

living planet symposium

BONN
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TAKING THE PULSE
OF OUR PLANET FROM SPACE



STAKEHOLDERS ENGAGEMENT AS A TOOL TO FOSTER CAPACITY BUILDING IN THE NEW SPACE ECONOMY



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New stakeholders

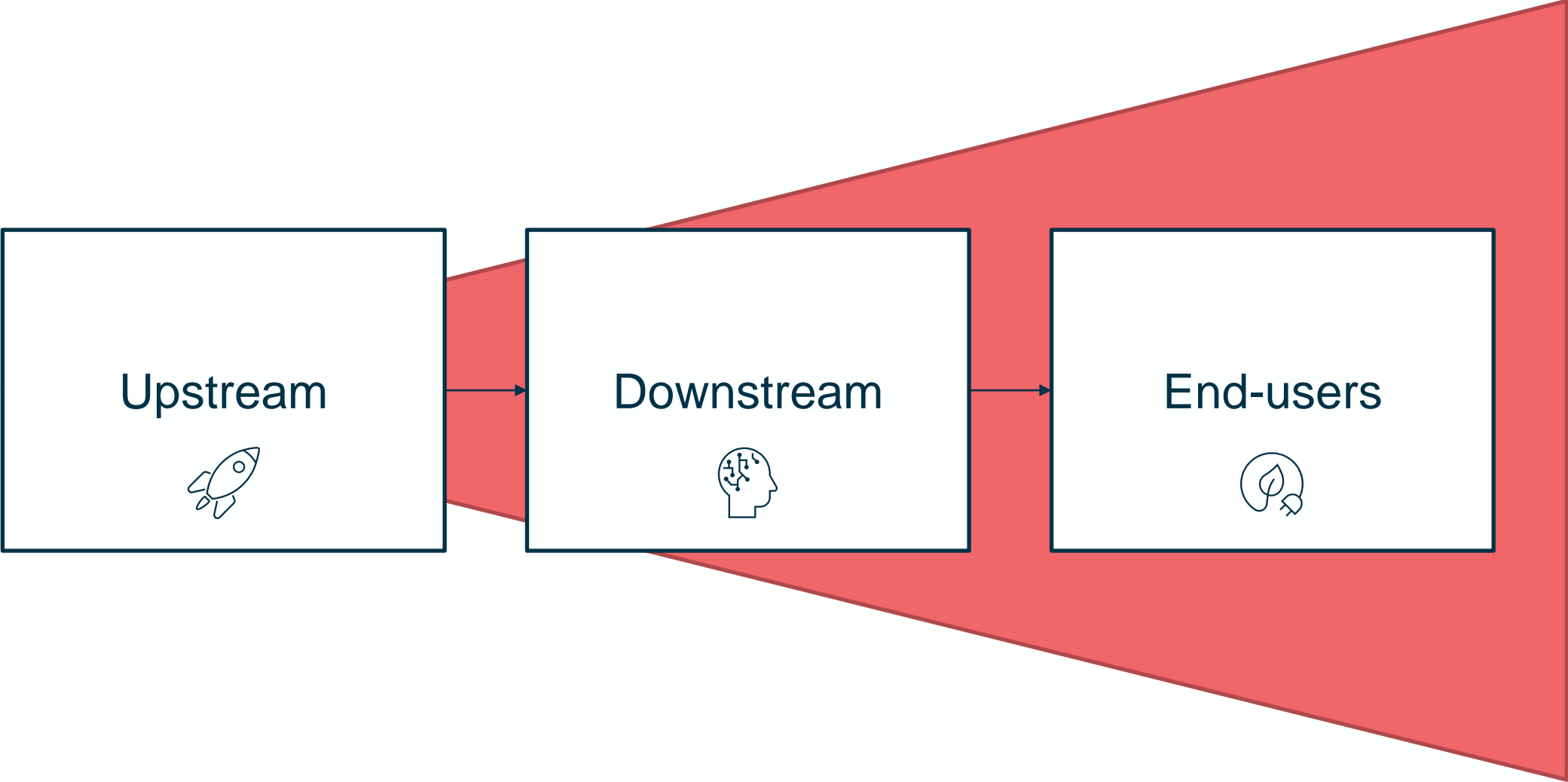


... to engage

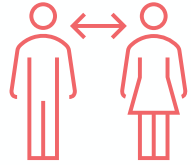
ALESSANDRO PARAVANO



NewSpace ecosystem



Main open issues in this emerging context



Lack of awareness between upstream and end-users stakeholders and the missed opportunities for exchange value



The need to handle complexity and uncertainty



Value-slippage for the traditional space sector (e.g., Upstream stakeholders losing potential revenues)

WHY and HOW (which practices)
do stakeholders engage
in the XXI century?

