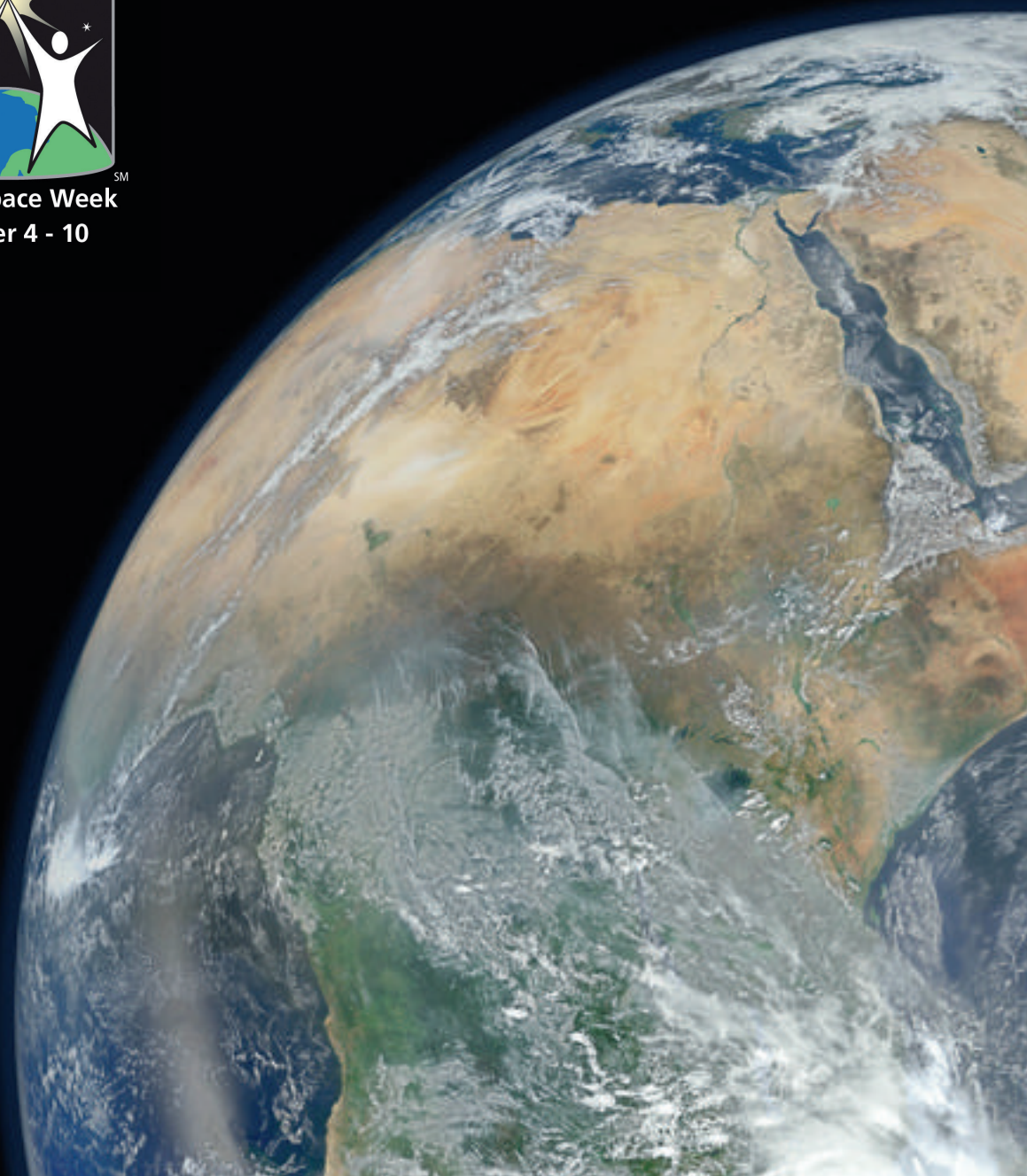


# WORLD SPACE WEEK

## 2014 REPORT



World Space Week<sup>SM</sup>  
October 4 - 10



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Published by World Space Week Association  
957 NASA Parkway, Suite 350  
Houston, Texas 77058 USA

[www.worldspaceweek.org](http://www.worldspaceweek.org)

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## Chairman of the World Space Week Association Board

Dear Supporters and Colleagues,

This year's World Space Week saw the largest number of events to date and hundreds of thousands of participants worldwide. With almost 1,600 World Space Week events in 72 nations, the creativity and scale of events were an incredible feat. Each year we see new and more imaginative ways to celebrate and build on the excitement from the past year's events. Meanwhile, we see other events that are a well established and effective means to stimulate interest in space sciences.

