



# Nobody Cares About Your Satellite

Our struggle for a better Space communication

Dr. Emma Gatti - Editor in Chief SpaceWatch.Global

# Does Space have a communication problem?

MONEY TECHNOLOGY

## It's the dawn of a new space age — at least for billionaires

Space is having a moment, but regular Americans don't seem that interested.

SCIENCE • SPACE

### Billionaires Are Racing to Space—and the Climate is Paying the Price



## Billionaires in space: The launch of a dream or just out-of-this-world ego?



By Roxanne Roberts

July 18, 2021 at 6:00 a.m. EDT





Politics

## Jeff Bezos Is Going to Space As Climate Change Threatens Life on Earth

# Why it's a problem?

## 1. Public Perception

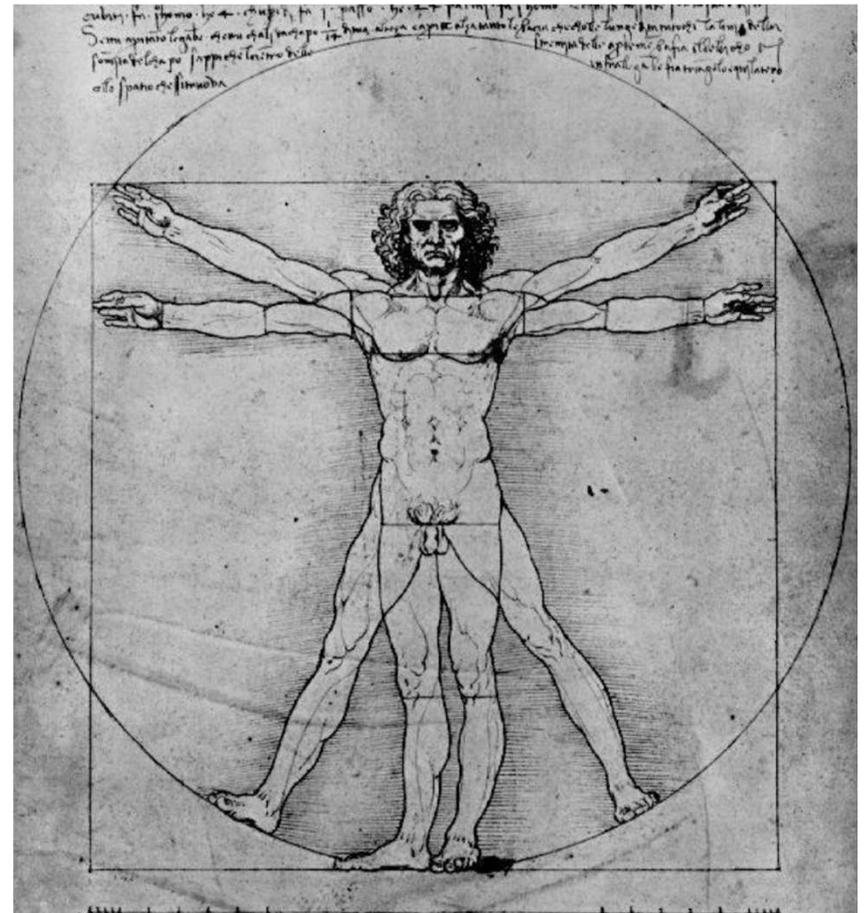
Public funding goes through public perception - if we are seen as a wasteful resource, we will be treated as such.



# Why is it a problem?

2. We Should Present ourself as cultural enterprise and not only as tool makers

We have knowledge and we should communicate it not only for pursuit of power, but because we have the responsibility to transfer our knowledge to enrich society



# Why are we not good at communicating what we do?

## CASE 1: Government / Institutional bodies

- Standard formula:

*Tech + Stakeholders + Acronyms + Applications  
= Communication*



## Role of EO in Understanding Climate Change

Satellites have a unique vantage point for capturing change across the Earth system

ETL Eutelsat Communications SA

Successful Entry Into Service of EUTELSAT HOTBIRD 13F and HOTBIRD 13G Satellites

PARIS--(BUSINESS WIRE)--

Regulatory News:

Press release

## Water pollution, carbon emissions and biodiversity threats set to be tackled by satellite data services

**ASGARD:** The ultimate response to maritime spoofing attacks

Published: 29 September 2023



#EUSpace 





Humans + Money + Climatic Drama

## ASGARD: The ultimate response to maritime spoofing attacks

Published: 29 September 2023



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Satellites + Acronyms + Maritime Spoofing

Is this populist?

