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SPACE FOR ALL: HOW TO CONNECT SPACE AND SOCIETY RAISING AWARENESS ON SATELLITE APPLICATIONS FOR SOCIETAL NEEDS

Abstract

When we talk about Space, our interlocutors think about planets, stars, asteroids, astronauts and, sometimes satellites. But, only a small percentage is aware of what satellite technology can do and the relevance of satellite applications in our everyday life. From satellite communication, to navigation and to earth imagery, satellites data and technology are contributing in improving our daily life, or businesses or helping the management of our cities. Often, the end users come across an obstacle in communicating their needs to the service providers. On the other side, the service providers themselves are not fully aware how to communicate with the end users. In some cases, this lack of communication makes difficult to meet the demand of space applications from the user side with the supply from the service providers. Eurisy, an association of space agencies established thirty years ago, works to put the end users at the core of the space value chain. In this last decades, Eurisy has been attentive and responsive to the changes of the space sector trying to picture how end users are becoming familiar with space technology. In particular how the democratisation of space is turning space, especially satellite technology, into an enabler to guarantee the development of a sustainable living, accessible to everyone. Eurisy recently started a review of the case studies collected over the last ten years thanks to direct testimonials, event and conferences, publications and surveys. The user-centred approach adopted is innovative in the space sector and over the years proved to be effective in connecting users and service providers in different contexts. The paper aims at: 1- Identifying challenges and barriers that characterise the relations between service and/or information providers and end users. 2- Analysing the changes occurred in the relations between end users and service providers from 2007 to date in Europe. 3- Presenting the reasons that motivates the use of satellite data and technologies and which of these is the most used. 4- Presenting Eurisy's approach as an applicable model outside the European borders and the benefits deriving from connecting space and society. Furthermore, the paper will briefly present the ongoing activities as examples of the work put in place by the organisation and how the user-centred approach is applied.