Around the globe individuals and organizations put on events that were both entertaining and educational. Through World Space Week many educators used STEM (Science, Technology, Engineering and Mathematics) to ignite the imagination of students. By inspiring students with creative World Space Week events, these educators are building the foundations of our future for the next generation of space professionals. This is an incredible investment in our future as an ecosystem, as a society and as a world.

With so many nations, traditions and cultures partaking, the variety of events were as diverse as the populations participating. The array of photos available in this annual report and online, demonstrates how space also celebrates our diversity and ability to work together. This theme also shows how many cultures and nations can collaborate internationally, on World Space Week events and on space projects successfully. World Space Week continues to grow at a robust pace, building on the 2014 momentum towards an already exciting 2015.

We look forward to your continued to celebrating World Space Week 2015!



Max Grimard

## WORLD SPACE WEEK (WSW)

World Space Week has grown into the largest public space event on Earth. Thousands of people in over 70 countries celebrated the benefits of space and the excitement about space exploration. Participation has seen giant leaps, more than doubling over the last two years.

## WHY WORLD SPACE WEEK?

Synchronizing many events within one week, instead of throughout the year, provides the space industry with needed leverage to raise public awareness, grow media attention and inspire youth.

## WORLD SPACE WEEK REACH

### During October 4-10, 2014

- Nearly 1,600 separate events organized by hundreds of organizations in 72 nations
- Social media impressions: Nearly 100 Million impressions
- Social media and Internet reach: over 40 Million unique individuals

## WORLD SPACE WEEK 2014 POSTER AND THEME



### Space Guiding Your Way

The 2014 World Space Week theme focused on the benefits of space-based navigation systems, which have changed the way in which we navigate on our planet. Space-based navigation systems help us locate planes, ships, cars, trains and people, but also helps us improve agriculture and disaster management. With this theme, World Space Week celebrations in 2014 helped to improve knowledge and awareness of this clear benefit of space technology for the betterment of humankind.

## WORLD SPACE WEEK ASSOCIATION

World Space Week Association (WSWA) ([www.worldspaceweek.org](http://www.worldspaceweek.org)) stimulates participation in the celebration of the United Nations-declared World Space Week (WSW), October 4-10 annually. As an association of volunteers, WSWA works to encourage global participants to hold events during WSW.

The Association's volunteers work closely with educators, space industry, space agencies and other organisations to advocate Science, Technology, Engineering, and Mathematics (STEM) education to build the workforce of the future by inspiring students through WSW.

WSWA is an international non-government organization (NGO) supporting WSW National Coordinators in 80 nations and is a registered 501 (c)(3) (not for profit) organization in the United States. It is led by an esteemed Board of Directors comprised of global space leaders and other dignitaries.

WSWA has permanent observer status in the UN Committee on the Peaceful Uses of Outer Space (COPUOS), is a member of the International Astronautical Federation, and has numerous global partners.

The mission of WSWA is to strengthen the link between space and society through public education, participation, and dialogue on the future of space activities, using World Space Week as a focus.



Inmarsat Race Village World Space Week Activities - Volvo Ocean Race 2014

## WORLD SPACE WEEK IN 2014 EXECUTIVE DIRECTOR AND OPERATIONS DIRECTOR UPDATE

Dear Partners, Supporters, Participants and Friends,

Already the largest public space event on Earth, UN-declared World Space Week (WSW) continued its growth in 2014. WSW celebrated its fifteenth year with the theme “Space: Guiding Your Way” and saw unprecedented participation. Over 600 schools, organizations, planetaria, museums and individuals organized events where hundreds of thousands of people attended.

