

SPACEPORT CORNWALL: SUSTAINABLE LAUNCH INTERNSHIP

Lauren Llewellyn - laurenllewellyn5@gmail.com

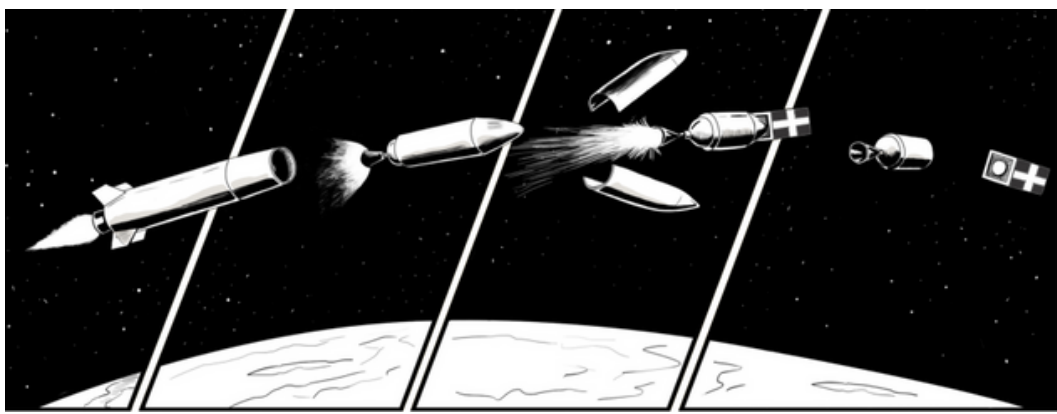


SATELLITES AND THEIR BENEFITS

Spaceport Cornwall have developed a project highlighting the use of satellites in collecting data to understand more about the environment and how we can use this data to support steps towards net zero and helping to reduce climate change.

My project has focused on sustainability in space and has therefore required me to look at lots of different aspects of what Spaceport are doing in terms of sustainability. The project "Kernow Sat 1" is developing a satellite that will collect data from buoys across the coast of Cornwall to determine whether a kelp forest can be created to be used as a carbon sink for their activities.

As part of my project I had to research further into the project and how other satellites are being used to understand climate change. This research was then used in collaboration with the Eden Project which will be used in one of their exhibitions.



FARNBOROUGH AIRSHOW

Spaceport Cornwall attended Farnborough International Airshow to discuss launch and partnership opportunities. I was invited to attend alongside my colleagues to discuss sustainability and the road to net zero plans that Spaceport Cornwall have. This was an amazing opportunity and allowed me to add to my network of people within the industry. It also boosted my confidence in talking about the project and I was able to learn more about how other companies are promoting sustainability in space.

I was also given the task to explain what Spaceport Cornwall are doing in terms of sustainability to one of the Scottish ministers and although this was a nerve-wracking experience, it proved to me that I have the confidence to be pushed out of my comfort zone. It also highlighted that my research and commitment to the role meant that my knowledge was strong enough to be trusted to discuss topics with such important people.



THE AEE AND CARBON IMPACT REPORT

The main section of my project has been focussing on the release of the assessment of environment effects and the carbon lifecycle report. These two reports were released during my internship and are a focus on sustainability across all aspects of Spaceport.

In order to obtain a license the assessment of environmental effects is a requirement that had to be fulfilled and sent out for public consultation.

My role within this was to look through both documents and ensure that everything aligned with a list of criteria I was given. From this I made summary notes on both documents as this was necessary to the next part of my project.

SUSTAINABILITY COMMUNICATIONS PLAN

From the notes that I made from the AEE and Carbon impact report I created headlines that would be used as a summary for a social campaign. Having an understanding that the terminology and language used within legal documents having to be different to social campaigns helped me here. The purpose of these headlines was to gather all of the important information and be able to summarise it in a way which would fit social media platforms.

This task required me to have an in depth understanding of the AEE and Carbon Impact Report and also an understanding of how people can perceive these posts. I found it important to research our target audience and be able to summarise in a way in which would be able to be understood by all types of readers.

ROAD TO NET ZERO

Spaceport Cornwall have made considerable conscious efforts to reduce their carbon impact despite the knowledge that launch into space has negative impacts on the environment. Working together we have discussed ways in which they reduce their carbon impact but also how they can aid in supporting biodiversity and reducing carbon in other areas to offset the carbon that is created through their activities. I was then tasked with putting this into a social format similar to the previous task.

The difficulty with this was having to ensure that we were transparent about our carbon impact whilst also showing the efforts we were going to to becoming carbon neutral. I also researched into other documents that had been created within the space sector similar to this but struggled to find anyone going to these lengths. I decided to delegate 10 important points that highlight what Spaceport are doing on the road to net zero. These explanations have been written in a number of formats to facilitate different social forms that Spaceport can chose to post on. I have learnt that marketing requires you to not only understand your audience but also the platform your posting on as each require different formats and gain traction through different methods.