

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Interactive Presentations - IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (IPB)

Author: Ms. Katsiaryna Rutkouskaya
Stichting dotSPACE, The Netherlands, kacia.rutkouskaja@groundstation.space

Ms. Tessa Buckley
Stichting dotSPACE, The Netherlands, tessa.buckley@groundstation.space

Ms. Joris Krüse
Stichting dotSPACE, The Netherlands, joris.kruse@groundstation.space

FROM SPACE TO EARTH: BRIDGING THE SPACE-NON-SPACE DIVIDE THROUGH RAISING
AWARENESS AND ESTABLISHING MUTUAL UNDERSTANDING

Abstract

The outcomes of the booming new space industry, and in particular space data technologies, have led to a growing interest in their potential applications outside the space industry. However, the introduction of these technologies into non-space industries has been relatively slow. It's indicating the need to bridge the gap between space and non-space organisations. This paper aims to explore ways to increase awareness and understanding of the applications of space data technologies in non-space industries, as well as opportunities for space companies in new sectors, to promote their integration for economic development.

The paper analyzes the current landscape of space data technologies and their potential for non-space industries, while also addressing the challenges and barriers faced by non-space organizations, including a lack of awareness, experience, and infrastructure. The paper proposes various solutions to overcome these challenges, such as:

- Using internet marketing tools to raise awareness
- Creation of additional opportunities for cooperation and knowledge exchange between space and non-space organizations
- Conduct market analysis and technology brokering to identify potential applications of space data technologies in non-space industries and promote partnerships between space and non-space organizations

The paper concludes that joint efforts and investments from both space and non-space organizations will be required to build mutual understanding and promote greater integration of spatial data technologies into non-space industries. However, the potential benefits of this integration, such as increased efficiency, productivity, and innovation, are significant and could contribute to economic development and the takeover of both space and non-space industries.