WHICH capacities do organizations
have to build in the XXI century?

Stakeholders engagement (SE) framework that helps

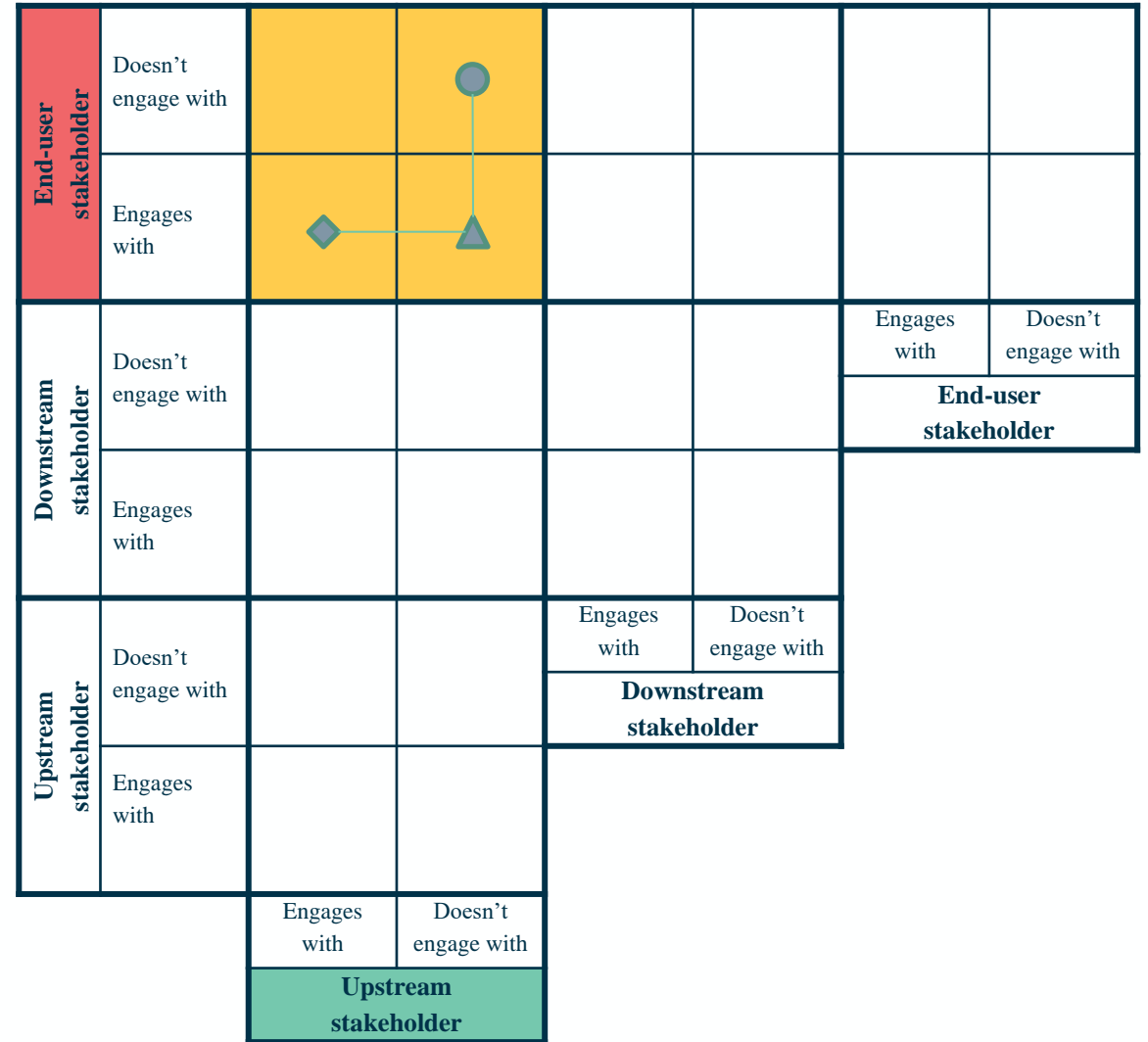
- Upstream
- Downstream
- End-users

stakeholders to adopt strategies to engage