To further grow WSW and to reach an ever-increasing audience, the Association underwent an executive realignment after WSW 2014. Ms. Michelle Mendes was appointed Executive Director and Mr. Remco Timmermans was appointed Operations Director. We are excited to be working toward making the world’s largest annual space celebration even more successful.



We are grateful to our ongoing sponsors and partners who have given us the opportunity to help build the workforce of tomorrow, increase awareness about space activities and encourage education. We also welcome our new sponsors whose generous support was key to World Space Week’s growth last year.

The Association participated in the 2014 International Astronautical Congress (IAC), held in Toronto, Canada thanks to its longtime educational partner the Heinlein Prize Trust. WSWA saw tremendous success there, distributing many free teachers guides in English, French and Spanish.

Thanks to Lockheed Martin, WSWA participated in its #ImOnBoard Campaign, where exhibit visitors at IAC signed a banner that would be at the Orion launch site. The Association was also given the opportunity by Lockheed Martin and NASA to fly 15 World Space Week flags on the test flight of the Orion Capsule on December 5, 2015. The Association thanks Lockheed Martin and is honored to be a part of that historic flight.



*Canada*

## WORLD SPACE WEEK IN 2014 EXECUTIVE DIRECTOR AND OPERATIONS DIRECTOR UPDATE CONTINUED

Finally, we must thank the many event organizers around the world that work tirelessly to make WSW such a success each year. Without individuals and organizations producing and attending events there would be no WSW. Thank you all for your continued support to ignite the imaginations of so many with your creative and compelling events.

As we look ahead to 2015, we are both excited about the upcoming prospects for growing the organization and building on our current momentum for even more events. The anticipation to celebrate the “Discovery” theme in 2015 has already caught the imagination of many and we look forward to seeing the creative and truly inspiring ways the world will celebrate World Space Week 2015!

Michelle Mendes  
Executive Director

Remco Timmermans  
Operations Director



*International Astronautical Congress 2014*

## 2014 WORLD SPACE WEEK GLOBAL HIGHLIGHTS

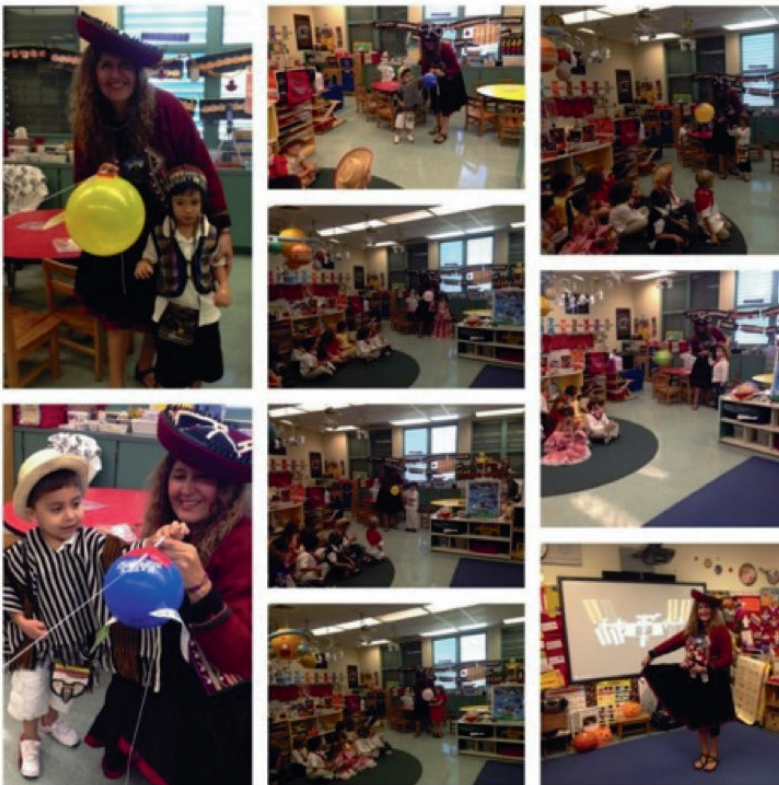
- Celebrating the WSW 2014 theme, EarthCache all over the world asked people to find an event cache using space-based navigation through Geocaching.com and to do public outreach about GeoCaching. Also part of World Space Week was Earthcache's 3rd International EarthCache Event and a week-long EarthCaching Virtual 5K.

