

# U.S. LEADERSHIP IN SPACE COMMERCE

Office of  
Space Commercialization

**Strategic Plan**



March 2007

## FOREWORD FROM THE ADMINISTRATOR



**From television and data communications,** to personal navigation, to internet-based satellite imagery, space commerce has enabled countless new economic benefits for our nation. In addition, the expansion of the global market for commercial space capabilities has generated robust worldwide competition. Recognizing the growing impact that space commerce has on our national interests, the Department of Commerce established the Office of Space Commercialization. Located in NOAA, its mission is to foster conditions for economic growth and technological advancement of the U.S. commercial space industry. Over the past year, the Office has solicited feedback from representatives of the space community on how to best serve their needs. This strategic plan captures their inputs to focus the Office's policy and promotional activities impacting space commerce. As the Office executes its plan, I encourage your continued engagement to enable a robust and responsive U.S. industry that is the world leader in space commerce.

A handwritten signature in black ink that reads "Conrad Lautenbacher".

**Conrad G. Lautenbacher**

Under Secretary of Commerce for Oceans and Atmosphere and  
National Oceanic and Atmospheric Administration | NOAA Administrator

# STRATEGIC PLAN FOR THE OFFICE OF SPACE COMMERCIALIZATION (OSC)

U.S. DEPARTMENT OF COMMERCE/NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

## VISION

A robust and responsive U.S. industry that is the world leader in space commerce.

## MISSION, FUNCTIONS, AND AUTHORITY

### MISSION STATEMENT

The Office of Space Commercialization shall foster the conditions for the economic growth and technological advancement of the U.S. commercial space industry.

### FUNCTIONS

The Office shall be the principal unit for space commerce policy activities within NOAA and the Department. Its responsibilities<sup>1</sup> include:

- *Coordinate space commerce policy issues and actions within NOAA and the Department.*
- *Represent the Department in the development of U.S. policies and in negotiations with foreign countries to promote U.S. space commerce.*
- *Assist commercial space companies in their efforts to do business with the U.S. Government, and act as industry's advocate within the Executive Branch to ensure the Government meets its space-related requirements, to the maximum practical extent, with commercially available space goods and services, consistent with national security.*
- *Work to ensure the U.S. Government does not engage in space-related activities that preclude, deter, or compete with U.S. commercial space activities unless required by national security or public safety.*
- *Promote and coordinate increased U.S. private sector participation in the design and development of U.S. Government space systems and infrastructures, and encourage U.S. Government agencies to make space activities, technology, and infrastructure available for private use to the maximum practical extent.*

<sup>1</sup> Department Organizational Order 25-5



- *Seek the removal of legal, policy, and institutional impediments to space commerce.*
- *Collect, analyze, and disseminate information on space markets, and conduct workshops and seminars to increase awareness of opportunities to promote private sector investment in U.S. space commerce.*
- *Implement the Department’s responsibilities to support the National Space-Based Positioning, Navigation, and Timing Executive Committee and its Coordination Office.*

## AUTHORITY

Congress established the Office of Space Commercialization under Section 8 of the Technology Administration Act of 1998 (Public Law 105-309, as amended).

## OUTCOMES AND OBJECTIVES

Outcomes	Performance Objectives
<ul style="list-style-type: none"> <li>• A robust U.S. commercial space industry that is internationally competitive.</li> <li>• A commercial space industry that is responsive to U.S. Government customers.</li> <li>• An informed U.S. Government that is responsive to the interests of the U.S. commercial space industry.</li> <li>• An international business environment that provides growth opportunities for U.S. space businesses.</li> <li>• An investment community and general public that are well informed of the market opportunities in space commerce.</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate an environment that enables increased space commerce investment.</li> <li>• Increase U.S. Government use of commercial space goods and services.</li> <li>• Reduce U.S. Government competition with industry.</li> <li>• Reduce legal, policy, and institutional impediments to space commerce.</li> <li>• Promote growth in the export of space-related goods and services.</li> <li>• Advocate free and fair trade practices in space commerce.</li> <li>• Increase communication between the U.S. Government, commercial space industry, the media, and the general public on space commerce issues.</li> </ul>



## STRATEGY

- **Facilitate an environment that enables increased space commerce investment.**
  - » *OSC will promote a stable and predictable policy and regulatory environment that contributes to the success of existing U.S. commercial space efforts, the entry of new firms (including those not traditionally associated with space activities), and the creation of new markets for space goods and services.*
  - » *OSC will evaluate selected risk areas identified by industry and other entities, including financial, market, and political risk areas, with a view toward lowering barriers to entry.*
  - » *OSC will support a policy and procurement environment that supports private sector intellectual property and real property rights.*
  
- **Increase U.S. Government use of commercial space goods and services.**
  - » *OSC will work within the executive branch of the federal government to facilitate the use of commercially available space goods and services when they meet U.S. Government requirements, and modify commercially available capabilities and services to meet those requirements when the modification is cost effective.*
  - » *OSC will assess commercial space capabilities and provide information to the appropriate U.S. Government customers.*
  - » *OSC will facilitate interaction between non-traditional space industries and U.S. Government customers with space-related requirements.*
  
- **Reduce U.S. Government competition with industry.**
  - » *OSC will consult with the U.S. commercial space industry to identify those areas where competition exists.*
  - » *To the extent competition is identified, OSC will engage with agencies responsible for space system procurement and operations to eliminate it except in cases of national security or public safety.*
  
- **Reduce policy, legal, regulatory and institutional impediments to space commerce.**
  - » *OSC will coordinate with U.S. commercial space industry and other government entities to contribute to the future development of the legal, regulatory, and institutional framework for promoting space commerce, and will identify and review related issues that may impede U.S. commercial space efforts.*



- **Promote growth in the export of space-related goods and services.**
  - » *OSC will engage in dialogue with the U.S. commercial space industry and other government entities on the current status and effectiveness of the U.S. export control regime and will seek to modify export restrictions as appropriate.*
  
- **Advocate free and fair trade practices in space commerce.**
  - » *OSC will coordinate with other government agencies in developing and conducting trade-related strategies that impact the U.S. commercial space industry.*
  - » *OSC will ensure U.S. commercial space interests are considered during relevant international consultations and negotiations.*
  
- **Improve communication among the U.S. Government, commercial space industry, the media, and the general public on space commerce issues.**
  - » *OSC will establish cooperative relationships with space policy-related offices in other federal entities.*
  - » *OSC will collect, analyze, and assess information on space-related markets based on stakeholder inputs.*
  - » *OSC will increase exposure of space commerce through outreach activities such as workshops, seminars, and publications.*
  - » *OSC will encourage and facilitate private sector efforts to educate the public on the benefits and potential of space commerce.*
  - » *OSC will disseminate trend information to policy-makers, industry, and the public.*
  - » *OSC will establish an independent advisory function to provide inputs for the implementation of the strategic plan and to evaluate achievement of performance objectives.*

