

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Culture: New Processes of Public Engagement in Space through Culture and Art (9)

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CREATIVE IMPACT IN THE SPACE INDUSTRY. HARNESSING CREATIVITY AND CULTURE TO
ENHANCE THE IMPACT OF SPACE POLICY IN EUROPE AND BEYOND.

Abstract

European space policy is a jigsaw of many parts and players with differing roles and objectives. This makes developing a unified policy for Europe a complex task as each state has to balance their sovereign interest with the benefits that can be gained only by working together. Director of the European Space Policy Institute (ESPI), Hermann Ludwig Moeller, has stated that the big challenge for any policy advisory organisations is firstly ensuring that the output is received by the relevant persons and entities who have change making power. Secondly, ensuring that they really take on board the information, thus engaging a sense of urgency and responsibility to implement necessary actions to achieve Europe's shared long term goals.

With this challenge in mind we initiated a Creative Impact role at ESPI with the aim to enhance the strategic impact of their space policy work. Creative Impact involves harnessing arts and creativity to enhance the impact of an organisation's goals, mission or infinite cause. It borrows methodologies from the creative industries, particularly from Public Art, Applied Arts, Experience Design, Public Relations (PR) and Experiential Marketing. Outside of selling products this is about shaping the journey of the person's behaviour or thinking. The role, although having elements that overlap with education, outreach and engagement, is specifically concerned with influence. It touches on all elements of ESPI's mission, activities and scope of work with the goal of reaching a range of stakeholders, particularly space policy makers, with clearly defined messages in memorable ways.

The space industry is completely unfamiliar with employing these methodologies which have been in use for decades in other industries. Implementing this approach in the space industry was completely unique and provided many learnings. This paper presents an introduction to the meaning and origin of the Creative Impact role. It shares an overview of Creative Impact strategy and workflow used for ESPI. Example projects are presented including designs for the new ESPI premises in Vienna and activities for the ESPI 20th Anniversary Celebration. The development of a prestigious Artist in Residency program in collaboration with Ars Electronica S+T+ARTS programme as part of the European Commission on Innovation for triple transformation (Digital, Social and Green Transition supported by Human Centred and Sustainable technology) is also shared. Finally this paper discusses the results of the projects so far and the potential impact of this approach for the wider space industry.