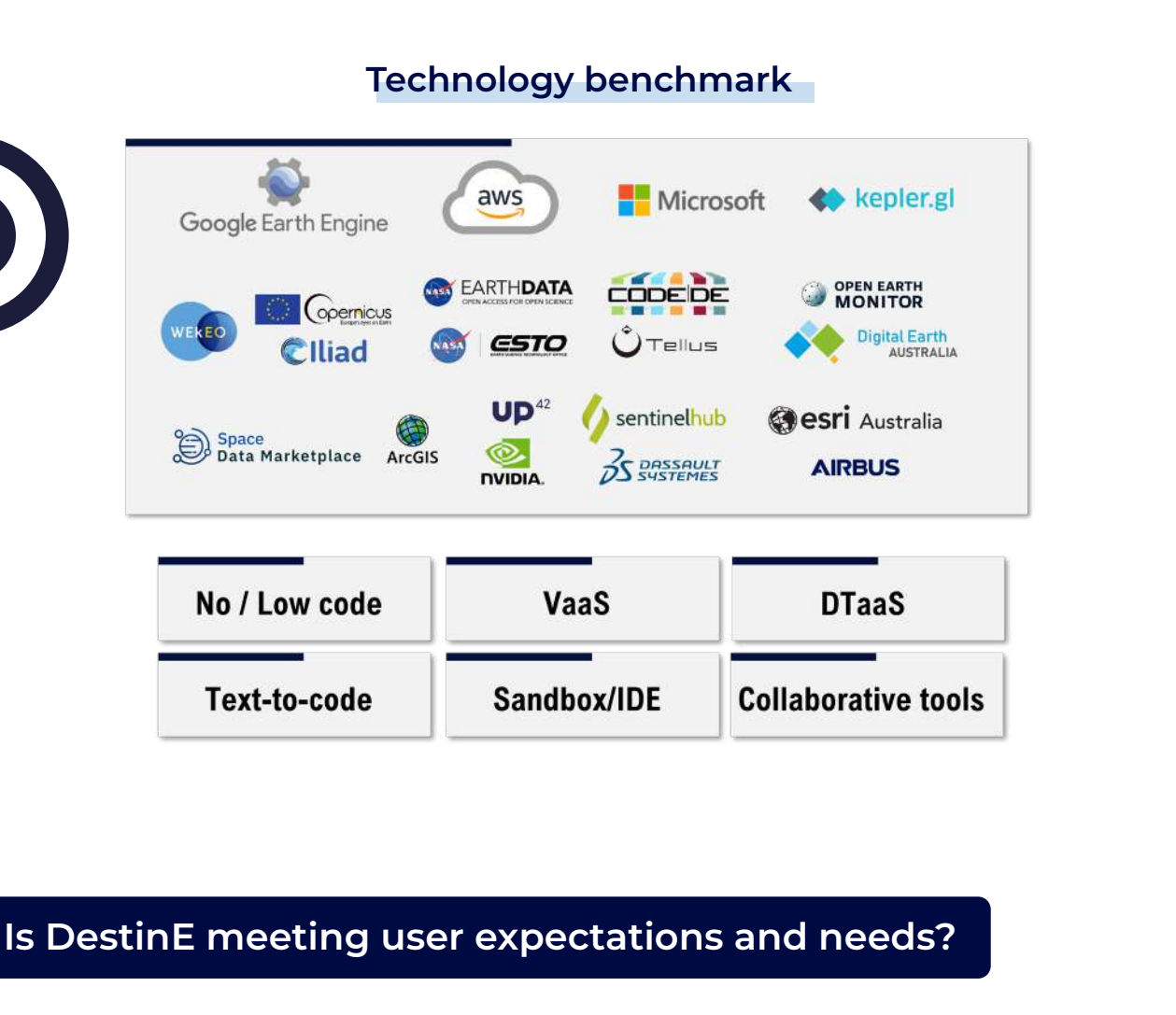
Which digital responsibility topics are key to aligning the platform with its purpose?

