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Game changers in the space economy (3)

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WHAT NEXT? REINVENTING THE SPACE ECONOMY

Abstract

The current debating concern about the Space economy is primarily related with the return of the investment. The investments for space purposes are measured in terms of socio-economic returns, e. g. revenues, cost savings and multiplier effects from initial expenditures. In the case of the Space there is a huge motivational dimension supporting the development and the deployment of the activities. The challenges of human beings orbiting in the Outer Space, of space objects reaching deep space points – asteroids, planets, comets, Lagrange's points, etc. – and of understanding the Cosmos are tremendously satisfying peoples' wishes, such as passion for job, learning new things and empowering the knowledge of the humankind. All these dimensions are not easily turned in socio-economic impacts. Thus, these are often missed as an element of the overall assessment. This paper aims to frame a set of indicators reporting the hidden emotional dimensions behind the space challenging activities of aiming, for instance, to reach the Mars with astronauts, to build a Moon Village for living there, to land on asteroids, comets for resources exploitation and, to follow a star trip for learning more about the Cosmos. How much happy are you for making space program? That is the question of this work. The paper provides a factors' matrix for guiding the assessment of emotional dimensions and then, the recommendation of potential policy measures supporting an innovative dimension of the Space economy, driven by emotions.