

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

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MOTIVATIONS AND BARRIERS FOR PUBLIC ENGAGEMENT IN PRIVATE SPACE COMPANIES:
THE CASE OF THE NETHERLANDS**Abstract**

The space industry is transforming into an enterprise that is no longer dependent on (inter)governmental organisations to drive innovation. Over the last decade, private companies have been taking the spotlight, and pushing humanity into a new era of space exploration and exploitation (Handberg, 1995). With the meteoric rise of companies such as SpaceX, Rocket Lab, and Blue Origin, along with a host of start-ups, the space industry generated nearly 415 billion in revenue in 2018 with 79% of the space industry in the Netherlands is reflected in related markets (M.C.G. Keijzer, 2019). The availability of Earth Observation data has seen a generation of downstream data. tech Small-Medium Enterprises (SMEs) either in the downstream, often artificial intelligence-based, services previously based start-ups and SMEs is sparse, if not, completely non-existent. However, science communication researchers have made based companies, otherwise known as science marketing (Rajamäki-Partanen, 2014). As of now, there has been no investigation

In this paper we will present the first results of the 2021 study about the motivations and barriers for public engagement done private space companies in the Netherlands.