Platform Digital Responsibility

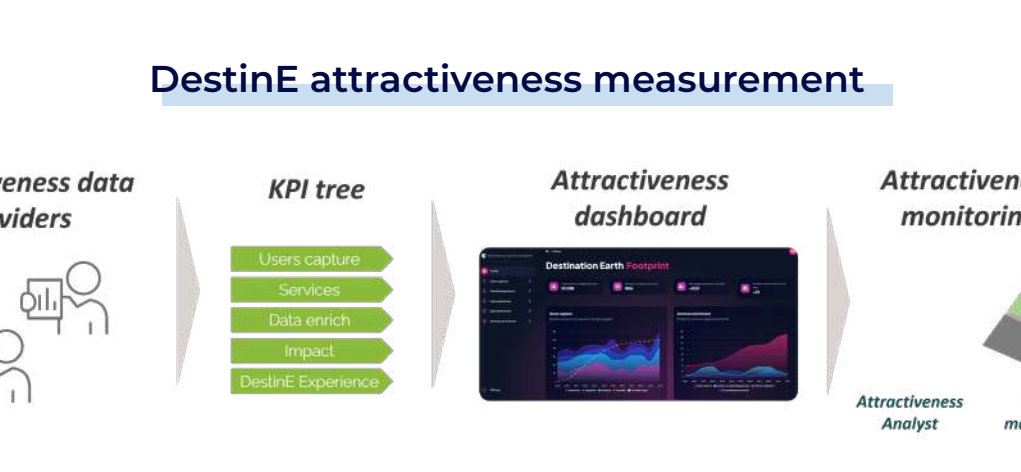


Which technologies are most relevant to the platform?

AI roadmap



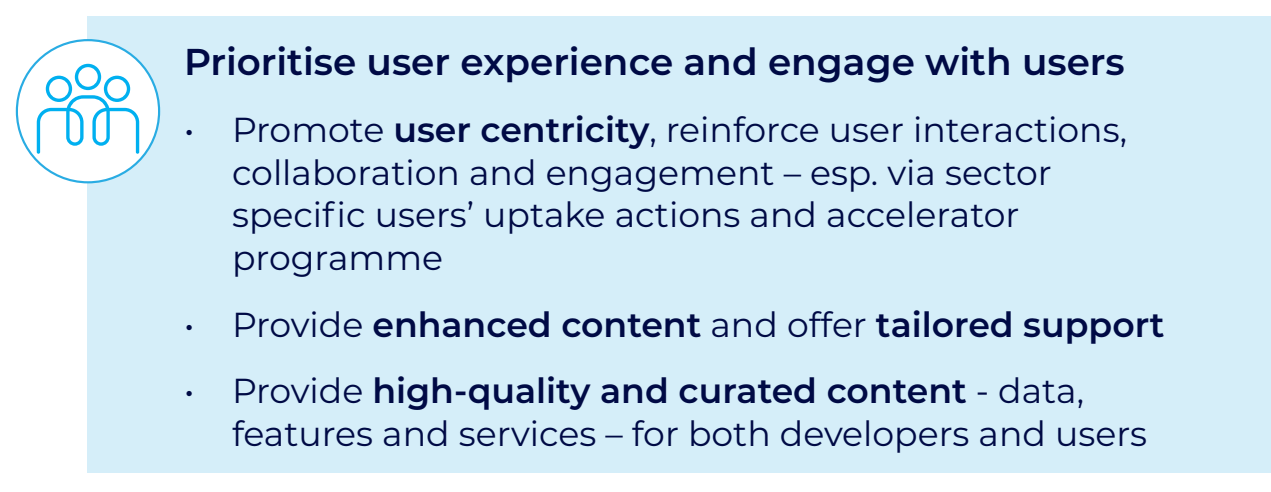
Technology benchmark



No / Low code	VaaS	DTaaS
Text-to-code	Sandbox/IDE	Collaborative tools

Is DestinE meeting user expectations and needs?

DestinE attractiveness measurement



Recommendations

Prioritise user experience and engage with users

- Promote **user centricity**, reinforce user interactions, collaboration and engagement – esp. via sector specific users' uptake actions and accelerator programme
- Provide **enhanced content** and offer **tailored support**
- Provide **high-quality and curated content** - data, features and services – for both developers and users

Leverage technology and AI with purpose

- Enable user-friendly access to **high-value data** and scalable digital twin simulations
- Explore targeted **AI services** to ease accessibility, improve user experience and automate key workflows
- Lower entry barriers with **no/low-code** tools for building and extending services

Ensure seamless interoperability

- **Harmonise documentation and protocols** to streamline integration across services
- Maintain a **unified, transparent and comprehensive directory** of data, services and APIs
- Multiply DestinE capabilities and access **by interoperating with other EU programs**

Embed digital responsibility

- Stimulate, guide and engage the ecosystem towards **responsible use of data and digital services**
- Show the path by managing effectively and transparently **digital responsibility for all users**

Drive platform long-term sustainability

- Establish **sustainable governance** to oversee the lifecycle, quality, and evolution of platform assets driven by attractiveness and stakeholders' needs
- Ensure **agility in business model** and access conditions for the ecosystem of users

Be part of this dynamic ecosystem!

Come and share your needs, as potential users or service providers, at EO Framework Booth



Details are available in the DestinE Ecosystem Attractiveness study

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Prepared by Mews Partners, in the frame of contract DESTINE CORE SERVICE PLATFORM FRAMEWORK ADVANCED APPLICATIONS AND SERVICES led by ATOS (Reference: 4000143571/24/I-NS)