

# Increasing Public Awareness of Space and Student Inspiration via World Space Week

UN-IAF Workshop on Space Education and Capacity  
Building for Sustainable Development

Kitakyushu, Japan    October 15, 2005

Dennis Stone, President  
Spaceweek International Association



# Role of World Space Week in Capacity Building

- ◆ Use of space in capacity building requires space outreach and education:
  - Space Outreach – Produces greater public awareness and support for space activities
  - Space Education – Educates students about space and uses space to inspire students about learning
- ◆ World Space Week provides a unique opportunity for unprecedented leverage and efficiency in space outreach and education



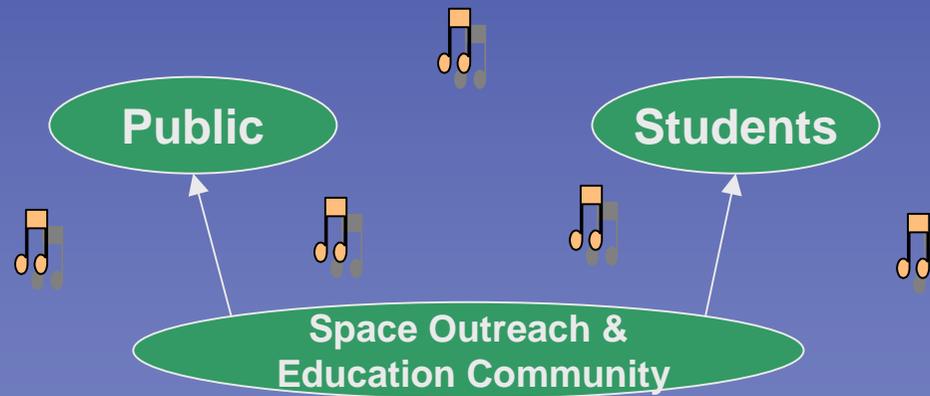
# World Space Week, Oct. 4-10

- ◆ Declared by the UN General Assembly in 1999 after the recommendation of UNISPACE III
- ◆ 4-10 October Annually
  - 4 October 1957 – Launch of Sputnik
  - 10 October 1967 – First space treaty took effect
- ◆ Objective to “increase awareness among decision makers and civil society of the benefits of the peaceful uses of space”
- ◆ Coordinated, grass roots celebration
  - Global coordination by UN OOSA with assistance of SIA
  - National Coordinators
  - Events organized by government, industry, schools, planetaria, museums, clubs, and individuals



