

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

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“IF YOU CAN’T SEE IT, YOU CAN’T BE IT” - OUTREACH CHALLENGES IN PREPARING THE
YOUNG GENERATION FOR A CAREER IN THE SPACE INDUSTRY**Abstract**

This paper is the result of an international, intercultural and interdisciplinary study to the outreach challenges for preparing students between 15 and 25 years for a career in the space industry. This qualitative study aims to find and compile the best outreach practices and recommendations for engaging young people in an increasingly diverse world.

Traditionally, space outreach has been biased and limited to a set of mostly technical careers in the leading space nations. With an upcoming new space sector, new space actors are emerging even in nations that lack a national space programme, while the relevance of non-technical space jobs is getting increasing acknowledgement. The new challenge for outreach professionals is to paint a young audience a realistic and updated picture of the many paths towards a career in space in this new industry reality.

Not only have opportunities for space outreach grown in new geographies, with their own cultural and lingual characteristics, but also traditional space nations are driving towards a much more inclusive and diverse communication to their audiences.

This paper is built around a set of case studies that highlight new approaches in space outreach. These case studies are based on a set of predefined questions that are answered by outreach professionals from different geographies, cultures, disciplines, and generations.

The analysis of these case studies leads to new insights in outreach techniques for new space audiences, the challenges involved in engaging these new audiences and providing them with an objective perspective on career opportunities in the local and international space sector.

The analysis will include topics like diversity of role models (hence the title), cultural and lingual angles to outreach, and the advantages of diverse channels for reaching young audiences.

The paper will conclude with a set of practical tips for space outreach professionals, which will also be highlighted in the presentation of the paper.