- The Volvo Ocean Race started in Alicante Spain on the first day of World Space Week on October 4th. Inmarsat, a supporter of World Space Week Association, made the Race possible and set up WSW and STEM activities in the 11 race villages around the world, in Alicante; Cape Town; Abu Dhabi; Sanya; Auckland; Itajai; Newport; Lisbon; Lorient; The Hague and Gothenburg. Around three million visitors were expected to attend race village exhibitions and events.

*Thailand*



*USA*



- Space Foundation organized 10 WSW events, including meetings with astronaut Dr. Leroy Chiao for Science on the Sphere presentations in Colorado Springs (USA). These were part of nearly 70 World Space Week events around the United States, which also included lectures about space communications presented by NASA Headquarters Oct. 8-10 at the National Air & Space Museum. NASA's Kennedy Space Center Visitor Complex celebrated with the Kennedy Space Center GeoTour that took participants on a scavenger hunt with prizes throughout the state of Florida.

- ASTRAX held eight World Space Week events in Japan. One of them was a cruise event, with

space costumes featuring space fashion.

- The Caribbean Space Summit 2014 was held in Puerto Rico during World Space Week, hosting a range of delegates and speakers in tracks on Space Policy and Finance, Space Science and Research plus Puerto Rico's first ever Space Up! conference.



## 2014 WORLD SPACE WEEK GLOBAL HIGHLIGHTS CONTINUED

- European Space Research and Technology Centre (ESTEC), the European Space Agency facility in Noordwijk, the Netherlands, opened its doors to the public on October 5. Lectures and video films gave details of ESA projects, along with exhibits dedicated to landmark ESA missions including the Gaia galactic star mapper, Rosetta comet chaser, and ESA astronauts in space.

*Iraq*

- World Space Week 2014 was celebrated across India with hundreds of schools, organizations and individuals participating. In Delhi, DPS Schools, Ryan Schools and Hillwood Academy schools had special events for satellite communication. ISRO celebrated WSW 2014 by hosting many events. Special events for public and students were organized in the cities of Pune, Ahmedabad, Patna and Chandigarh.



- Over 80 events celebrated WSW 2014 across the United Kingdom. TechnopopLondon was the largest of the UK's WSW participant, with over 30 separate WSW events. In Northern Ireland, many schools helped to create a World Space Week theme at shopping centres, business centers, and restaurants in LondonDerry and Belfast. The RSPB in Northern Ireland organised public bird and bat tracking events. The North West Astronomy Festival had a full weekend of exciting events as did many other groups, societies, museums and schools. The UK Space Agency repeated its successful "Tweet the Expert" and The Science Museum in London also celebrated WSW 2014 with events throughout the week.

- The TV Show "Space Racers," an animated series for preschoolers, launched its Space Racers application during World Space Week.

- In Canada, during a World Space Week 2014 event that motivated students to pursue space science, University of Toronto Schools (UTS) learned about Student Spaceflight Experiments Program (SSEP). UTS vigorously worked to propose an experiment to fly to space, and was accepted! Its project will be flown to the International Space Station in the Fall of 2015.

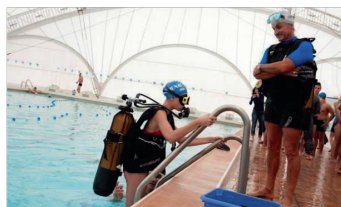
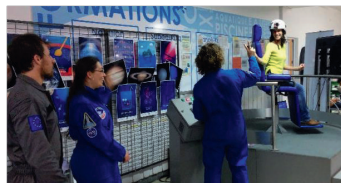


*Croatia*

- Pakistan held an amazing 176 events throughout the week that were an inspiration for both teachers and students across the country. They used space, during World Space Week, to inspire children about science, technology, engineering, math, and other subjects.



# FRANCE



# IRAQ



# SAUDI ARABIA



## SPECIAL REPORT FROM AIRBUS DEFENCE AND SPACE

This year marked the eighth year that Airbus Defence and Space (DS) took part in World Space Week. As in past years, the event was held 4-10 October, with this year's talks and activities focused on the theme of "Space: Guiding Your Way."

