

The Human Space Exploration Value Proposition (07)
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SPACE SHARED VALUE PROPOSITION: SUSTAINING QUALITY OF LIFE ON EARTH

Abstract

Pushing the boundaries of knowledge is a timeless pursuit for humanity, independent of national borders. As global citizens of this planet, we share common values that define our existence as we attempt to learn and grow and progress as a society. Understanding how the exploration of the outer edges of our knowledge about the universe affects how we live our lives here on Earth is an investment in the future of our planet. It's the ultimate shared value proposition. We, in the space community, haven't made the case that sustaining the quality of human life on and off the planet is a shared value that can be brokered in terms of social capital.

The concept of shared value connects economic progress with the needs of society in order to unleash global growth. Understanding the concept of shared value leverages corporate and government resources to create economic value through social value. Both economic and social progress can be addressed as value principles, with benefits tied to program costs. By crafting the story of space as a global shared value, we can bring non-profit, business and government to the table using the same value principles, with social capital as the value proposition.

Sustainability, defined in this paper as sustaining the quality of human life, is an example of shared value that we can rally around as a social good that benefits society at large. Sustainability is an example of a shared value that offers social capital for humanity as we wrestle with dwindling, costly, and/or absence of natural resources.

Every human and robotic mission off this planet must address resource sustainability. We have NO natural resources once we leave this planet. The creation, storage, conservation and replenishing of resources is one of our challenges in exploring the unknowns of space. Humans off this planet need water, air, energy, food, health, and shelter to survive — just like those of us who are gravity-bound. The solutions we create to travel in the harsh environment of space are directly applicable to life on Earth, we just need to connect the dots.

The story of shared value and social good can't be told by one space agency or one country or one nation. It transcends individual budgets or political agendas. This paper will explore ways we can work together to craft shared value for humanity's space endeavors.