

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Calling Planet Earth: Large Engagement and Communications Initiatives (6)

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FROM DEPRESSION TO ACTION: NON-TRADITIONAL STORYTELLING TOOLS FOR SPACE
COMMUNICATION AND OUTREACH IN THE REALM OF SPACE TRAFFIC MANAGEMENT

Abstract

Space Debris is one of the biggest threats in the realm of space exploration and sustainability. It is a topic that cannot be ignored, however, talking about space junk and the possible scenario of the Kessler syndrome is an absolute conversation killer, may it be at a party or in conversation with stakeholders or the general public. So, how to deal with that issue and still create awareness for a wider audience without being a doomster?

The technical presentation presented by Software Developer Impressive Company and the Space Communications Agency Perihelion delves into the innovative approach of using non-traditional storytelling methods and public communications strategies to tackle the difficult topic of the sustainable use and exploration of outer space. The core focus lies in space traffic report generation through software development by the Impressive Company and Space Analyses GmbH, which is providing daily reports to space regulators worldwide. Part of the software is a dashboard, providing annotated charts, context and explanations of space traffic events, such as near collisions, which serve as a fact and data sheet as well as a storytelling basis. This allows us to market the solutions effectively, using a diverse range of narrative techniques to reach various audiences.

To engage with satellite operators, politicians and scientists, Impressive Company developed virtual reality (VR) games in form of an interactive Hyperglobe, to be used at space industry events. This method was proven to be incredibly successful in conveying complex information in a comprehensible manner, fostering informed decision-making. In short: Storytelling, gamification and immersive data visualisation lead to awareness and emotional bonding, making the Hyperglobe a perfect kick off point to employ it to various innovative outreach efforts for the general public.

Together with Perihelion, Impressive Company is now developing Museum Installations, a traveling exhibition in a shipping container as well as several workshop and outreach programmes, answering the ever important question: How can we bring awareness about the impact of missing space traffic regulations to the masses, specifically to the ones where it matters the most - the children and future leaders, who will develop the technology to clean up space.

The presentation demonstrates the power of innovative storytelling and visualisation in the context of space traffic management, showing that sometimes it needs art to create empowered people who change the world.