



UK-EONS

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Space Tech Assembly

Tuesday September 30th

13:00 – 15:00

Nexus, University of Leeds

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Introduction

This event was to discuss how can Earth Observation (EO) and SpaceTech help us overcome real-world sustainability challenges?

The even on the 30th of September in Leeds, provided a powerful day of insights, inspiration, and collaboration as we explore how EO data can unlock sustainable impact across industries, and what's holding it back.

Co-hosted by UK-EONS and West Yorkshire Combined Authority (WYCA), in collaboration with Space Hub Yorkshire, this event brings together leaders from the space sector and UK industries to examine how EO technologies are being used to monitor our planet, drive environmental decision-making, and build more sustainable systems. A key focus was on the barriers that still prevent wider EO adoption, from data accessibility and integration to sector-specific awareness and policy gaps, and how we can begin to break them down.

Through expert talks, case studies, and cross-sector networking, the event showcased how EO is being used today to monitor our planet, guide environmental decision-making, and create smarter, more resilient systems.

Organising Partners

The event was hosted by UK-EONS and West Yorkshire Combined Authority in collaboration with Space Hub Yorkshire.



**West
Yorkshire
Combined
Authority**

**Tracy
Brabin
Mayor of
West Yorkshire**

West Yorkshire Combined Authority

Figure 1: Organising partners

Schedule

**Space Tech Assembly
Tuesday 30th September – 13:00-15:00
Nexus – University of Leeds**

Agenda

13:00 - 13:15 Arrival & Networking

13:15 - 13:20 Welcome Speech from Vincent McCabe, West Yorkshire Combined Authority

13:20 - 13:35 Intro to Space Hub Yorkshire from Glenn McCauley, Space Hub Yorkshire

13:35 - 13:50 Intro to UK-EONS from Jacob Connolly, UK-EONS

13:50 - 14:05 SatSense: Application of Earth Observation, presented by Matthew Bray, SatSense

14:05 - 14:50 Panel: Barrier to Earth Observation, chaired by Paula Gill, North West Aerospace Alliance. Panellists: Emily Dowd from the University of Leeds, Prof. Kathy Whaler from the University of Edinburgh, Luca Budello from Geospatial Insights, and Phil Baldacchino-Stewart from Compass Informatics.

14:50 - 15:00 Close from Jacob Connolly and networking

Programme

Speakers from 9 organisations.

Two **academic institutes**

One **regional Space coordinator**

Two **Space businesses**

One **consortium**

The Mayoral Combined Authority



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Yorkshire
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Authority

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satsense



North West
Aerospace Alliance



GEOSPATIAL
INSIGHT



COMPASS INFORMATICS

Information and Location Insights

Figure 2: Speaker's logos

Audience

Attendees and delegates breakdown

Total Attendance	46
Total Delegates	37
Total Speakers/Chairs	9
Attendance Rate	57.5%
Total Delegates	37
Total Delegates in Private Business	23
% of Delegates in Private Business	62.16%

Figure 3: Event attendees make up

The event was a designed to advocate for the use of Earth Observation to solve Sustainability Challenges .62.16% of attendees were from private business, illustrating an interest from the private sector in addressing sustainability with space technologies.

Impact

Social media

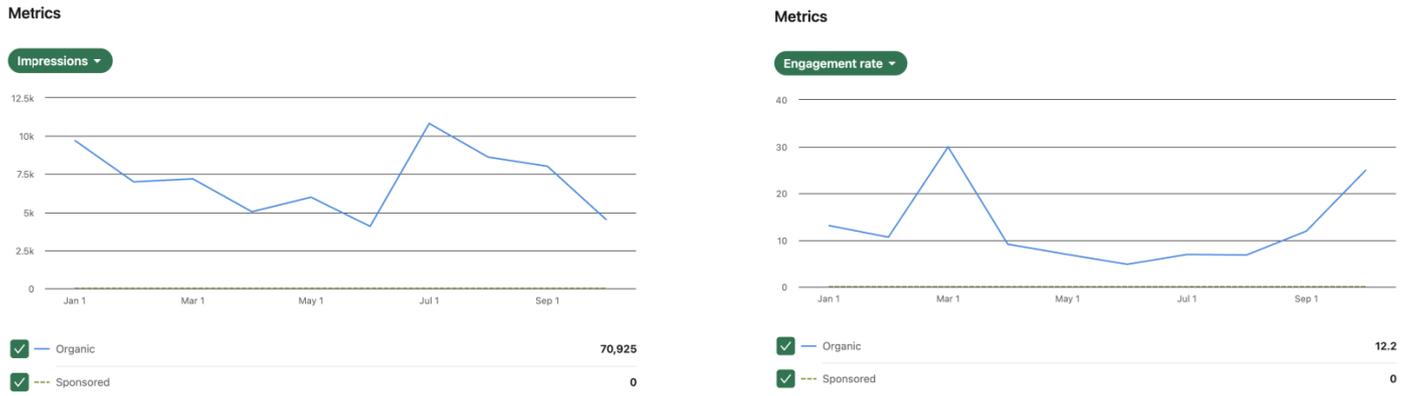


Figure 4: SHY LinkedIn Performance

SHY's LinkedIn performance saw a significant lift in both visibility and engagement. • Active months: January–March and August–September • Average impressions: 8.6K per month (vs. 4.5K in inactive months) → 90% increase • Average engagement rate: 18% during active months (vs. 7% in inactive months) → 150% boost These results highlight the clear impact of consistent content and an event-driven strategy in amplifying brand reach and audience interaction.



Figure 5: Social Media post overall performance

Top Performing Posts

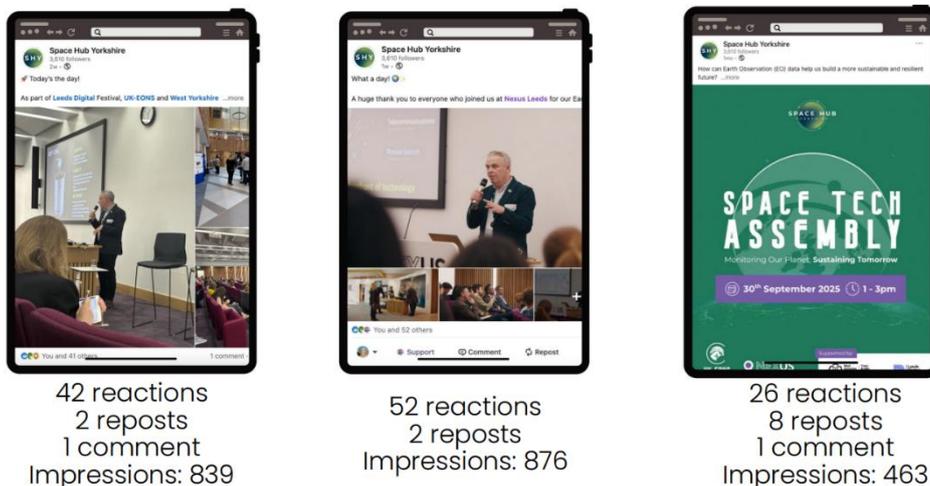


Figure 6: Top Performing Social Media Posts

Summary

The brief: **to run an event that is a reflection on how barriers to earth observation have shifted in the last 6 months since the last STA, with an overall theme of sustainability.**

The speakers all touched on barriers to EO and sustainability, bringing fresh insights that have developed since the last event. The panel also touched on the previous event and how things have changed since then for EO and sustainability.

The audience were engaged, and asked questions after the panel. There was a good mix of male and female attendees

Insights were fresh and new from the speakers, which kept the conversations flowing



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