# The Oprah Approach



# Why are we not good at communicating what we do?

## CASE 2: PRIVATE SECTOR

- Standard formula:

*Buzzwords + Jargon + Ads += Communication*

When crises occur, [REDACTED] is committed to supporting the humanitarian community by providing critical and actionable information to assist response efforts and fulfill our purpose For A Better World. As part of our

“We are committed to delivering state-of-the-art technology solutions

[REDACTED] a leading pureplay commercial space company

[REDACTED] is the world leader in detecting and measuring ;

[REDACTED] COLLABORATE ON DISRUPTIVE SMALLSAT

seamlessly offer a blended multi-orbit solution fits the disruptive nature of the [REDACTED]

looking forward to testing this disruptive approach.”

# The Same Trap

**Tech-Centered Fact  
Dumping**



**Meaningful but not  
interesting**



**Meaningless jargon and  
buzz words**

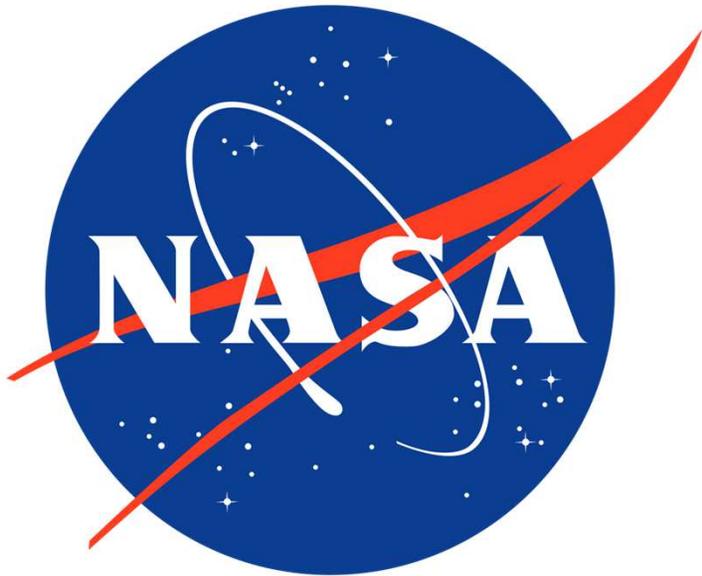


**Interesting but not  
meaningful**

# Who is your Target?



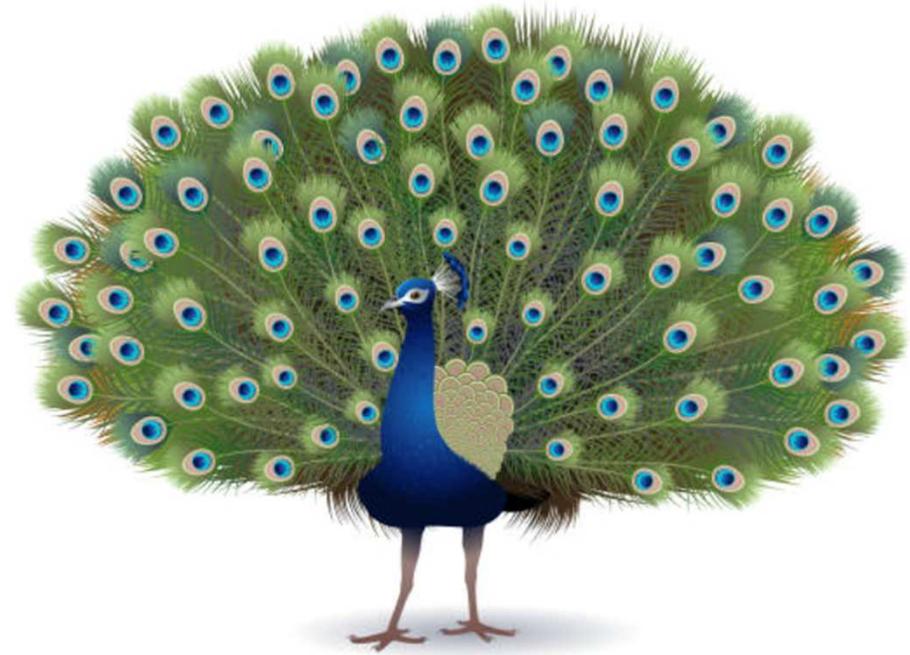
# Who is your Target?



# The Peacock Effect

A cultural and gendered issue that values reflection rather than confrontation, and personal worth rather than shared interests.