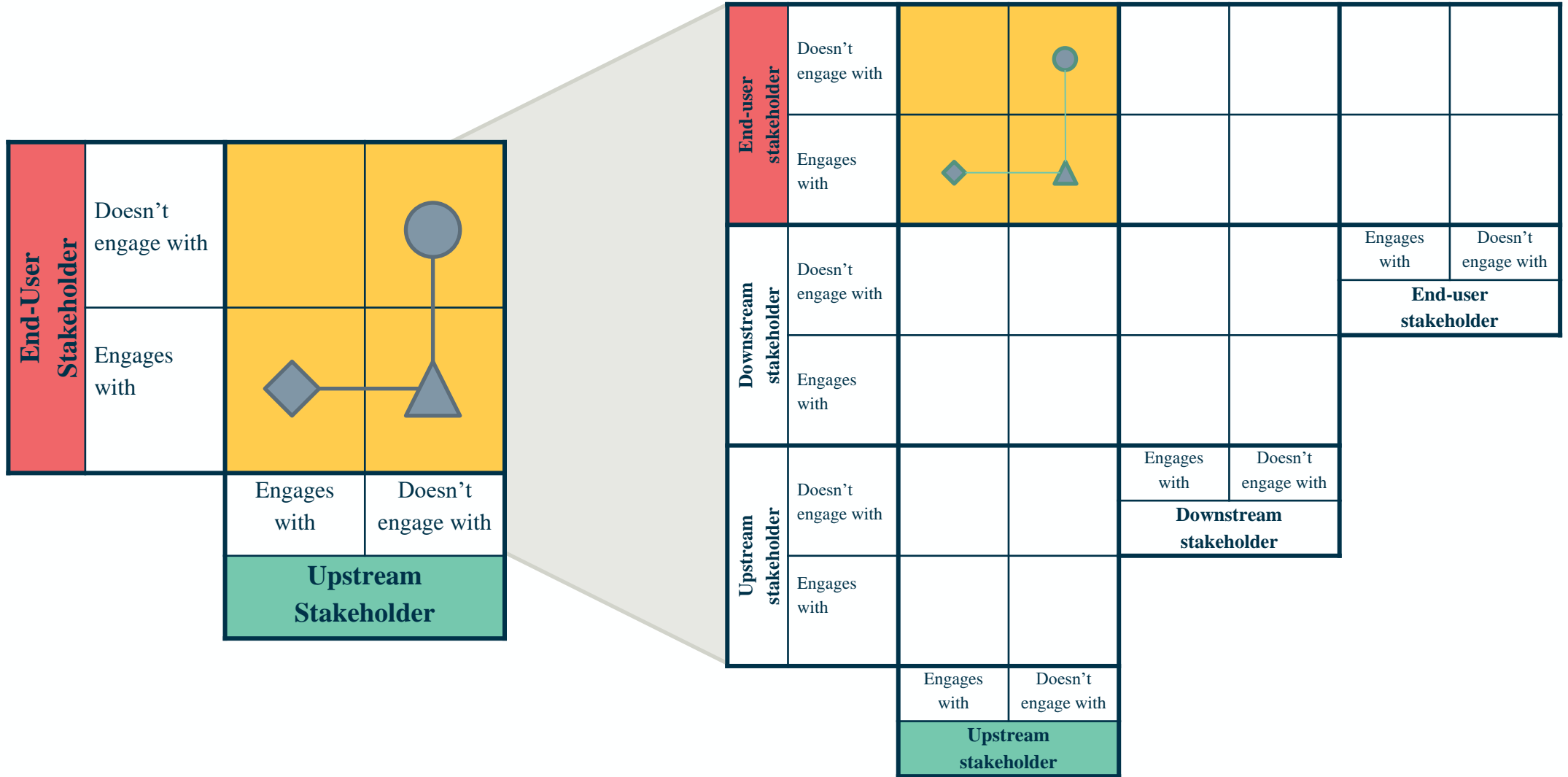
Sensemaking and easy tool

- to identify the stakeholders
- to choose the most suitable engagement approach according to the situation

How does the SE Framework work?



