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THE CROSS-FERTILIZATION PROCESS TO CONNECT SPACE WITH NO-SPACE: THE  
STRATEGY AND THE EXPERIENCE OF FONDAZIONE E. AMALDI AS ITALIAN COPERNICUS  
RELAY**Abstract**

The New Space Economy, protagonist of a global commercial revolution, is creating a new frontier of business innovation through the involvement of new actors belonging to different sectors that contribute to the cross-fertilization process of terrestrial technological fields with the space ones, leading to the development of Space-Related and Space-Enabled products and services. In Italy, one of the countries that in recent years has strongly believed in the potential of Space and has invested more in it, the Fondazione E. Amaldi (FEA) works to support this kind of innovation by collaborating with regional districts, innovation centers, accelerators and incubators to create a hub that connects the space and non-space worlds. To achieve this goal, FEA, a new Italian institution aimed at empowering the New Space Economy at national and European level, contributes to the ecosystem of space applications actors working to shape a path to access the opportunities that Space offers to SMEs, startups and non-space companies. Indeed FEA, as a member of the Copernicus Relay network, coordinates and promotes activities related to the Copernicus program and the benefits and opportunities it provides to the national non-space ecosystem to meet their needs and requirements supporting their technological and commercial competitiveness. This paper aims to present the strategy and vision of FEA as Copernicus Relay, its activities and initiatives for the period 2021-2022 to support the multi-disciplinary spillover of the New Space Economy and the socio-economic development of the country: from the mapping of the most innovative trends on the market to dissemination, promotion and analysis activities to accelerate the cross-fertilization process in other sectors. In this regard, from the latest mapping, FEA has identified four traditional sectors - agrifood-tech, insur-tech, energy and transportation - in which to encourage the development of innovative space-related services and products to address needs and critical issues that cannot be solved by traditional methods and technologies. In this scenario, FEA aspires to play a key role in the value chain by operating with a strategy to increase connectivity and joint activities with other Copernicus Relays in order to facilitate interactions between space and non-space.