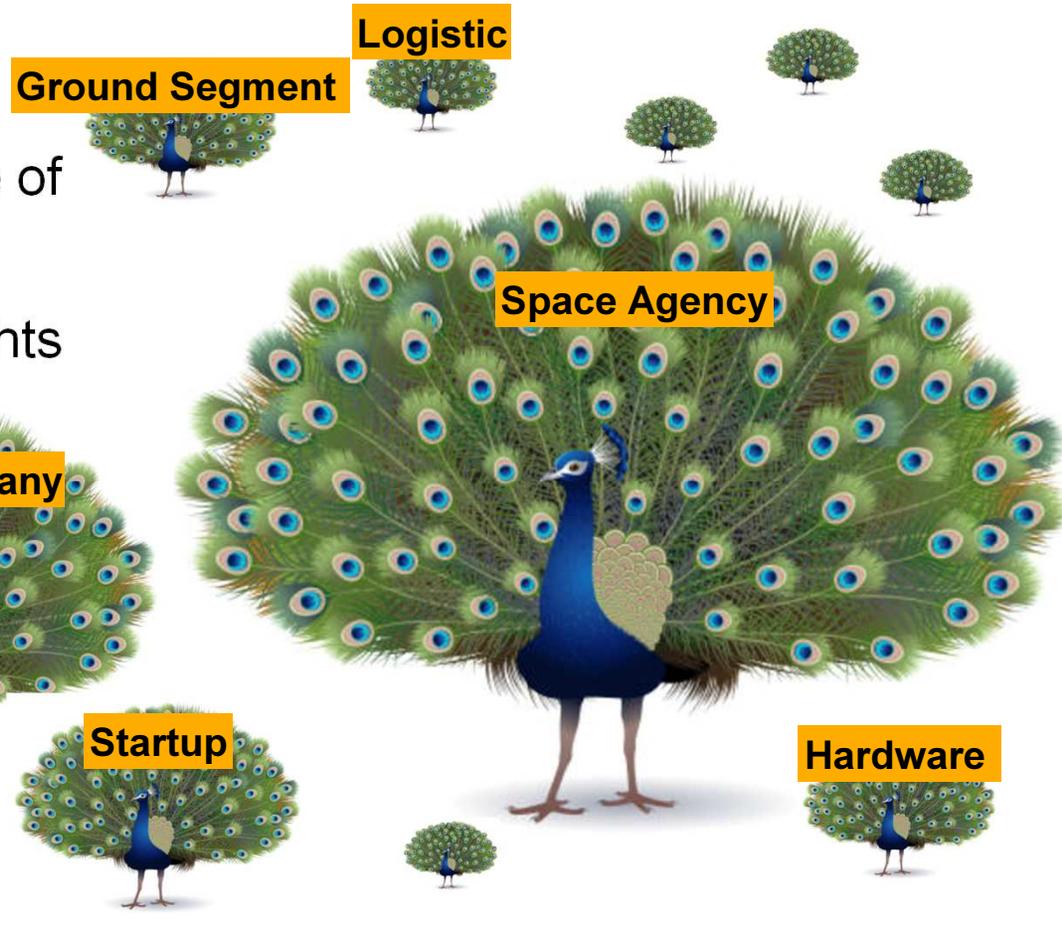
- Science and Tech value their self-worth on the opinion of their peers
- Closed club more interested in impressing his own members, rather than impressing the outside world



# The Peacock Effect

Gender issue related to the predominance of a masculine-based language.

-Personal worth + Power rather than Insights and Engagement



# What can we do?

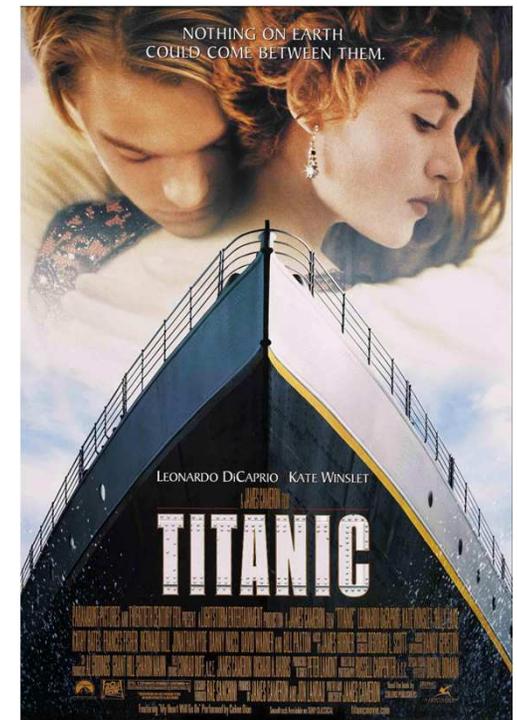
- Create Human-centered storytelling that move from abstract concepts to tangible experiences
- Focus on Insights and Knowledge, rather than Information or buzz words

