



**THE SIGNIFICANCE OF
SCIENCE COMMUNICATION
IN THE REALM OF SPACE
DATA AND TECHNOLOGY**

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What does the broader public really know about space?

**”Nothing in Science
has any value to
society if it’s not
communicated.”**



- Anne Roe

How to create the perfect storm

**How communication
during the Covid-19
pandemic went wrong**



- Lack of transparency
- Inconsistent messaging
- Complicated language and terminology
- Underestimating general mistrust of expert opinion and mainstream media
- Underestimating digital communication in the post-truth era

The consequences of poor communication isn't just that people fail to appreciate the benefits, but that it leaves room for negative narratives to breed.





The Billionaire's Space Race

or

How *not* to do PR for Space

The billionaire space race has not only sparked debates about elitism but has also underscored the imperative for clear, inclusive communication to highlight the benefits of space for all humankind.

**We need to change
the narrative!**

Going into space doesn't
mean throwing money into
space.

Public Outreach and Communication:

An imperative for positive policy outcomes

Political will, or the determination of policymakers to support space exploration, is closely linked to public sentiment.

If the public is on board, politicians are more likely to advocate for increased funding.





**“A European astronaut,
in a European capsule,
on a European rocket.”**

As 2/3 of the ESA funding comes from its member states, a positive public opinion and support for space missions in these states is crucial.



Christmas – powered by space?

Just imagine:

What would be, if everyone would be aware, that even their holidays are powered by space? If everyone would just see, that space, is in fact, on Earth?



Space Communication is on ALL of us!

We need to break the bubbles
we are all in.

And we need to do it in a language,
that everyone understands.

Thank you!

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