

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth - Space Outreach to the General Public (6)

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COLIBRÍ MISSION: HOW TO BOOST THE MEXICAN SPACE INDUSTRY BY INVOLVING THE  
GENERAL PUBLIC INTO THE DEVELOPMENT OF A SPACE PROGRAM

**Abstract**

This work presents a transmedia strategy to involve the general public in an undergraduate space mission named “Colibrí Mission”, with the objectives of generating awareness of a nascent space industry in Mexico and raising funds from private companies and the general public. We combined offline and online media to develop a narrative that brings publics closer to the everyday process of a space program.

Colibrí Mission refers to the first Mexican nanosatellite dedicated to scientific research that is being designed and manufactured mainly by undergraduate students since 2018. Its objective is to build and launch a 3U CubeSat capable of making atmospheric measurements that will contribute globally to the mitigation efforts of space debris and the analysis of the upper atmosphere behavior.

We show how this project supports the Mexican Space Agency’s strategy which integrates the academy, the private sector and the government in the promotion of projects that aim to configure Mexico as a leading country in the development of space activities.

In that sense, Colibrí Mission’s transmedia communication strategy involves different key audiences at each stage of the project. It has two main objectives: to arouse interest in the mexican space sector and to raise funds for the manufacture and launch of the satellite.

In order to construct accurate messages, a stakeholder network analysis was made: for our first goal, it helped us determine what type of content could be broadcasted in which media channel and for which audience: from video tutorials, blog posts and podcasts, to interviews in national TV and magazine articles.

For our second goal, it provided a map of valuable actors used for the preparation of a crowdfunding campaign. The structure and results of the donation campaign are also presented.

This work shows the importance of a general public dissemination strategy in the development of a space program, not only because of its economical impact within the mission but also for the approach it generates towards the space culture.