**In a fast pacing, fast consuming world, what matters the most it what takes decades to be cultivated.**

# What can we do?

- Create Human-centered storytelling that move from abstract concepts to tangible experiences
- Focus on Insights and Knowledge, rather than Information or buzz words
- Bring in young people that can help us in mastering digital communication
- Contaminate with other experts from other field (art, music, literature)

Let's play a game

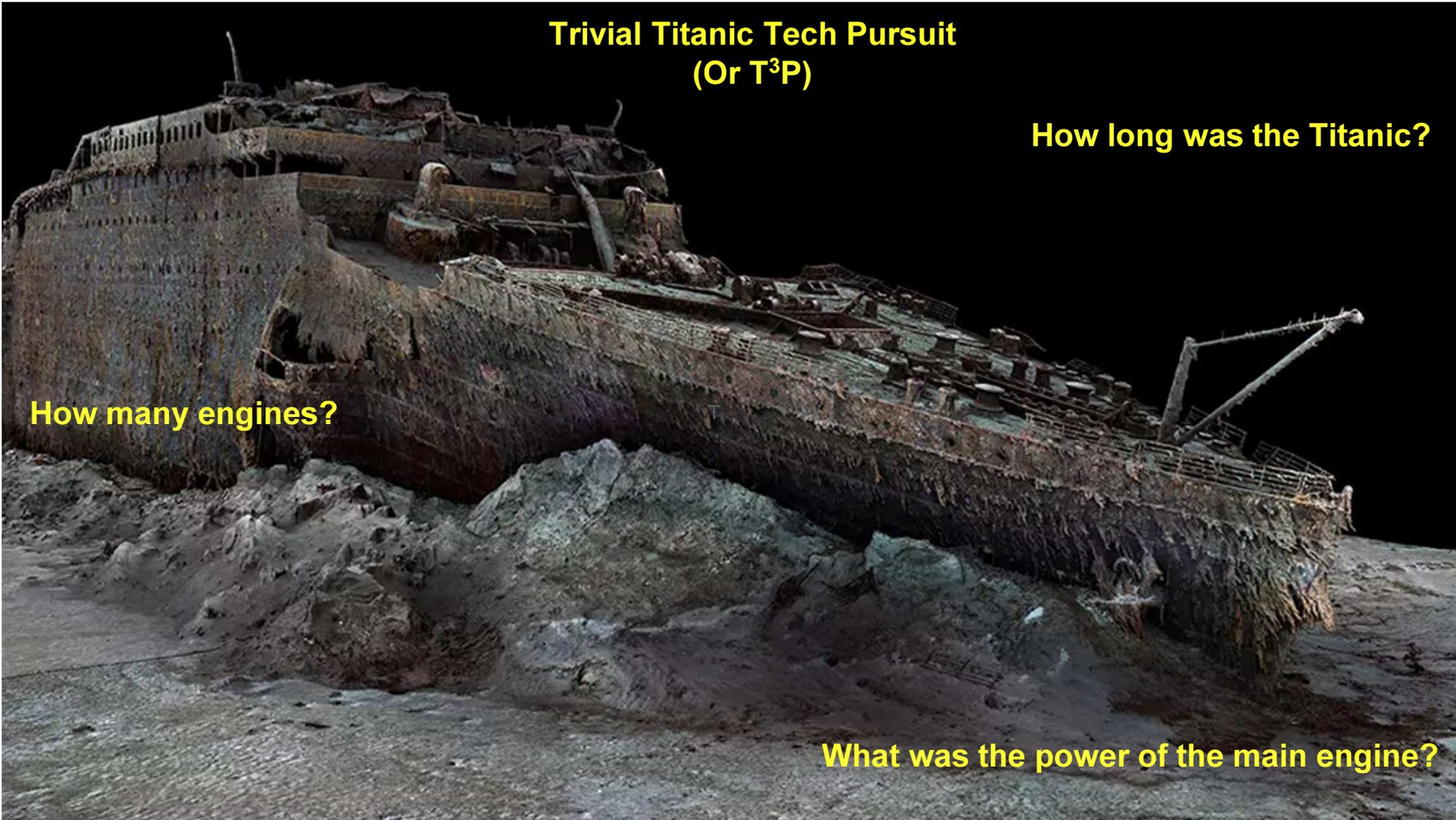


**Trivial Titanic Tech Pursuit  
(Or T<sup>3</sup>P)**

**How long was the Titanic?**

**How many engines?**

**What was the power of the main engine?**





**What we we want is the love story that's carried along by the technology.**

**What we don't want is the technical drawing of the Titanic!**



# The Magic Formula

You want human-centered stories where **science is the supporting actor** that helps to reveal a previously unknown knowledge.

Human Centered Stories +

Great Visuals +

Day to Day Connections +

Scientific Insights

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**Great Communication**



# Thank You For Your Attention