

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

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## SPACE STORYTELLING - CHANGING THE NARRATIVE.

**Abstract**

Why are we spending so much money on Space Exploration when we have enough problems on Earth? This is one of the FAQs to someone from the space industry. And the cause for it is the knowledge gap between the public and the scientists put the space industry in distrust. For this reason, I want to call attention to the crucial importance of effective space communication - Storytelling. Since the launch of Sputnik in 1957, space has become a vital part of the global economy and the daily life of humans. We have been using space for earth observation, navigation, early warning, piloting of aircraft, financial transactions, and communications. However, the world's growing economic dependence on space technology, the substantial use of so-called dual-use satellites and the rising possibility of developing and deploying space-based weapons in outer space, increased distrust of the space industry. This paper will provide communication strategy on bridging the gap between the scientific community and the general public. Moreover, this study will highlight the essential marketing and communication tools on how to grow space awareness in daily life by creating and extending relationships with the public, engaging people's emotions, and building social proof. Within the framework of this project, extensive literature research and expert interviews were conducted to define the challenges and the hurdles that we face in enhancing space trust. Based on the study results achieved, the paper aims to provide recommendations on social behavior for better public awareness and education to promote a secure and confident space environment.