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THE ECSITE SPACE GROUP : A SUCCESSFUL INITIATIVE OF PUBLIC COMMUNICATION
ABOUT EUROPEAN SPACE ACHIEVEMENTS

Abstract

Cite de l'espace and ESA launched the initiative of creating a thematic group devoted to space within Ecsite (European Network of Science Centres and Museums) during its annual conference in Toulouse in May 2012. The space group aims to foster general public information about European Space Missions, sharing information, ideas, practices, and wishing to develop projects and tools to be used by Science centres and Museums. In Napoli, during the IAC 2012, the group decided to launch a communication campaign promoting the ESA Rosetta Mission during its ecort of a comet from summer 2014 to the end of 2015. The paper will present the objectives of the campaign, the ways to achieve it through tight collaborations between ESA and Science centres from different countries, and the results of the campaign unveiled during the Ecsite conference in the Hague in May 2014. An example of how the exhibition part of the Rosetta campaign has been used at Cite de l'espace in an immersive temporary exhibition called "Extreme Exploration" will also be presented.