



Claes-Göran Borg, born 1945, is President and CEO of Swedish Space Corporation (SSC) since 2000. He joined SSC in 1974 and has held various management positions primarily within the Earth Observation field.

As such he has been on different ESA and EU boards and working groups, e.g. the working groups that assisted ESA in formulating the Living Planet programme and the Commission in initiating the GMES initiative. Between 1996 and 1999 he was Chairman of the Board of Directors of the European Association of Remote Sensing Companies.

Claes-Göran Borg, Swedish Space Corporation

"Our national strategies and objectives must be much more visionary, concrete and visible"

The launch of SMART-1 - Europe's first mission to the moon - is Graduation Day for Swedish Space Corporation (SSC) as Prime Contractor to ESA for a complex space mission. In that sense it represents the end of a long journey for SSC that started with Sweden's first satellite - Viking launched in 1986 - and continued with successively ever more complex and advanced satellites: Freja, Astrid 1 and 2, Odin. At the same time Odin and SMART-1 are "entry tickets" for SSC to participate in future international missions on prime/co-prime or subsystem level in a new evolving international situation that requires more value for money, visible and demonstrated value to the citizens and complex co-operation between all parties involved. Seen from this perspective we are just at the gateway of something new.

Odin- launched in February 2001 - is a fairly small but very advanced 3-axis stabilised satellite that is a scientific, economical, technical and operational success still perfectly working well beyond its 2 years design lifetime. The project shows SSC's capability to formulate and conduct complex international (Sweden, France, Finland and Canada participates) missions on a shoestring budget.

The objectives of the SMART-1 project- besides its basic scientific and technology development and demonstration missions - was also:

- to develop SSC as an industrial prime to ESA,
- to develop streamlined management methods for small projects.
- to try new technology development methods and make use of "consumer technology".

A lot of new achievements had to be accomplished within very tight time and money budgets. In short: more value for money. And ESA's

continued trust in SSC has currently been demonstrated by entrusting SSC to manage one of the phase A studies for the earth observation mission ACE+.

All this happens in a very difficult time period for the entire space sector. With the dramatic downturn of the commercial business for satellites and launchers, the government programmes are becoming increasingly important. However, we have big problems to motivate and convince the politicians to spend the necessary money - especially in Europe. I therefore welcome the recent EU moves to engage in space matters with Galileo, GMES and the Green and White Paper process. The years to come will be very exciting.

But to increase the government support for space we also have to "build from below". This is especially true in small space nations as our Nordic countries. We must better demonstrate all benefits of space activities to the politicians and the general public. And we must better explain what we can contribute as nations, industries and scientists in areas where we have unique competence and resources. Not just ask for more money and send them to ESA in hope for "fair return". Our national strategies and objectives must be much more visionary, concrete and visible for the politicians to adapt them as their own.

To accomplish this, I am convinced that we have to work more integrated between ministries, space agencies, application agencies, users, scientists and industry. Within and outside ESA. This is a challenge to all of us. The SSC experience from Odin, SMART-1 and other projects makes us very well prepared for this. We are eager to participate in this process whether in national, Scandinavian, multinational or ESA projects.

Claes-Göran Borg
President and CEO of Swedish Space Corporation