

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Calling Planet Earth: Large Engagement and Communications Initiatives (6)

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KEYNOTE: CONNECTING SPACE CURIOUS TO THE SPACE SERIOUS

**Abstract**

Space exploration isn't just about discovering new planets and galaxies, it's also about improving life on Earth. That's why Space for a Better World was formed - to show people how space benefits us in ways we might not even realize. But how do we get people interested in space exploration? By creating experiences and activations that highlight the awe and wonder of space, while also guiding people to real things that are happening in space. And who better to guide us than real NASA and ESA astronaut ambassadors, interacting with kids of all ages? These large-scale events and activations are making big waves outside the space ecosystem and inspiring people to pursue rewarding careers in space. Because it's not just about the scientists and engineers - we need people from all skill sets and backgrounds to help us achieve successful space missions in the future. We'll share how we connect the space curious to the space serious and inspire them to explore the wonders of space and unlock its potential for a better world.