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**Making A Successful Moon Settlement An Inevitable Reality
By Activating And Focusing The Energy Of Children**

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ABSTRACT

The desire to create greater support for civilian space development in nations around the world is not a technical challenge. It is cultural, social, financial, and political, among other domains. How can these priorities and decisions be effectively influenced towards such a goal? A case is made for focusing on the population as early and young as possible. If the passions and energies of children to support space exploration can be amplified and focused, these energies will be spread into the adult population. If this strategy is applied on a large and comprehensive scale, it can reach a tipping point among the general population. At this point, elected officials will implement the will of their constituents to promote commercial space development. This strategy can be implemented quickly and have a significant impact in a relatively short time frame such as by 2030. Taking a longer-term view, children will eventually grow up to be these adults, business leaders, innovators, and elected officials themselves. A strategy to encourage and harness the energies of young children towards space development will also maximize the opportunity for this advocacy and impact over the course of any individual lifetime. Fortunately, children are also the most receptive and amenable to visions of humanity living on other worlds beyond Earth. Combining all of these factors, a case is presented that a space renaissance will be most successful when everyone involved in this vision makes a conscious effort to activate, include, and harness the natural interests and energies of children in their mission.

PAPER

1 Our Vision and Mission

As stated in the Manifesto and Announcement for this 3rd World Congress of Space Renaissance International, this Congress exists to: “[shape] the best strategy to achieve our shared goals: to commence the Civilian Space Development by 2030.”

In addition, “We are organizing this timely discussion to explore strategies to help making Civilian Space Development the highest priority for all of planet Earth’s Governments, and to broadly enhance public understanding of and consensus to support this priority.”

While a single strategy is difficult, perhaps impossible and unreasonable, to pursue, this paper will make the case that any effective strategy must include children as key stakeholders and influencers for any campaigns.

By effectively including and fostering the unique strengths and positions of children in a nation, national understanding, consensus, and action towards any national priority can be changed in a relatively short time period and can also be sustained for entire generations. The original space race between the USA and Russia is a notable example. The current global focus on climate change and environmentalism is another. Witness how children have become central to the campaigns for national and civilian efforts in these regards – both as influencers and as key stakeholders for whom adults are motivated to do something.

2 Our Challenges

There are many challenges to achieving the vision and goal of commencing civilian space development by 2030. At a high level, we might list them as such:

- Technological
- Political
- Financial (funding)
- Cultural / Philosophical
- Workforce / Staffing
- Legal / Contractual
- Sociological

These categories may not be completely accurate or exhaustive. Nonetheless it is apparent that the technological challenges are, in total context, a very small and specific set of challenges compared to all others. This fact may not be adequately appreciated or addressed by all stakeholders in our shared mission.

In fact, a reflection on human history and a consideration of an alternate future will show this is certainly the case.

Imagine if we had the global massive support for our current efforts that existed during the space race of the 1960’s between the USA and Russia.

As further stated in the Announcement for this Congress:

“We are organizing this timely discussion to explore strategies to help making Civilian Space Development the highest priority for all of planet Earth’s Governments, and to broadly enhance public understanding of and consensus to support this priority.”

We have consensus among the Congress participants that we are not satisfied with the current level of priorities, understanding, or support of our goal.

It should also be intuitively obvious that additional funding cannot be the primary goal. The funding needs to be a consequence of understanding, support, and demand among the general populations first.

Our fundamental challenge, then, can be stated as something like, “How do we most effectively create a major shift in as many of the Earth’s Governments and nations to put greater support behind our goal?”

3 A Recommended Strategy

We can learn from others who may not (or definitely do not) share our mission for civilian space development. But they do share our mission to influence entire generations of people across the world toward a common desire.

The particular desire of these people is to motivate as many other people as possible to buy a certain brand of consumer products. And to do this for as much of their lives as possible.

I am referring to corporate branding and marketing professionals. Despite the specific object of their motivation which we may feel negative attitudes towards, we must acknowledge and respect the effective strategies of these professionals.

From well-known case studies, personal observation, and even some well-known controversies, we know that these corporate marketing professionals make a conscious and dedicated effort to attract and include children as young as possible into their marketing strategies and campaigns.

McDonald's does it with toys in the Happy Meals and "Play Land" jungle gym additions that serve as an indoor playground. Movie studios do it with action figure toys and TV show spin-offs that appeal to toddlers. Camel cigarettes did it with a cartoon character called Joe Camel (until they received a large amount of public and political backlash).