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End-User Stakeholder	Doesn't engage with		
	Engages with		
		Engages with	Doesn't engage with
	Upstream Stakeholder		

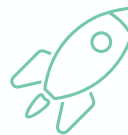


Stakeholder A

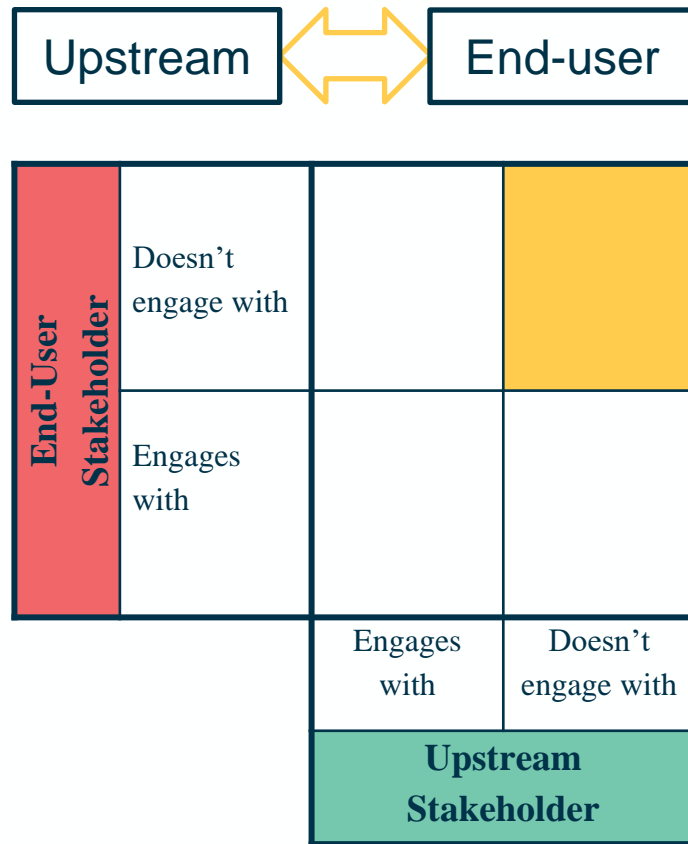
- End-user
- Big private company
- Energy sector.
- Interested in exploring the adoption of remote sensing satellite technologies to monitor the water leaks of their aqueducts.

Stakeholder B

- Upstream
- Big private company
- Manufacturer
- The company has to understand what are the needs of the end-users to build a new satellite infrastructure

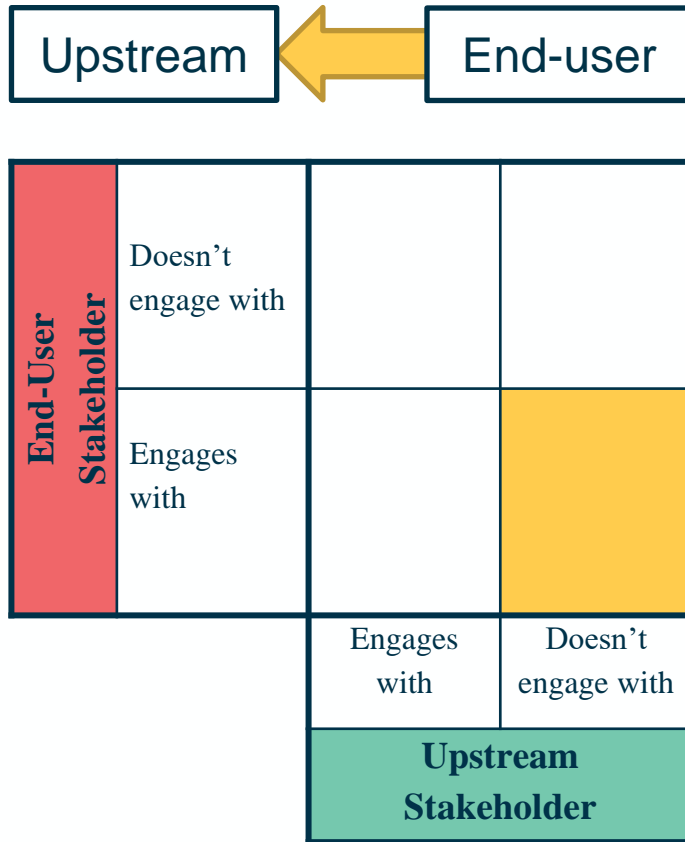


How does the SE Framework work?