During this week, 330 Airbus DS employees visited primary, junior and senior schools, as well as nursery schools, to share their passion for space with over 20,000 youngsters, making it a record year. Volunteer employees gave presentations in France, Germany, Spain, the UK and the Netherlands, where they gave an insight into space technology, space careers and the benefits that space-related applications bring to our daily lives.



The Airbus DS representatives were bombarded with a whole array of unusual and curiosity-fuelled questions during their presentations and were impressed by the pupils' knowledge of space flight topics.

World Space Week 2014 featured a number of other events which involved Airbus DS. ESTEC opened its doors to the public in Noordwijk, where Airbus DS Netherlands presented its activities and joined in birthday celebrations for Dutch astronaut Andre Kuipers along with 8,000

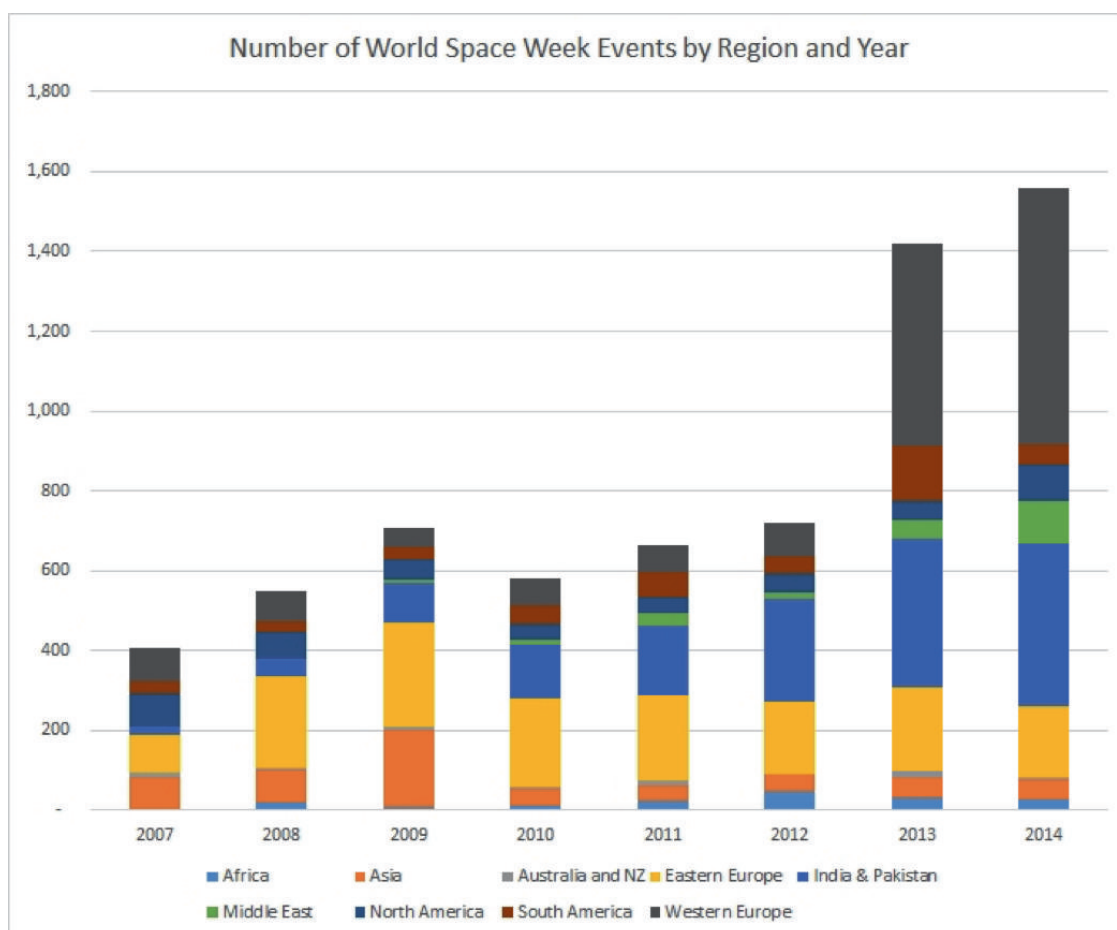
visitors. A few lucky schools received invites to site tours at Airbus DS sites where they got to see the integration halls.

