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ENGAGEMENT AND COMMUNICATION OF THE SPACE SUSTAINABILITY RATING

Abstract

This paper will analyze and discuss potential engagement and communication routes for the Space Sustainability Rating (SSR) to the public. It will also discuss the impact of public awareness on the activities of space actors, particularly private space firms. The analysis will be based on analog performance labels, such as the Morningstar's Sustainability Rating and the Department of Energy's Energy Star Rating, and their historical effectiveness. Programs such as these have had varying effect on public opinion and corporate behavior, and there are lessons learned for the development and implementation of future sustainability performance measures like the SSR. This paper will also examine these lessons through the lens of current and future sectors of the space industry, with additional consideration for the unique factors of space missions that may not be previously applicable to terrestrial performance programs, such as lower levels of public awareness of current space missions, space operations, and space sustainability threats. Lastly, this paper will discuss the government's regulatory role in sustainability rating implementation and provide policy recommendations for potential SSR adoption.