World Space Week

Michelle Mendes
World Space Week Association
Executive Director

June 11, 2015
### World Space Week Overview

<table>
<thead>
<tr>
<th>What</th>
<th>Multitude of space-related events in one week (almost 1,600 events last year in 72 countries)</th>
</tr>
</thead>
<tbody>
<tr>
<td>When</td>
<td>October 4-10 annually (UN-declared)</td>
</tr>
<tr>
<td>Where</td>
<td>Global (80 nations)</td>
</tr>
<tr>
<td>Why</td>
<td>Synchronized space events attract greater public and media attention</td>
</tr>
<tr>
<td>Who</td>
<td>Agencies, Industry, government, museums, planetaria, astronomy clubs, schools, etc.</td>
</tr>
<tr>
<td>How</td>
<td>Global Network of Cooperating Organizations</td>
</tr>
</tbody>
</table>
Simultaneous space-related events for a wide range of audiences: public, students, media, employees, etc.
Recalling that 4 October 1957 was the date of the launch into outer space of the first human-made Earth satellite, Sputnik 1, thus opening the way for space exploration.

Recalling also that 10 October 1967 was the date of the entry into force of the Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, including the Moon and Other Celestial Bodies.

Desires, in order to contribute to the achievement of the objectives of UNISPACE II, in particular that of increasing awareness among decision makers and civil society of the benefits of the peaceful uses of space science and technology for sustainable development, to invite the General Assembly to declare, according to its procedures, “World Space Week” between 4 and 10 October for the yearly celebration at the international level of the contribution that space science and technology can make to the betterment of the human condition.
World Space Week
Where

The Largest Public Space Event in the World!

1,600 events in ~80 countries
Synchronized events get more public and media attention
World Space Week
WHO

Agencies, Industry, Media, Planetaria, Museums, Government, Schools, Astronomy Clubs, Individuals

Netherlands
Colombia
USA
Pakistan
World Space Week

Event Organizers

National Coordinators

UN & WSWA

80

~600

Sponsored by:
Scale of World Wide Participation

Number of events 2007 - 2014

12.5% growth in 2014

Doubling in 2013

Y = number of individual events. Please note that 2008-2012 numbers underrepresent the Airbus Defence & Space act.

Sponsored by:

LOCKHEED MARTIN
Social Media Impact

• Nearly 100 million social media impacts of World Space Week 2014

• Reached over 43 million individuals

ONE WEEK ONLY!

Sponsored by:

LUNAR MISSION ONE

LOCKHEED MARTIN
World Space Week 2014

Bangladesh
World Space Week 2014

Saudi Arabia
World Space Week 2014

Libya
World Space Week 2014

Iraq

BEAM TOWARD THE STARS - AAAK
World Space Week 2014

France
World Space Week 2014

Netherlands/ESA
Annual Theme and Poster

WSW 2015 theme is “Discovery”
Ways to Participate

• Hold events during Oct. 4-10
  – Events currently scheduled for Oct. 4-10
  – Reschedule planned events to Oct. 4-10
  – Create new events for WSW

• Public, students, employees, other audiencies

• Use World Space Week name, logo, theme

• Register your events in the global calendar at www.worldspaceweek.org
Ways to Participate - Continued

• Invite your employees, members, facilities, etc. to hold events during WSW 2015
• Spread the WSW word through your channels
  – Web, newsletters, social media
• Cooperate in a national press release in your country about what’s planned for WSW
• Plan your World Space Week engagement
2014 WSWA Sponsors & Partners

Universal Sponsor
• Lockheed Martin

Galactic Sponsors
• Airbus Defence & Space
• Turksat

Stellar Sponsors
• Astrax
• Secure World Foundation

Planetary Sponsors
• Strategic Decisions Group
• IHI Corporation
• ATK

Satellite Sponsors
• Bastion Technologies
• LeFiell Manufacturing
• Lex Mercatoria Solicitors
• Smatis Film

Poster Sponsor
• Inmarsat
• CNES

Teacher Guide Sponsor
• Heinlein Prize Trust

World Space Week Association Partners
• International Astronautical Federation
• Space Foundation
• Space Generation Advisory Council
• Universe Awareness
• Yuri’s Night
Thank You!

USA:
957 NASA Parkway, Suite 350
Houston, TX 77058 USA
Phone: +1 866.440.7137 Fax: +1 713.481.8846

United Nations Office of Outer Space Affairs
P.O. Box 500
Vienna A – 1400
Austria
Phone: +43-1 26060 4950 Fax: +43-1 26060 5830
Director: Ms. Simonetta di Pippo

Michelle Mendes, Executive Director
mmendes@worldspaceweek.org
Telephone: +1 (416) 500-7008
 @Space_Bandit