Once again, this year's World Space Week was another resounding success. The school children were delighted with the glimpse they were given into all things space.

World Space Week offers an excellent opportunity to inspire the younger generations to take an interest in space. Thank you for your support and we are already looking forward to your support as ambassadors during the next World Space Week in 2015.



## WORLD SPACE WEEK 2014 STATISTICS



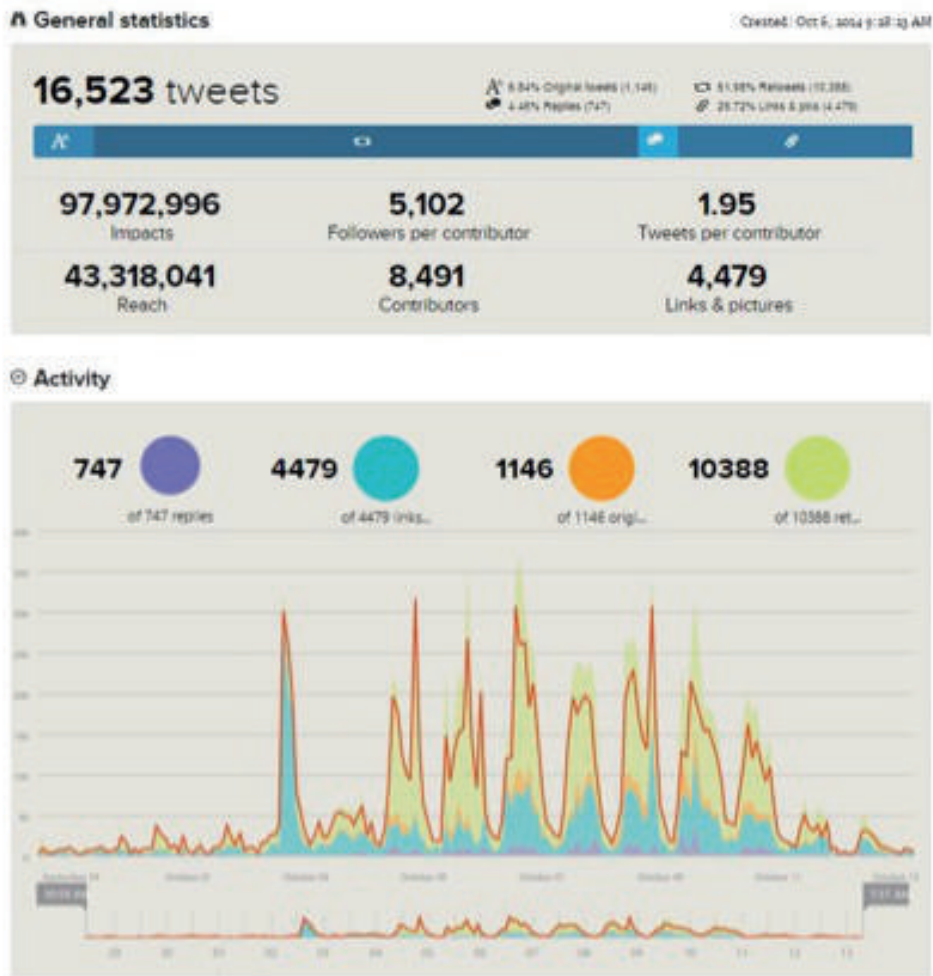
### Number of Events by Country - Top Ten

Top Ten Countries in 2014:

Rank	Country	Number of Events
1	France	235
2	India	231
3	Pakistan	176
4	United Kingdom	157
5	Spain	120
6	Romania	89
7	Germany	79
8	Saudi Arabia	73
9	United States	69
10	Croatia	40

## WORLD SPACE WEEK 2014 STATISTICS CONTINUED

Social Media Statistics for World Space Week 2014 (one week only):



Inmarsat Race Village World Space Week Activities - Volvo Ocean Race 2014

## WORLD SPACE WEEK 2015



### Theme - Discovery

Missions like Gaia, Kepler, and the Hubble space telescope (this being the 25th anniversary) have advanced our understanding of space and astronomy. They have contributed important discoveries of galaxies, exoplanets, asteroids, and comets. There is so much more to discover in our universe, and World Space Week 2015 will inspire youth and the public by highlighting recent discoveries and planned new missions to further explore deep space.

