

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
New Worlds - Non-Traditional Space Education and Outreach (7)

Author: Dr. Timiebi Aganaba-Jeanty  
World Space Week Association, United States

Mr. Dennis Stone  
United States

Mr. Reuben Jikeme Umunna  
World Space Week Association, United States

Mr. Goran Nikolasevic  
Croatia

Mr. Armengol Torres  
World Space Week Association, United States

Dr. Erin MacDonald  
World Space Week Association, United States

WORLD SPACE WEEK: A PLATFORM WITH ENDLESS POSSIBILITIES

**Abstract**

The United Nations General Assembly declared in 1999 that World Space Week will be held each year from October 4-10. The World Space Week Association (WSWA) coordinates the global response to the declaration through its global network of national coordinators and partners. Since its establishment, WSWA has served as a vehicle to synergize and celebrate strides made in space science and technology by mankind for the benefit of mankind. WSW events have increased from 400 in the 2000s to over 2700 in 2016 from over 86 participating nations across the globe. In 2016 alone, World Space Week recorded over nine million social media hash tag impressions. But besides an increasing number of participating nations and events, over the years, WSW has had impact through its many activities, and support network. This paper highlights the history, value and impact of World Space Week through highlighting three cases, and further makes proposals as to how to have greater impact on the global community. Four real cases are used to focus the value of World Space Week – as a way for everyone to be part of a global discourse: A case of developing countries. WSW as a tool for industry to engage with the public: The case study of Airbus Defense and Space. And as a mechanism to change people’s expectations: Two interesting cases from two developing nations are highlighted. The cases examined in this paper led to the following recommendations: The benefits of space to all can be better promoted through global associations such as World Space Week Association. Depending on the society, different strategies need to be developed and applied in other to properly harness the power of social media through effective communication. A robust global network comprising of volunteers, partners and sponsors need to be adequately encouraged and maintained. The long-term pursuit of aspirational goals needs to be balanced with meeting immediate short term objectives that keep the organization going.