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SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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CORPORATE SOCIAL RESPONSIBILITY – AN EFFECTIVE MEANS OF SPACE OUTREACH TO  
ALL

**Abstract**

This paper demonstrates the mutually beneficial interaction between the need for space outreach and industry when pursuing corporate social responsibility (CSR) objectives. Because CSR is a required component of today's business, space outreach is a natural means for profitable organizations to gain support from mainstream society. Methodologies and models are provided to organizations seeking actors in order to improve success rates when sourcing funding and support. Meanwhile, industry (business) is shown how CSR will benefit and profit their business. The paper also briefly shows how businesses seek unique CSR initiatives as a key component of community and local engagement to remain strong, resilient to market fluctuations, breed loyalty by stakeholders and strengthen morale internally.

This presentation will show how companies large and small from around the world have participated in a number of space related outreach activities, not only to their own benefit, but also to the benefit of the communities in which they inhabit. The context will be both outreach to the general public and public awareness. These criteria of the social contract between society and commerce are essential for sustainability of the industry and will be addressed as they form an integral part of the core of social responsibility.

The need for CSR within space related companies is demonstrated in today's market-place as the space industry moves toward commercialization and away from government monopolization.