



Serco Europe

Leading European space service provider

55,000+ staff

Industry: Public Services, Space

ORGANIZATION DESCRIPTION

We bring together the right people, the right technology and the right partners to create innovative solutions that make positive impact and address some of the most urgent and complex challenges facing the modern world.

With a focus on serving governments globally, Serco's services span justice, migration, defence, space, customer services, health, and transport.

Our core capabilities include service design and advisory, resourcing, complex programme management, systems integration, case management, engineering, and asset & facilities management.

ORGANIZATIONAL VISION

Our culture is based on a set of four values - Trust, Care, Innovation, Pride - that shape our individual behaviours and hence the way the company behaves. They ensure we are all working from a commonly understood base that can be consistently applied across our organisation.

Our values need to be lived every day, used to help us work through any challenges we may face and help us recognise and celebrate our achievements.

In Europe, we employ 3500+ people across ten countries in the areas of Space, Defence, Immigration, and International Organisations. We combine our commercial know-how with a deep public service ethos, we advise policy makers, design innovative solutions, integrate systems and deliver front-line services to make a positive difference to customers and communities.

Serco is among the leading Space Industry and Services Companies. We have over 40 years' experience in supporting the space sector: Since the creation of the European Space Agency (ESA), our employees have been providing their technical, scientific and management skills every day to support the full range of European cornerstone space missions.

We work closely with our customers to deliver custom-made and specialised services across International Organisations, Space, Immigration and Defence. We combine global experience and local expertise, with a wide range of capability in IT services, Facility Management, Space Research and Operations.

PROBLEM STATEMENT

Description of the problem and formulation of the question

Overview

Serco is in charge of the implementation of the Destination Earth Platform (platform.destine.eu) on behalf of the **European Space Agency** (ESA). Our aim is to create an ecosystem of users and service providers working together to enable informed decision on climate by policy-making bodies (European Commission, National governments, and institutions). This unprecedented data generated by the Digital Twin of the Earth will enable to better understand the future of climate, with forecast on the future on land or sea temperature, winds, sea ice etc. ([Destination Earth digital twin](#)).

Stakeholder Groups and Roles

Service Providers: These users harness the platform's infrastructure and services to develop tools and applications, which can be used internally or commercialized for broader use.

End-Users: This group comprises individuals or organizations that use the platform's services as inputs for their work, extracting valuable insights to inform decision-making processes.

Policy-Makers: These decision-makers, including entities like the European Commission and national governments, rely on the platform's data to guide and shape climate policies.

Challenges and your Task

Given the immense scale and complexity of the data produced (in petabytes), several challenges need to be addressed to ensure the platform's success.

1. **Enhancing Interaction:** How can we foster effective interaction between diverse stakeholders—particularly policy-makers, who may not have a technical background—and the complex scientific data provided by the platform?
2. **Improving Access:** What methods can be employed to ensure all stakeholders have the appropriate level of access to the data, while also protecting sensitive information and ensuring responsible use?
3. **User Experience:** How can we ensure that the data and insights generated by the platform are translated into practical applications that serve the needs of both policy-makers and other end-users?

Develop a comprehensive concept that addresses the key challenges within the Destination Earth Platform. Your proposal can include examples of tools, governance frameworks, or other innovative ideas. It is essential that this concept prioritizes responsible data use and fosters collaboration, ensuring that the platform not only delivers valuable climate insights but also builds trust and accountability among all stakeholders involved.



JOKER QUESTION

How can we maximize the engagement of younger professionals (scientists, developers, climate advocates)?

OTHER

For example, existing guidelines, previous efforts, and strategies for responsible AI, digital ethics, or digital responsibility.

- General information
- Discover examples of DestinE data: <https://mini.dea.destine.eu/>
- Tourism Digital Twin: Monitor and anticipate the practicability of tourist activities according to environmental and weather conditions in your territory.