





1

### Space activities and sustainability

Victor DOS SANTOS PAULINO (PhD, HDR) TBS Education Co-director of the SIRIUS Chair France

Online\_Atelier Espace, EM Normandie, 4 juillet 2022, Paris

#### Victor DOS SANTOS PAULINO (Bio)

- Professor at TBS Education
  - Strategic management
  - Innovation management
  - Space industry
- Co-director of the SIRIUS Chair (since 2013)
  - Research in management science applied to the space sector
  - Sponsors: AIRBUS Defense and Space, Thales Alenia Space, CNES







### **Cold War and Space race**





- Cold War and Space Race ensured the sustainability of space activities fueled by military, prestige and science/technology motives
- Economic and ecological motives are more alibies than real objectives
  - e.g., US Landsat program, economic spillovers
- Sustainability of space activities builds on 3 rationalities complementing each other
  - Military
  - Prestige
  - Science/Technology

End of Cold War





- Endangered the sustainability of space activities
  - No longer sufficiently fueled by military, prestige and science/technology motivations
- Space organizations had to reconsider their sources of sustainability and their rationality to prevent the marginalization/collapse of space activities

## End of Cold War (2)





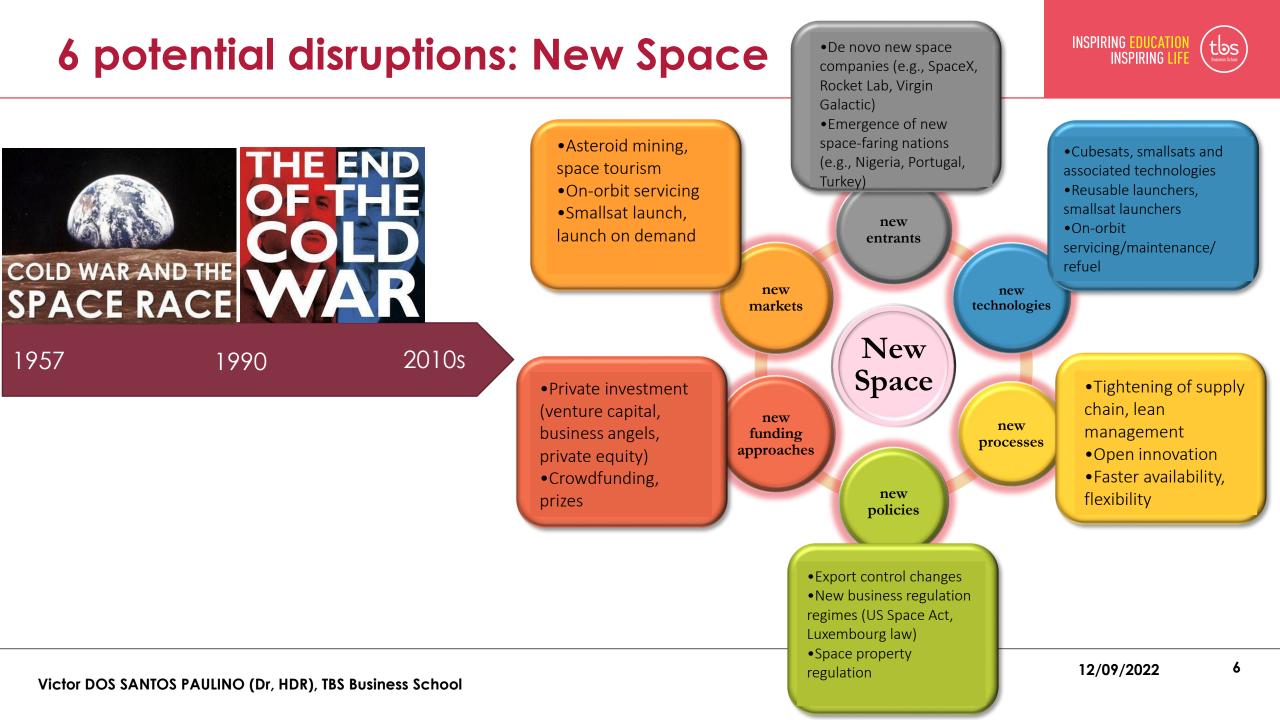
- Economic sustainability raised in space activities (including macroeconomic benefits and profits)
  - e.g., Telecommunication satellites
- 3+1 rationalities support the sustainability of space activities:
  - Military, prestige, science/technology, <u>economic</u>
- Ecological sustainability remains marginal and is • included in science/technology
  - Space technologies (including Earth observations satellites) are technological solutions useful to better understand whether forecast, climate change, natural resources management, oceanography, etc.
  - Space activities contributed to the rise of ecological sustainability motive among civil society
  - Space activities are assumed as "clean"

1990

COLD WAR AND THE

SPACE RAG

1957



#### Implications on sustainability



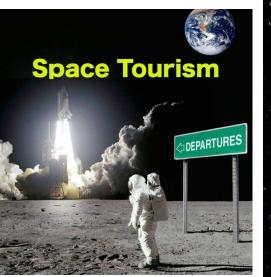
- New Space supports the sustainability of space activities
  - 4 balanced rationalities: military, prestige, science/technology, economic

FAKE IT TILL YOU MXKE IT!

- However, New Space trend remains made up of potential disruptions
  - Many seem viable, but not all of them are

# New Space implications on ecological sustainability

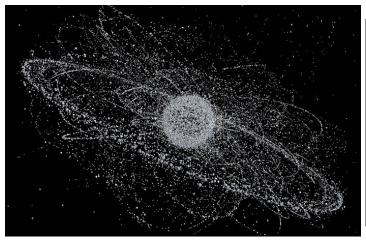






- Space activities generate a growing pollution
  - Space debris
- Availability of space environment is at stake
  - Collisions
- Rise of ecological motivation and in space activities
  - Space traffic management

 Increase of space launches, constellations of satellites, space tourism, etc.





#### Conclusion



- Sustainability in space activities ⇔ 5 Rationalities ⇔
- 5 motivations
  - Military
  - Prestige
  - Science/technology
  - Economic
  - Ecological
- Sustainability is a dynamic concept
  - Number of dimensions
  - Weight of dimensions
- Space organizations need to broaden their definition of sustainability to integrate the rapid rising ecological sustainability





# Thank you

Victor DOS SANTOS PAULINO v.dossantospaulino@tbs-education.fr



#### **INSPIRING EDUCATION INSPIRING LIFE**

TOULOUSE • PARIS • BARCELONA • CASABLANCA • LONDON