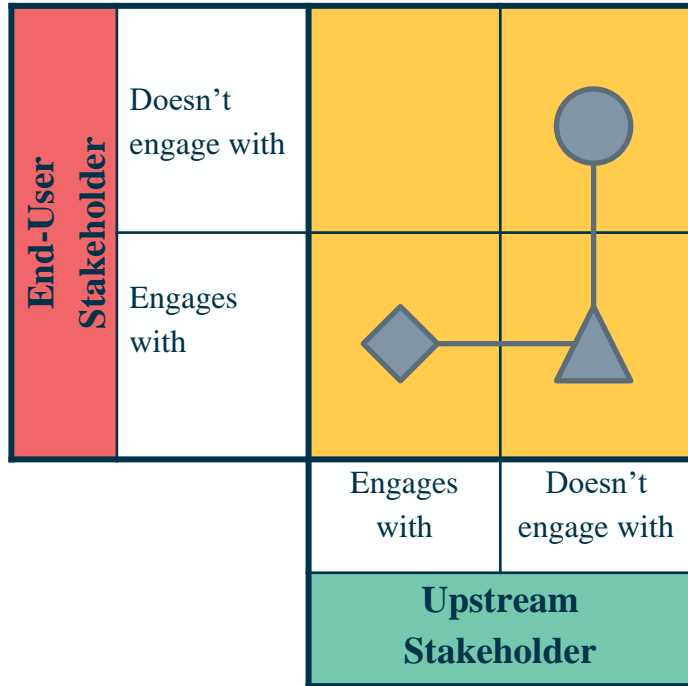
- 1) Before the beginning of the project, they don't know each other and cannot start engaging. They participate in LPS22, a **networking event** run by experts, designed to bring stakeholders together. Here the **company representatives** get to know each other.

How does the SE Framework work?



