

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
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MAPPING AND ANALYSIS OF THE ITALIAN INDUSTRIAL AND OUTREACH SPACE
ECOSYSTEM, WITH A STUDY OF THEIR SOCIAL IMPACTS.

Abstract

Science and technology increasingly play a central role in society every day. Communicating these activities to the public becomes crucial, resulting in spreading interest in STEM-related career projects. Within this context, the space sector arises as a fertile ground for technological advancements and a model for addressing significant social challenges. This research, conducted by the innovative startup Astrospace Srl, a leader in the space information sector in Italy, aims to investigate three key areas: the level of interest and education in space among Italians, the proportion of Italians employed in the sector, and the impact of science and technology outreach on space dynamics. The study begins with a detailed mapping of space outreach entities in Italy, including local groups of astrophiles and astrophotographers, enthusiast associations, thematic groups, and university teams and projects. It also covers Italian companies active in the space sector, distinguishing them by their field of application. Following this process, we created a thematic database categorized by business type, size, and location. We collected information, opinions, and conducted surveys involving entities, companies, and individuals within the database. The analysis of this data will provide a detailed overview of the effectiveness of outreach activities and the state of the Italian space sector. Furthermore, the project seeks to develop a reproducible model for this research in other national and international contexts, marking a significant step towards a deeper understanding of the interaction between the public and the space sector. Through this work, Astrospace aims not only to identify pathways towards increased participation in space but also to positively influence future space outreach and education policies on an international level.

Space Sector, Outreach, Space Communication, Space Economy, Space Journalism, Space Industry, Science Communication