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CONCEPT FOR A WEB-PLATFORM “WAY TO SPACE: SHARE YOUR SUCCESS SPACE STORY.
INSPIRE THE OTHERS”

Abstract

The concept of a web-platform “Way to Space: Share Your Success Space Story. Inspire the Others” is built around three axes: inspiration, competition and outreach. If implemented, it will shape a visualized map of world regions with the biggest concentration of thought leaders ensuring a fair competition that motivates and encourages. The author is of the view that being accessible to everyone who has internet access such a web-platform will ensure better coverage and outreach than any publication. As one of the incentives for space stakeholders (companies, agencies, international organizations etc.) to set this platform could be seen the opportunity for enhanced visibility and advertising of intellectual assets (leaders / great minds) they possess. The platform will also respect the principle of diversity considering everyone who demonstrates announced criteria (the profiles will appear in diverse categories). Finally, it should be noted that the idea behind is to create a live platform with no outdated info making out of it the story told by a range of space generations. It is foreseen that the web-platform will remain open for new inspirational ideas that could make it more efficient. As to the approach: • The web-platform will be jointly governed by several stakeholders; • A small team will be managing this platform to be financed by stakeholders; • The nominations will be considered by the selection committee 4 times per year (once in quarter); • The content managers (editors) define the questionnaire to be sent to the nominee. In addition to the written interview, the company - nominee’s employer may decide to complement the written “space story” by a short video; • The main language will be English plus 1 regional (optional); • The same person will appear on the web-platform search engine in different categories (career level, specialization, region, years in the space sector, affiliation etc.); • On the front page will be designed an interactive map (ensuring visualization of the regional space leaders concentration that would foster the competition).

The author believes that through such a platform we can make a difference and strengthen the number and quality of space workforce acquisitions in future.