

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

Author: Ms. Bethany Downer
ESA - European Space Agency, Canada, bethany.downer@esahubble.org

ESA/HUBBLE SPACE TELESCOPE: COST-EFFECTIVE INITIATIVES FOR LARGE-SCALE
ASTRONOMY OUTREACH

Abstract

The Hubble Space Telescope is a project of international cooperation between ESA and NASA. The observatory has revolutionised modern astronomy not only for astronomers, but also by taking the public on a wondrous journey of exploration and discovery. Hubble's seemingly never-ending, breathtaking celestial snapshots provide a visual shorthand for its exemplary scientific achievements. Unlike any other telescope before it, Hubble has made astronomy relevant, engaging, and accessible for people of all ages. The mission is one of the most prolific space observatories in history and its rich data archive alone will fuel future astronomy research for generations to come.

This paper will highlight a variety of public outreach initiatives conducted by the ESA/Hubble outreach team, which is coordinated by the ESA Office at the Space Telescope Science Institute, from 2020 through 2022. In particular, the paper will describe the projects that sought to achieve widespread awareness and engagement for Hubble's 30th anniversary celebrations around April of 2020. Emphasis will be made on cost-effective initiatives to illustrate a variety of effective means of science outreach that can be developed and implemented for a global audience with minimal resources in hopes of providing applicability for other astronomy outreach organizations. Projects described will include those that communicate Hubble's images and science results. Insights will also be provided in terms of reach and engagement statistics for the various initiatives and products highlighted, as well as lessons learned from coordination and implementation. This will be used to assess the effectiveness of the ESA/Hubble outreach team's integral goal of highlighting the role of ESA and the European astronomical community in the telescope's continued success and the use of Hubble data by European institutions and scientists.