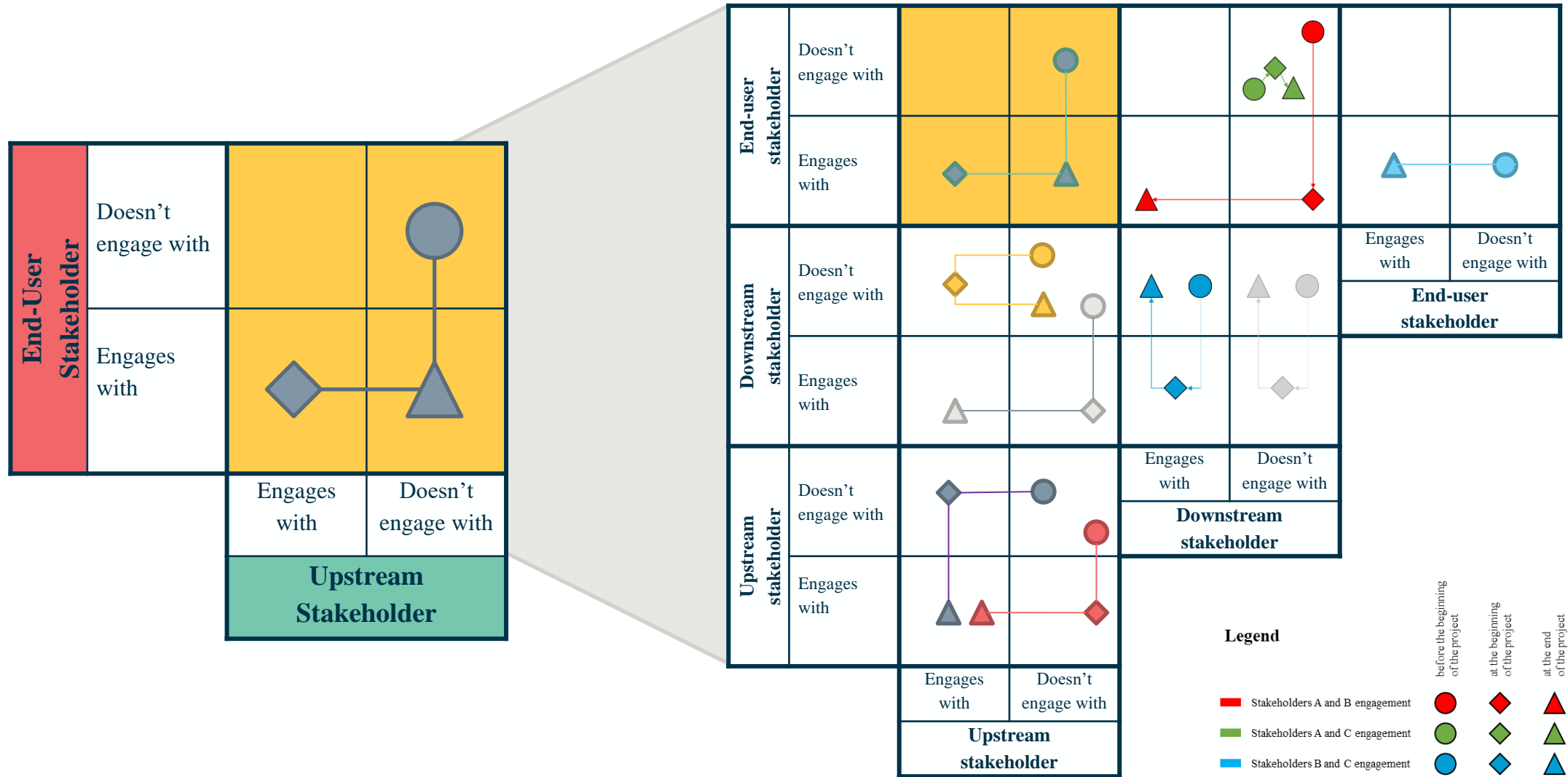
- 1) Before the beginning of the project, they don't know each other and cannot start engaging. They participate in LPS22, a **networking event** run by experts, designed to bring stakeholders together. Here the **company representatives** get to know each other.
- 2) **A**, intrigued by the products offered by **B**, understands that they could be the right developer of the sensors needed to monitor the water leaks of its aqueducts.
 - **A** starts **exchanging emails, phone calls** and organise **face-to-face meetings** with **B**.
 - This engagement lead to a **pilot project** using the technologies of **B** to monitor the water leaks of the aqueducts of **A**

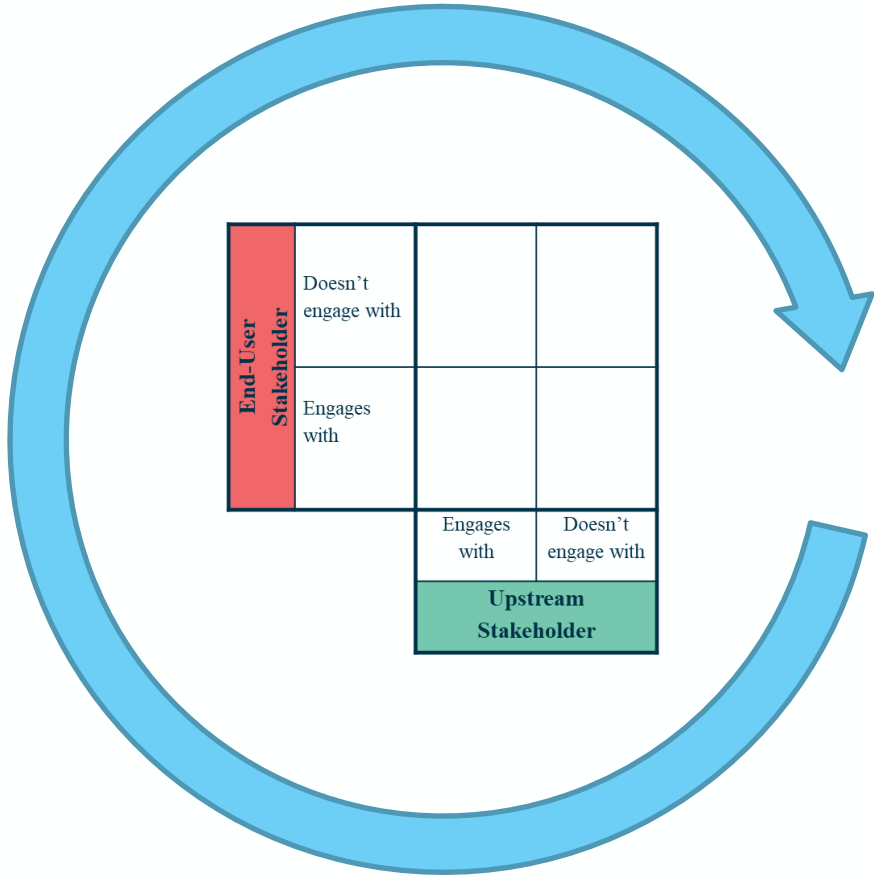
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- 1) Before the beginning of the project, they don't know each other and cannot start engaging. They participate in LPS22, a **networking event** run by experts, designed to bring stakeholders together. Here the **company representatives** get to know each other.
- 2) **A**, intrigued by the products offered by **B**, understands that they could be the right developer of the sensors needed to monitor the water leaks of its aqueducts.
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 - This engagement lead to a **pilot project** using the technologies of **B** to monitor the water leaks of the aqueducts of **A**
- 3) During the project, **A** and **B** **exchange information, knowledge and resources**. At the end of the project, **B** delivers to **A** a new sensor to monitor water leaks. The project is a success, and the stakeholders' **relationship is consolidated**; **A** asks **B** for an new hardware and software developments.

