

IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)  
Virtual Presentations - IAF SPACE EDUCATION AND OUTREACH SYMPOSIUM (VP)

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THE EFFECTIVENESS SPACE AWARENESS IN THE UAE

**Abstract**

The effectiveness Space awareness in the UAE The UAE Space Agency established in 2014 has strategic goals mandated by the UAE government which requires the right resources of human capital, infrastructure, research centers and manage them effectively to achieve its goals. The Agency started to develop a strategy to achieve its ambitions by launching projects and activities like the Emirates Mars Mission “the hope Probe” , the Federal Space Law, the research centers and building relations with Internal Space Community as well as increasing the awareness within the United Arab Emirates. Before the establishment of the agency the space industry was fragmented as they were 3 operators are working separately with investment reached to 7 billion USD The Development of the national space industry is new to the UAE so the role of the agency to sponsor the national industry .The Agency started to communicate with the operators, stakeholders, students, youth and general public. Engaging with these targets shape a clearer vision which will develop a comprehensive national Space industry that will add value in in the GDP of the country and to build high skilled capabilities in humans and space technologies as well as will place the UAE in a better position globally. The Agency have a dedicated communication team that works with creative and inspiring activates to bring industry, schools, universities and the public together to encourage the new generation to join the STEM fields. The effective communication creates opportunities to overcome the challenges of the national space Industry that helped the Agency to shape its national strategy and make in line towards the UAE Centennial Plan 2071. In addition, The Communication team is working through all channels internal, external, offline and online as well to ensure the maximum impact of UAE space awareness locally and internationally to position the UAE as one of the leading country on the international Space Map. An overview of awareness activations of the UAE Space Agency will be presented