## ORGANIZE AN EVENT

### You Can Be a Part of World Space Week by Organizing an Event

There are no limits to what can be done to celebrate space during WSW. Audiences can be the public, students, employees, or other targeted communities. Participating organizations get leverage by being part of the largest space event in the world. On the World Space Week website there are many examples of what can be done and what has been done in the past.

Examples include:

- Hundreds of Airbus employees speaking at schools during World Space Week
- SUPARCO organizing 176 events across Pakistan
- Inmarsat starting the Volvo Ocean Race during World Space Week
- Space Foundation hosting WSW events in Colorado for teachers and students

There are only two criteria to have a World Space Week event:

1. The event must be space related.
2. It must begin or end during World Space Week October 4-10.

### Make your event count! Enter the event into the WSW Calendar!

Enter the event into the global WSW event calendar on [www.worldspaceweek.org](http://www.worldspaceweek.org) before the event so that it can be counted. Afterward, update the entry with results so the impact of your event can be shared.

## RECOGNITION

### United Nations Office of Outer Space Affairs

P.O. Box 500  
Vienna A – 1400 Austria  
Director: Mrs. Simonetta di Pippo

### World Space Week Association

957 NASA Parkway, Suite 350  
Houston TX 77058 United States of America

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### World Space Week Association Board of Directors

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Vice President Strategy: Michel Lafaitteur

Vice President Middle East: Ali Al-Mashat

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### World Space Week Association Advisory:

General Counsel: Lex Mercatoria Solicitors

Accounting Firm: Baker Crane LLP

---

### World Space Week Association Staff and Volunteers:

Executive Director: Michelle Mendes

Operations Director: Remco Timmermans

Administrator and Office Manager: Marcia Gilbert

Communications and Media Relations Manager: Victoria Southgate

Communications Manager: Talia Landman

Content Contributor and Astronomy Coordinator: Ramasamy Venugopa

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Marketing Manager: Zoe Van Der Hoeven

Education Manager: Lauren Napier

Human Resources Manager: Farah Kotadia

Human Resources Assistant: Sonakshi Joneja

National Coordinator Manager: Goran Nikolasevic

Strategic Partnership Manager: Christopher Vasko



## WORLD SPACE WEEK NATIONAL COORDINATORS - 80 NATIONS

Country	Name	Organization
Afghanistan	Ahmad S Hakimyar	SGAC
Algeria	Jamal Minouni	Sirius Astronomy Association
Argentina	Viviana Bianchi	Oficina Gemini Argentina
Austria	Michael Taraba	University of Vienna and Austrian Space Forum
Bahrain	Mohammed Al Kiyumi	Arab Youth Venture Foundation
Bangladesh	F.R. Sarker	Bangladesh Astronomical Society
Belgium	Geraldine Mariën	
Bolivia	Rodolfo Zalles	Observatorio Astronomico Nacional
Bosnia And Herzego	Senad Gutic	University in Tuzla
Brazil	Valmir M. de Moraes	Núcleo de Astronomia
Bulgaria	Veselka Radeva	Observatory and Planetarium
Cameroon	Hubert Foy Kum	Space General Advisory Council
Canada	Wayne Ellis	Canadian Space Society (CSS)
Chile	Fernando Mujica	Aeronautical Engineer
China	Jinyu Gong	Chinese Society of Astronautics
Colombia	Beatriz Elena Hernandez	Voz Infantil- Hola Juventud, WYESR-Colombia
Croatia	Danko Kocis	Astronomy society "Orion"
Cuba	Ramón E. Rodríguez Taboada	Institute of Geophysics and Astronomy
Cyprus	George Troullias	Kition Planetarium & Observatory
Czech Republic	Milan Halousek	Czech Space Office
Denmark	Jesper Jørgensen	SpaceArch
Ecuador	Juan Gabriel Robalino	
Egypt	Mohamed Attia	World Space Week Egypt Coordinating Committee
Ethiopia	Bekele Tujuba	
Finland	Markus Hotakainen	Tiedetuubi.fi
France	Michel Laffaiteur	
Germany	Bernd Brincken	Space-week.de
Ghana	Kwaku Bonsu	Ashanti Space Agency
Greece	Zoulias Manolis	National Observatory of Athens
Hungary	El Both	Hungarian Space Office
India	C B Devgun	World Space Week India Coordinating Committee
Iran	Zohreh Jahanbakhsh	Iranian Space Agency
Iraq	Harem Omer Kakil	Amateur Astronomy Association in Iraqi Kurdistan
Ireland	Claire McSweeney	CIT Blackrock Castle Observatory
Israel	Tal Inbar	Israeli Space Society
Italy	Adriana Linda Parlatini	Odisseospace
Japan	Seiichi Sakamoto	JAXA
Kazakhstan	Gulnara Omarov	Astrophysical Institute
Kenya	Peter Njuguna	Mbaruk Ecology Centre
Korea, Republic of	Gi-Joong Kim	Young Astronauts Korea

