

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
CALLING PLANET EARTH - SPACE OUTREACH TO THE GENERAL PUBLIC (3)

Author: Mr. Max Grimard
Airbus Defence and Space SAS, France

HOW LARGE COMPANIES CAN CONTRIBUTE TO WORLD SPACE WEEK : THE EXAMPLE OF
ASTRIUM

Abstract

World Space Week has been declared by the United Nations for the celebration of Space all over the World between 4 and 10 October each year. This is a particularly efficient event for global outreach, in particular towards the youth through the education networks. Shortly after the creation of the World Space Week Association, which is in charge of fostering, coordinating and recording the various World Space Week events, Astrium has become a sponsor of this Association since 2002. However Astrium did not use the opportunity to implement actions of its own during the World Space Week. 2007 and the 50th Anniversary of Sputnik has allowed a small group of people to initiate a concerted action of World Space Week celebration by Astrium. A more structured project has followed in 2008 and 2009, which has allowed to raise the participation of Astrium's staff.

The paper will present the practical experience from these three celebrations of World Space Week, and explain the initial difficulties and practical solutions, which have allowed a typical large space company to implement a global contribution in 12 sites over 5 European countries. In 2009, about 230 Astrium staff met around 10000 people in schools and during other events.

The following concrete topics will be addressed :

- Getting support from company's top management
- Creating a volunteers network, becoming the management team
- Selecting targets, events, partners, . . .
- Gathering a reference library, demonstration materials, videos, gifts, . . .
- Communicating internally and launching the celebration
- Organizing feedbacks and recognition