

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Culture –Public Engagement in Space through Culture (9)

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WORLD SPACE WEEK CELEBRATION IN AIRBUS DEFENCE AND SPACE : REVIEW AND
LESSONS LEARNT

Abstract

Airbus Defence and Space (previously Astrium), has been celebrating World Space Week (4-10 October) since 2007, through a coordinated process involving the whole company. After an initial ramp up during the first 2-3 years, the celebration achieved a "cruise mode" : every year 300 to 350 people from Airbus Defence and Space staff over 15 sites in 4 countries (France, Germany, United Kingdom, Spain) are reaching about 25000 young people, through lectures in schools or specific events (exhibitions, workshops, rocket contest, etc.). The paper will explain how this celebration has been implemented, with the support of the company management, which network is used to coordinate, which material is made available to the World Space Week Ambassadors. The benefits of this action will be addressed, and lessons learnt will be derived, which might be applied to other space organizations which would like to enter such a coordinated celebration of World Space Week