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## THE CREATION OF A SPACE AGENCY'S STRATEGIC PLAN, A CASE STUDY ON BRAZIL

**Abstract**

While the space sector is intrinsically technologically complex and expensive, space has been achieving visibility and recognition in recent years, considering the tendencies of New Space. In this regard, space agencies suffer from the burden of governmental bureaucracy in the midst of novel practices. Strategic planning presents itself as the tool with which an organization may acknowledge its strengths, weaknesses, opportunities and threats, whilst understanding its organizational identity in order to set up objectives that will allow it to accomplish its mission. The Brazilian Space Agency (AEB), the institution responsible for coordinating the space sector in Brazil, did not possess a document titled "Strategic Plan", and thus presents an opportunity to be observed in detail during its creation process. Therefore, this paper gathers the literature behind strategic identity, organizational culture and strategic planning while exploring the tools used during the process undertaken in AEB and seeking to answer what are the specific characteristics that come into play for space agencies and how a strategic plan can help in an organization's knowledge management.