How does the SE Framework work?





Inductive approach

1

Literature review and space project ecology analysis
 Identification of the innovation upstream and end-users stakeholders

2

Open interviews with +30 experts belonging to upstream and end-users. (e.g., Kallio et al., 2016)

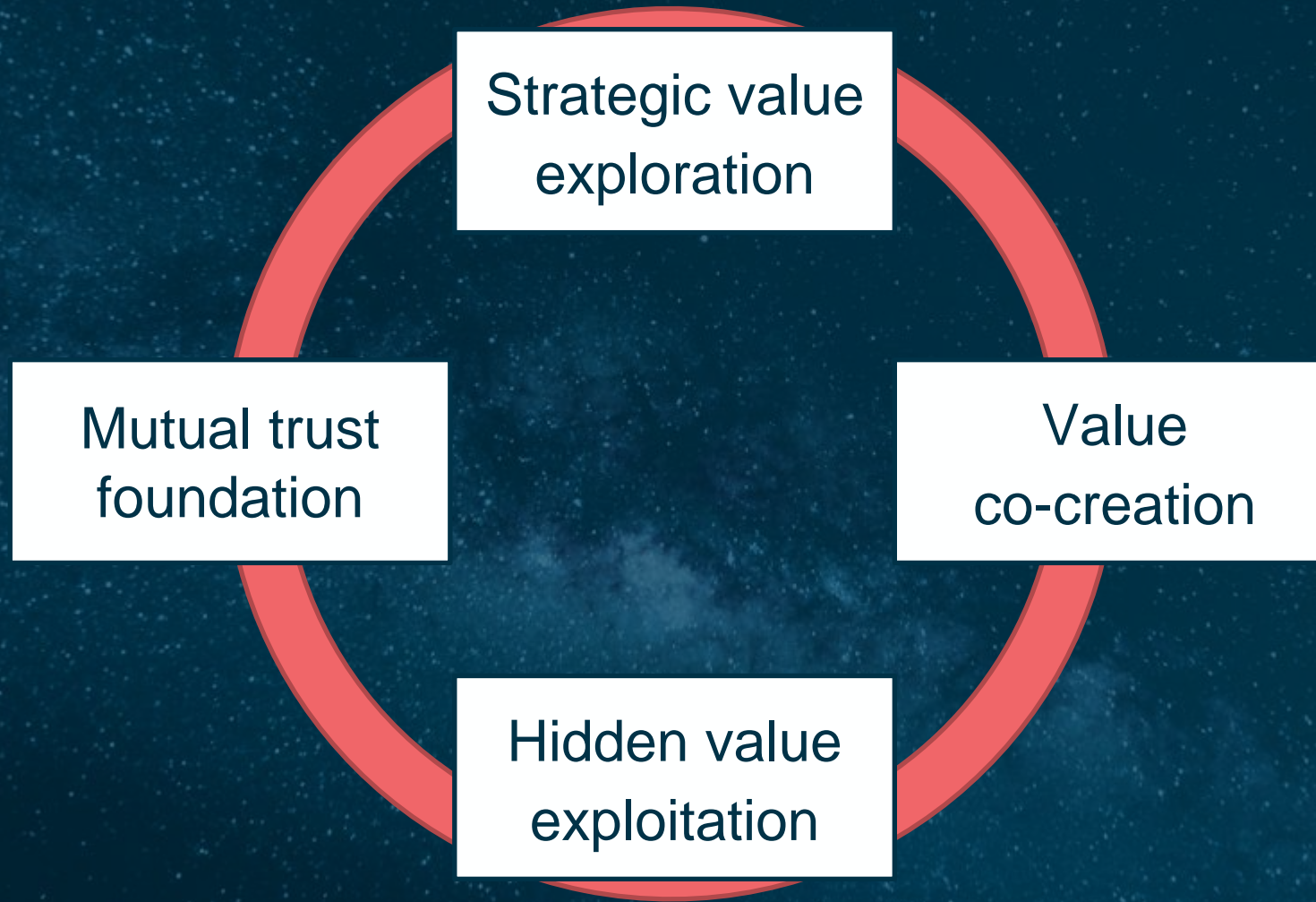
3

Inductive thematic analysis (e.g., Davis et al., 2014; Locke et al., 2020)

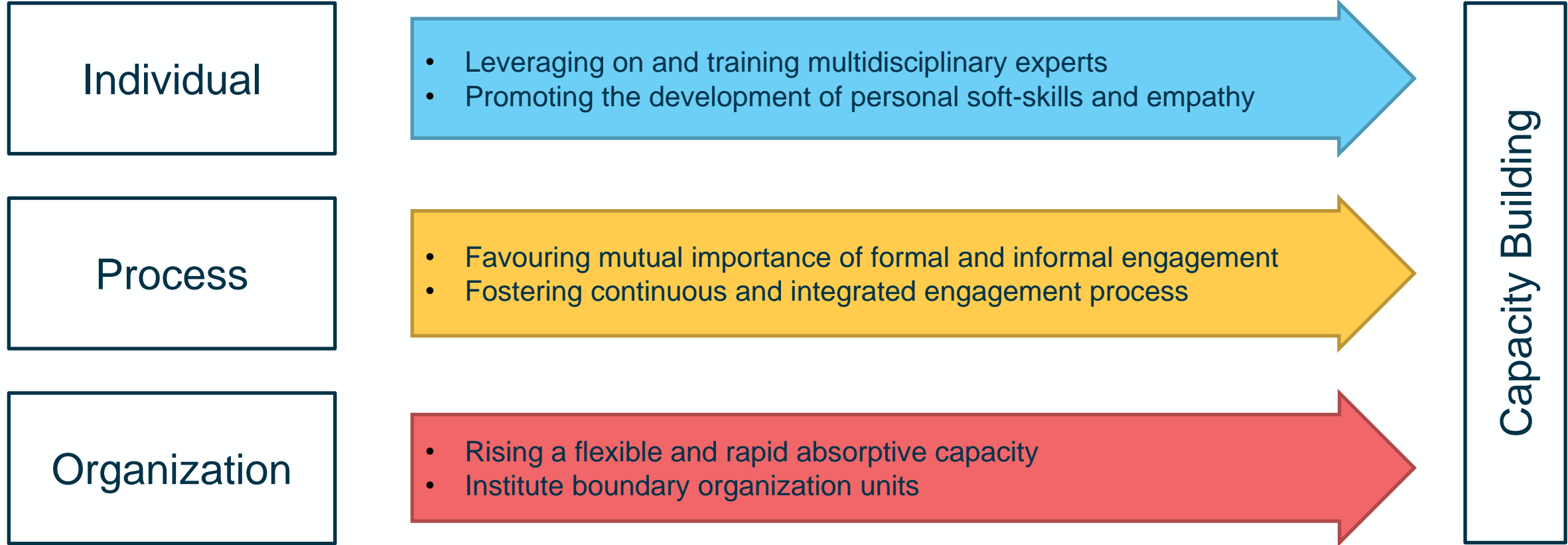
4

Framework development and test

WHICH capacities do organizations have to build?



WHICH capacities do organizations have to acquire?





*We are looking for stakeholders interested in developing this tool.
We are keen to keep participants informed and we are open to further collaborations.*

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