

Dear Minister Cifarelli,  
Minister Capone,  
Dear Madam Ragozzino, Director of this beautiful Museum  
Ladies and Gentlemen,  
Dear space enthusiast!

Do you know what is great with the Space sector?

It is where.... we don't expect it!

A few years ago, Space was inaccessible to most of the people, only specialists spoke about: rockets, propulsion, materials, mathematics, orbits....

Slowly, Space evolved to cover numerous domains: internet, weather forecast, GSM, GPS ...

More recently Space contributes to the general economy: agriculture, transport, monitoring of the oceans, brings solutions for intelligent vehicles, helps for the management of big public works, for natural & industrial disasters, and so on.

And then Space becomes more social with the development, for example, of applications in healthcare like telemedicine and pollution monitoring

But who could have thought that Space Applications could serve culture: highlight, manage and safeguard historical cities. Nobody!!

Yes, Space is entering in a new area never imagined!

Our event will explain, to all of us, that space can be a lever for culture! Of course, today, we push the doors, we are only at the beginning, we are the pioneers for SPACE4CULTURE!

And as President of Eurisy, it's a great pleasure to welcome you to this conference on behalf of Eurisy's Members.

Allow me just a few words of introduction to explain why this meeting is so important for Eurisy.

We are an association whose members comprise mainly space agencies around Europe as well as some Research Institutes and other Government Offices and Departments.

Eurisy's purpose is to promote the benefits of satellite applications in sectors that may have nothing to do with space.

Our motto encapsulates what we do – “Acting collectively to bridge space and society”. Over the past decade we have worked in many different areas, including agriculture, the blue economy, the digital economy, healthcare and the Alps region, to name just a few.

Recently we have embarked on a programme called “Space for Cities”, to examine how satellite applications can benefit the majority of the world's population that lives in cities.

City authorities have special requirements for improving the lives of their citizens, for example: in mobility and environmental management, that combine satellite navigation and Earth observation from Space.

We are going to hear about some of these in this conference.

**Historical** cities, with ancient infrastructure dating back to the middle ages or earlier, have a particular challenge: adapting our

modern way of life without destroying the important cultural heritage built up over centuries.

It was with this in mind that Eurisy, encouraged by the *Italian Space Agency*, collaborates with **NEREUS**, the **Basilicata Region** and the **TERN Consortium** to bring this conference to this wonderful city of Matera – a city so steeped in heritage that it has been selected to be the European Capital of Culture in 2019.

The fact that 2018 is the European Year of Cultural Heritage also underlines how important cultural heritage is in our modern society.

We will hear talks from people responsible for managing, preserving and creating new cultural experiences in our cities. We will also hear talks from service providers who are making use of satellite data.

In Eurisy's experience, one of the major barriers to the successful uptake of new applications is the communication between the end-users and service providers. End-users, you, need to express your needs so that service providers can respond to you.

One way of breaking down the barriers is a conference such as this one. I invite you all to participate, ask questions, engage with the speakers, and make a point, during the breaks, of talking to people you have never met before.

In this way, we will go back home inspired with new ideas, how to bridge space and society to improve life in historical cities and at the same time enriching our cultural and creative experiences.

Enjoy the conference!