There was a recent video of a toddler, as young as age 1 or 2, drinking a can of Pepsi and giving fist-bumps to grown men at a backyard party. The video went viral for "cute" reactions from some people, but also for equally negative reactions from others. Many people said that any parents who let their toddler drink straight from a soda can like that should be prosecuted.



Figure 1. Video screenshots of a toddler with a soda drink. Source: <https://www.youtube.com/watch?v=evA9EkWlq00>

This controversial example is used to illustrate our missed (or at least largely untapped) opportunity. What if we were able to engage with, inspire, and harness the natural interests and passions of young children for space travel into our efforts in a systematic, conscious, and deliberate manner?



Figure 2. The daughter of the author, at age 2

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Our goal for civilian space development to commence by 2030 is only nine years away. We seek to influence the decision-makers who control the funding and political priorities for their nations. Children today, obviously, will not be in those positions within nine short years. But their influence can be felt. If we nurture it now.

Parents are inspired and motivated by the hopes and dreams of their children. Parents and grandparents desperately want their children and grandchildren to grow up in a better world than we live in today.

Imagine if there was a global movement of interest and enthusiasm from children for a thriving civilian space development ecosystem. If we can create a critical mass of this interest, it will motivate adults to help make this dream a reality.

We as adults recognize that we may not be alive to see the results of our efforts to build a space-fairing civilization. But we still pursue this mission because we know that there will be people that live after us. They will be our children, our grandchildren, and our descendants beyond them.

By activating and fostering those very same people today, we will also resonate with and motivate the adult decision makers to adjust their priorities and redirect their influence towards the vision for a thriving civilian commercial space development society.

The sooner we start with this strategy, the sooner we can influence the adults who are alive today.

It must also be recognized that children today will eventually become those adult decision makers eventually. It won't happen by 2030, but it certainly will happen eventually. Just as the corporate marketing professionals at Pepsi, Coca Cola, and every other global corporation have the foresight and long-term planning to think about the "total lifetime value" of their customers, we must do the same within the space renaissance community.

With such a strategy, will we maximize our efforts and our impact.

4 Suggested Tactics

To be meaningful and effective, the strategy of engaging with and motivating young children needs effective tactics. While a comprehensive discussion of these tactics is beyond the scope of this paper and presentation, some specific suggestions are provided.

- Event agenda items with specific topics and benefits for parents, grandparents, and young children
- Promotional items (physical swag, giveaways, digital items, etc.) that appeal to children
- Memberships and supporter levels that cater to children and families
- Fan or supporter communities (e.g. Facebook groups) that are family-friendly and child-oriented
- Social media and marketing messages that consciously (and appropriately) target children and their adult caregivers
- Letter-writing campaigns and social / political activism campaigns that enlist and encourage children to contact their local elected officials and representatives
- Associated content, products, and services that are specifically for young children and families with young children

In my own case, since 2018 I have directed my efforts towards children's activity, coloring, and puzzle books on popular and relevant topics such as space exploration, Space-X, and astronomy. Seeing an opportunity and benefit to reinforce our vision through the nightly ritual of a bedtime story book, I am currently at work to publish a future-looking spin-off of the popular classic *Goodnight Moon* which is called *Goodnight Moon Base*.

Other tactics are no doubt possible and potentially effective for others in the space renaissance community. Perhaps the formation of an informal "working group" or community of practice on the recommended strategy described here would serve to provide shared learning, recommendations, and resources among our stakeholders.

5 Conclusion

It is likely unfair or unreasonable to expect that there is a single best strategy to achieve our shared goal to commence the Civilian Space Development by 2030. However, an objective look at effective strategies that

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have actually brought global awareness and motivation for other global missions conclude that an effective strategy must include children as young as possible. A case has been made, hopefully persuasively, that we in the space renaissance community must make a conscious and deliberate effort to include children in our efforts in order to activate their natural interests and enthusiasms to see people living, working, and playing beyond Earth.

If a large number of children in the countries where these policies are decided can be included and energized between now and 2030, their passion and enthusiasm will spread to the adults in those societies. Policies will be adjusted and revised as a result.

Looking beyond 2030, as those children continue to grow older and become decision makers themselves, the efforts we achieve between now and 2030 will prove to have a positive impact that permanently alters the course of humanity beyond Earth for the better.

As Jean-Luc Picard of *Star Trek Next Generation* might say, Let us make it so.