

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Education Outreach and Workforce Development for Emerging Communities (10-E11.2)

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A PERSPECTIVE ON THE BENEFITS OF EXPANDING THE INTERNATIONALIZATION OF THE
MAJOR SPACE EVENTS

Abstract

In 34 years of history, the Space Studies Program (SSP) of the International Space University (ISU) has only been held three times outside the North America-Europe-Asia axis: Chile (2000), Australia (2004) and Israel (2016). Brazil made three known attempts to host an SSP edition: i) competed with Chile for the SSP2000; ii) it was selected to host the SSP 2013, but due to some changes in the pricing policy of the chosen lodging solution, the program in Brazil was cancelled when there were only 6 months left for it to begin; iii) in the third trial, the 35th edition of the Program was successfully held, from 26/06 to 25/08/23, in São José dos Campos-SP. The candidacy was proposed in a partnership between the National Institute for Space Research (INPE), the Technological Institute of Aeronautics (ITA) and the São José dos Campos Municipality, with a strong commitment from the Local Organizing Committee (LOC) to bring the greatest benefit possible to the local community from holding this unique and rare event in the country. The idea was to make the best out of the presence of around 100 specialists from the space sector to promote space activities, to inspire future generations and to present the frontier of discussion about space to the local technical-scientific community, also promoting connections for future cooperation. This interaction with the local community was the basis of all planning, instead of opening the doors for ISU only, it was designed to deliver a vast content to the Program's participants. In this sense, the LOC established a partnership with an institution specialized in STEM education to hold the major public events, and the partnership with the Municipality was not limited to the usual logistics challenges, but included the active participation of the Education Secretariat, which promoted exclusive initiatives dedicated to the public schools students, with some activities promoted into the schools. The results of this approach was expressive: more than 7,200 young people participating in person in the 11 extension activities carried out during the 9 weeks of the Program; more than 1,000 local people taking part in the 10 technical-scientific events opened to the public; 120 press release in the traditional media, some of them broadcasted nationally, and more than 21000 views of content disseminated through social media. The experience also qualified the local press in covering such an specialized event, and generated other benefits still to come.