



Tim Peake to attend Sustainable Markets Initiative Roundtables & Exhibition in his role as Astra Carta Ambassador

2 March 2026, London, UK: The Sustainable Markets Initiative (SMI), founded by His Majesty King Charles III in 2020 when he was Prince of Wales, will welcome British astronaut and SMI Astra Carta Ambassador Tim Peake to its upcoming Roundtables & Exhibition in March 2026.

Following his appointment as an SMI Astra Carta Ambassador in 2025, Tim Peake continues to demonstrate his long-standing commitment to accelerating private-sector leadership for the sustainable transition - in Space, and on Earth. As a champion for sustainable space exploration, he will feature on the upcoming BBC podcast '13 Minutes Presents: Artemis II' in the lead up to NASA's Artemis II launch.

With the global space economy projected to reach \$1.8 trillion by 2035 - growing at an average rate of 9% per year, far outpacing global GDP - the SMI's Astra Carta offers an ambitious roadmap for the private sector to accelerate sustainable practices across global space-related industries. As the private sector's 'go-to' CEO platform for driving the sustainable transition, the SMI connects key stakeholders across the global space eco-system, intersecting innovation, science, finance and beyond to accelerate private-sector progress in the industry:

- In partnership with Transition Labs, SMI member Space Solar will provide Reykjavik Energy with electricity from the first-ever space-based solar power plant by 2030, with an initial capacity of 30 megawatts.
- SMI member Prada's design and development team has worked alongside Axiom Space engineers on customized material recommendations like innovative sewing methods and features to protect astronauts, when designing the spacesuit that will be used for NASA's Artemis III mission, marking the first crewed lunar landing since 1972.

The SMI Ambassador Programme involves distinguished global leaders across disciplines who serve as high-level representatives, storytellers, and advocates of the SMI, Terra Carta and Astra Carta. Alongside the SMI's Founder and its CEO community, the Ambassadors help to educate, inspire, and engage the world in accelerating a sustainable future with present and future generations in mind.

Tim Peake commented: *"It is a privilege to continue working with the Sustainable Markets Initiative as an Ambassador at such a pivotal moment for the global space sector. When CEOs, innovators and leaders come together, the possibilities for what we can achieve in space - and the benefits we can unlock for life on Earth - are limitless. The SMI's unique ability to convene major players across industries is critical to turning this ambition into real-world progress, and I look forward to collaborating with global leaders at the SMI Roundtables & Exhibition to bring the Astra Carta principles to life."*

Jennifer Jordan-Saifi, CEO of Sustainable Markets Initiative, said: *"We are delighted that Astra Carta Ambassador, Tim Peake, will once again attend the annual SMI Roundtables & Exhibition. Tim's expertise, dedication and unwavering commitment have been instrumental in advancing the Astra*



Carta, and we look forward to building on this momentum leveraging space to accelerate sustainability on Earth and beyond.”

With a focus on pragmatic commercially-aligned transition, the SMI brings together leaders at the highest levels of decision making to tackle system-level and cross-industry challenges that no organisation or sector can solve alone.

The SMI Roundtables & Exhibition, taking place on 11 and 12 March 2026, provides a unique platform for leaders to work together and collaboratively decide on practical solutions to unlock real-world progress.

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Notes to editors

About the Sustainable Markets Initiative

The Sustainable Markets Initiative (SMI) is the world’s go-to private sector organization for sustainable transition; characterized by our unique brand of 'private sector diplomacy'.

With the vision of our founder, His Majesty King Charles III, and our unique convening power, the SMI facilitates action between world leaders and CEOs to position sustainability at the heart of global value creation.

Together, we seek to mobilize the trillions of dollars required to achieve a sustainable future. Investment at this scale requires global systems-level change with a default sustainable orientation across markets, industries and supply chains. Here, our mandates, the [Terra Carta](#) and [Astra Carta](#), provide practical private sector trajectories.

The SMI believes that with bold ambition and courageous leadership, we can seize a new era of global prosperity that will last for generations to come. We call this ‘The Growth Story of Our Time’. Read more: www.sustainable-markets.org

About Tim Peake

Tim Peake is a former Apache pilot, flight instructor, test pilot and European Space Agency astronaut. A veteran of 18 years military service, Tim has flown over 3,000 hours on operations worldwide.



In December 2015, Tim became the first British astronaut to visit the International Space Station and conduct a spacewalk during his six-month mission. He also ran the London marathon from space.

Tim's mission engaged more than two million students in outreach activities. He is an ambassador for STEM Education, The Prince's Trust and the Scout Association. He is a best-selling author, with proceeds from his books donated to The Prince's Trust.