**For more information, contact your National Coordinator**  
Contact details at [www.worldspaceweek.org](http://www.worldspaceweek.org) website





## WORLD SPACE WEEK NATIONAL COORDINATORS CONTINUED - 80 NATIONS

Country	Name	Organization
Kuwait	Maryam Aljoan	
Macedonia	Aleksandar Stefanovski	Association for Technical and Technological Education
Madagascar	Charles A. RATSIFARITANA	Ministry of National Education
Malaysia	Azreena Ahmad	National Planetarium
Mexico	Andres Eloy Martinez Rojas	Congress of Mexico
Morocco	Zakaria Belhaj	Casablanca Astronomical Association
Nepal	Dambaru Ballab Kattel	Nepal Academy of Science and Technology
Netherlands	Remco Timmermans	WSWA
New Zealand	Mark Mackay	NZ Space Foundation
Nigeria	J.O Akinyede	African Regional Centre for Space Science and Technology Education
Norway	Kolbj Dahle	Andoya Rocket Range
Oman	Mohammed Al Kiyumi	Arab Youth Venture Foundation
Pakistan	Arshad Siraj	SUPARCO
Palestine	Dawoud Tarawa	The Palestinian Astronomical Site
Panama	Azael Barrera	Florida State University Panama
Paraguay	Silvia Triguís	CEDIA Association
Peru	David A. Villanueva Cardenas	
Philippines	Rogel Mari D. Sese	University of the Philippines Los Banos
Poland	Adam Ustynowicz	Spaceweek Poland, Committee on Space Research
Portugal	Rui Agostinho	Universidade de Lisboa
Qatar	Abdulrahman Alassi	Qatar University Astronomy Club
Romania	Marius-loan Piso	Romanian Space Agency
Russia	Victoria Maiorova	Bauman Moscow State Technical University
Saudi Arabia	Mohammed Saeed Barziq	
Serbia	Zoran Tomic	Astronomical Society Eureka
Slovenia	Orest Jarh	Technical museum of Slovenia
South Africa	Kaizer Moroka	DST
Spain	Armengol Torres	Intelligent Consulting
Sri Lanka	Senarath Arachchige Thishan Pavithra	Sri Lanka Astronomical Association
Switzerland	Thomas Schildknecht	Swiss Space Association
Turkey	Corporate Communications Dept.	Turksat Satellite Communication and Cable TV
Ukraine	Sergey Gerasymchuk	NSAU
United Arab Emirates	Mohammed Al Kiyumi	Arab Youth Venture Foundation
United Kingdom	Suzann Parry	British Interplanetary Society
Uruguay	Fernando Gimenez	Asociacion de Aficionados a la Astronomia
Uzbekistan	Yunir Gataullin	Tashkent Research Institute of Space Engineering
Venezuela	Ana Alexandra Perez	Space Generation Advisory Council
Vietnam	Tan Vu Nguyen	Ho Chi Minh City Amateur Astronomy Club
Zambia	Prosperity C Simpemba	
Zimbabwe	Timothy K Udzanayi Kuhamba	Broadcasting Authority of Zimbabwe

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