



# GreenSpace Webinar Series #1: Satellite Data in Action

Tuesday 22<sup>nd</sup> October – 10am to 11:30am

MS Teams

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# Introduction

This event was the first in the [GreenSpace Webinar Series](#), and took place on **Tue Oct 22 2024** at **10:00 AM BST**, lasting 1.5 hours. This webinar series will cover a range of topics showcasing the applications of satellite data in a variety of sectors including agriculture, finance, disaster management, and climate change mitigation.

In this webinar, **Space Hub Yorkshire** provided an overview of Space Hub Yorkshire and the GreenSpace Project, followed by a showcase of three applications of satellite data from three industry experts.

## Organising Partners

This event was organised by Space Hub Yorkshire's GreenSpace Project.



Figure 1: Organising partners

# Schedule

**GreenSpace Webinar Series #1: Satellite Data in Action**  
**Tuesday 22<sup>nd</sup> October – 10:00-11:30**  
**Online**

## Agenda

Introduction to Space Hub Yorkshire and the GreenSpace Project  
*Christina Smith - Space Tech Lead*

Tracsis Geo Intelligence - Area Management System  
*Tara Sweeney - Earth Observation Specialist*

Oxbury Bank – Soil Organic Carbon Pilot Study  
*Matt Ryan - Head of Sales*

Disaster Prevention and Infrastructure Maintenance  
*Shimohara Yuichiro - Private Aerospace Consultant*

Wrap up & close

# Programme



*Figure 2: Speakers and exhibitors delivering the event*

# Audience

The event was open to all participants regardless of organisation or sector. It attracted attendees from commercial, academic, and government organisations – with the audience primarily made of the first two sectors. A total of 33 people attended the event, representing more than 25 different organisations. 6 attendees dialed in from outside the UK.

Attendees were broken down into Commercial (45%), Academia (42%), and Government (13%).

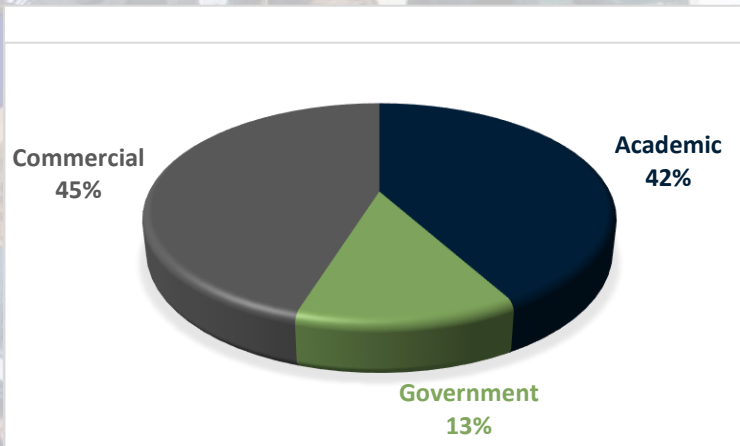


Figure 3: Event attendee make up across academia, industry, and government organisations`

# Impact

**Connected** with individuals that were **attending a space sector event for the first time.**

**33** attendees from **25** distinct organisations

**18%** of attendees attended from **outside the UK**

**45%** of attendees were from **industry**

## Feedback

It was very interesting to hear the banking sector's perspective on the value of Earth Observation and GIS.

It was very useful to hear about Oxbury Bank and their Soil Organic Carbon work.

I'm looking forward to the next one!

Figure 4: Industry attendees at the event.

# Summary

This event was the first in the [GreenSpace Webinar Series](#), and took place on **Tue Oct 22**. This webinar series will cover a range of topics showcasing the applications of satellite data in a variety of sectors including agriculture, finance, disaster management, and climate change mitigation.

In this webinar, **Space Hub Yorkshire** provided an overview of Space Hub Yorkshire and the GreenSpace Project, followed by a showcase of three applications of satellite data from three industry experts, representing Tracsis Geo Intelligence & Compass Informatics, Oxbury Bank, and an independent aerospace consultant.

**Unlocking Space for the people and businesses of Yorkshire.  
Connecting, promoting, and guiding innovation.**

- Space Hub Yorkshire

A graphic for the GreenSpace Webinar Series. It features a background of green leaves at the top. The central text reads "GREENSPACE WEBINAR SERIES" and "Webinar 1: Satellite Data in Action". The date and time are "Oct 22nd 2024" and "10:00am - 11:30am BST". Logos for "SPACE HUB YORKSHIRE", "GreenSPACE", "Oxbury The Agricultural Bank", and "TRACSYS Geo Intelligence" are present. A "REGISTER NOW" button is at the bottom center.

 *Online* 

**GREENSPACE WEBINAR SERIES**

**Webinar 1: Satellite Data in Action**

**Oct 22nd 2024**  
**10:00am - 11:30am BST**

**REGISTER NOW**





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