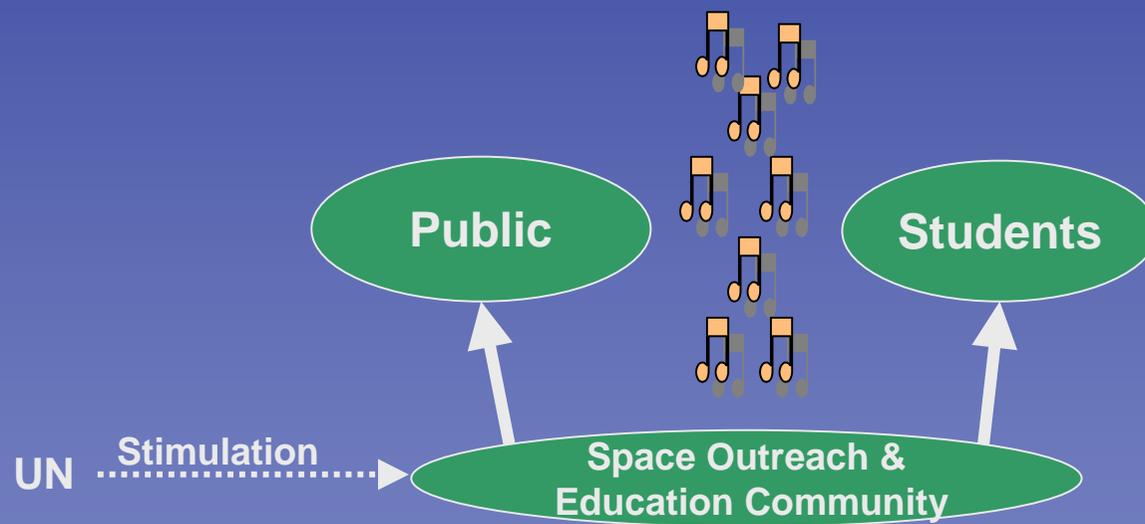
# Our Individual Voices

Space Outreach and Education Throughout the Year



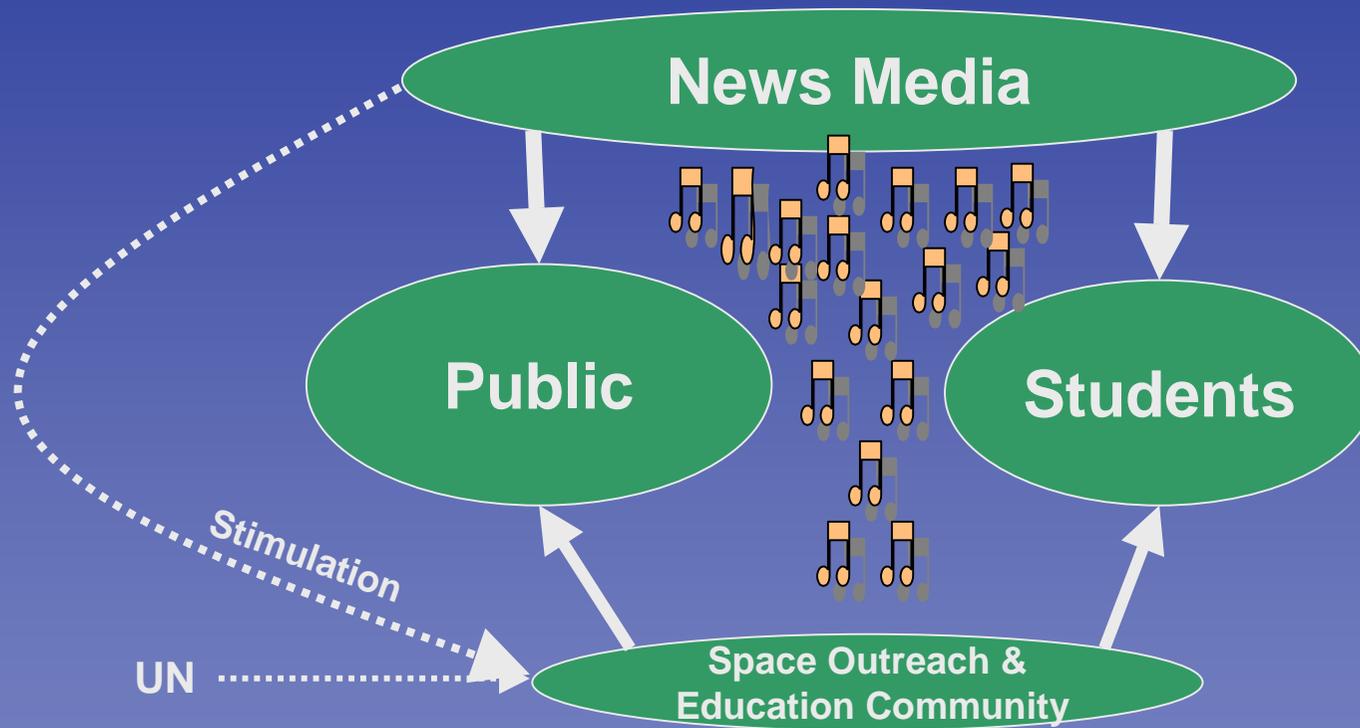
# We Sing Loudly By Synchronizing

During UN-Declared World Space Week



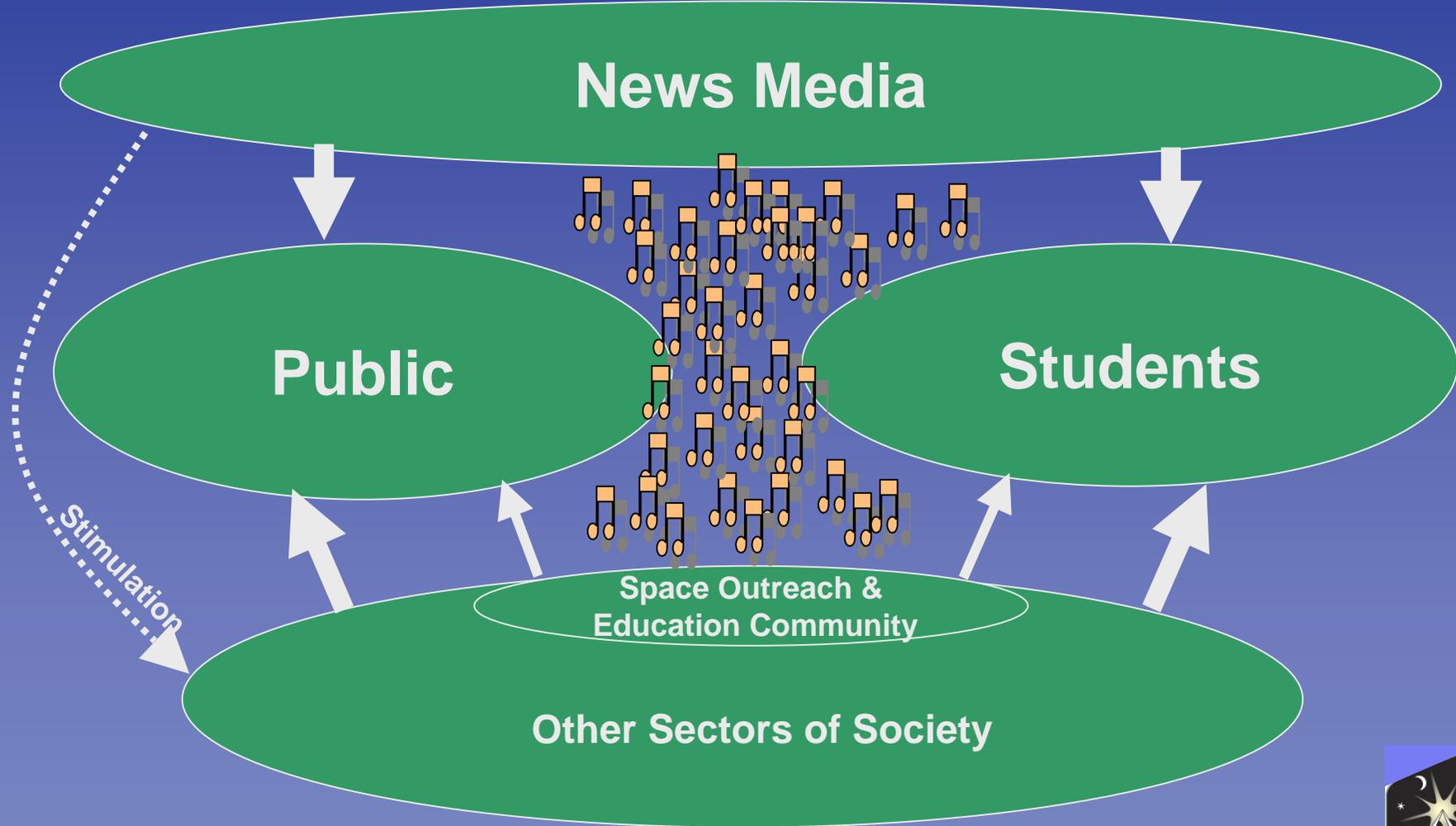
# The Media Will Amplify Our Voices

During UN-Declared World Space Week

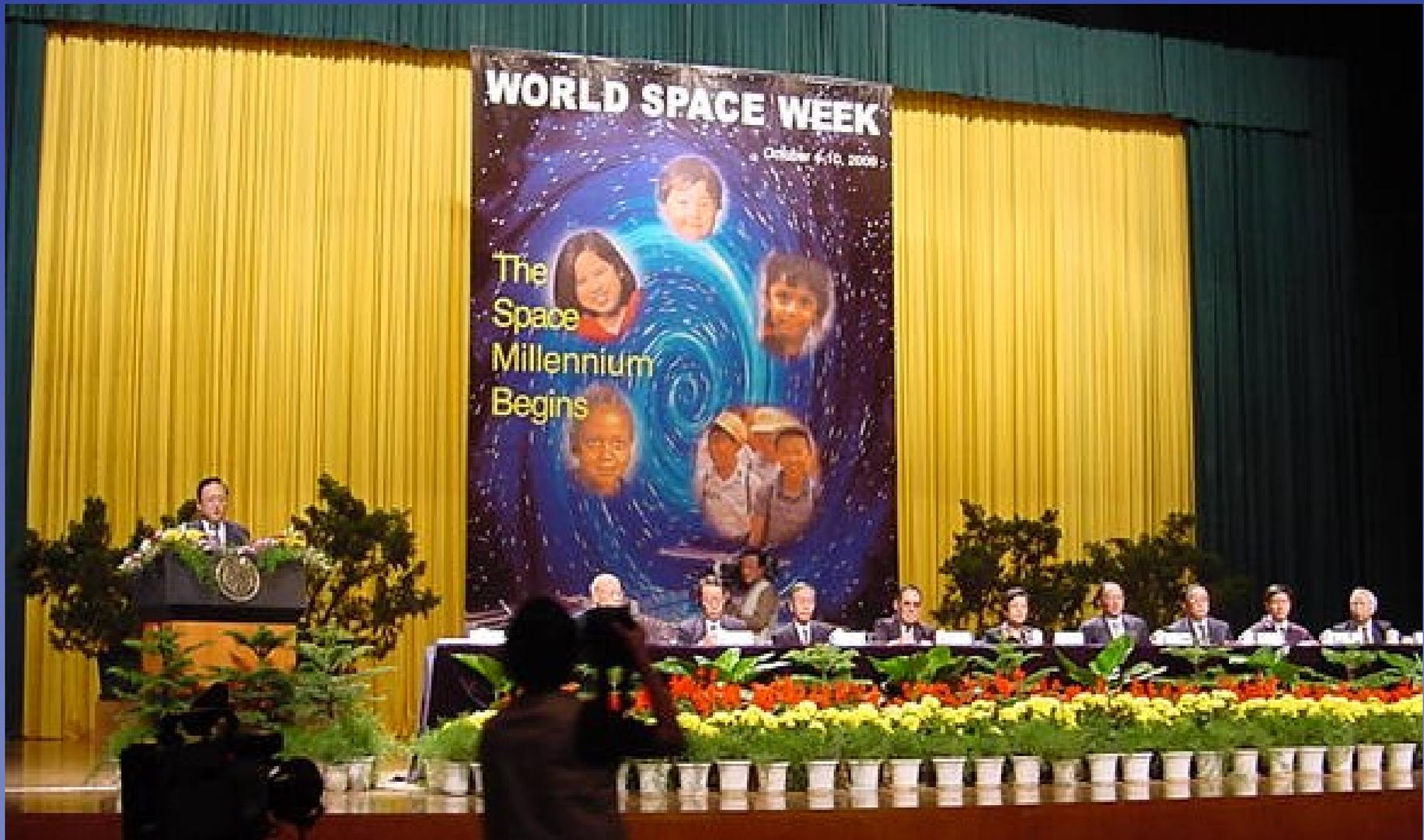


# Then Many Voices Will Join Us

During UN-Declared World Space Week

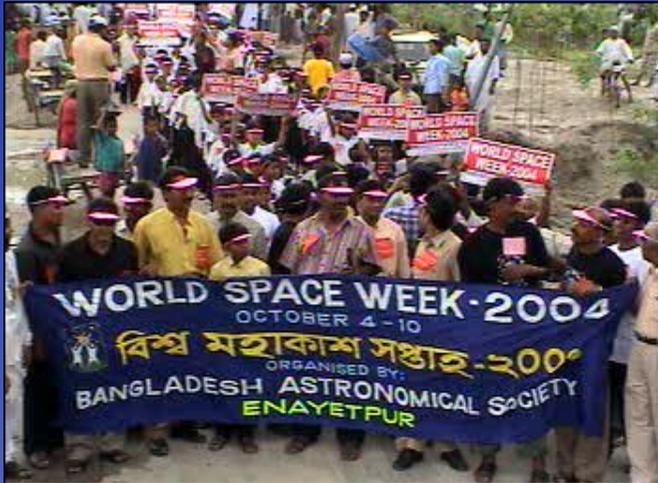


# World Space Week is Currently Celebrated in Nearly 50 Countries









No Picture



# Achieving its Potential

- ◆ The space community should be proud that World Space Week is today the largest annual public space event on Earth
- ◆ The next step, to achieve wide news coverage, is within reach
- ◆ Recommendations:
  - Increase the number of World Space Week programs
    - ◆ Call existing October 4-10 programs World Space Week
    - ◆ Reschedule existing programs to October 4-10
  - Inform the media about World Space Week
    - ◆ Participating organizations should tell the local media
    - ◆ National Coordinators should tell the national media
- ◆ Media coverage will then expand, impacting the public and students, and promoting greater participation in future years



# Summary

- ◆ World Space Week is already the premiere time each year for outreach and education activities by the global space community
- ◆ Through simple steps, the community's voices can be dramatically amplified and its messages widely disseminated to the public and students
- ◆ Cooperation across the community is essential to take advantage of the unique opportunity that the UN has provided us
- ◆ Result will be better educated mass public and students, building capacity for sustainable development through space



# World Space Week

October 4 – 10

[www.spaceweek.org](http://www.spaceweek.org)

