

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

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A MODERN SPACE AGENCY NEEDS A MODERN COMMUNICATION IN A CONSTANTLY
EVOLVING SOCIAL, MOBILE, VIDEO LANDSCAPE

Abstract

The global pandemic has challenged practitioners worldwide to rethink physically present events and other activities that have always provided a backbone to communication. In these difficult times, the European Space Agency (ESA) has nonetheless preserved its ambition to promote its activities to the largest possible audience and raise awareness about space activities carried in Europe by its member states. ESA has taken the full dimension of the even more intensive social, mobile, video landscape. As the world is forced to accelerate its journey into digitalisation to respond to the global health crisis, ESA communication transformed to respond to the general public needs. The challenges imposed by these times have been turned into opportunity thanks to the creativity and the resiliency of the professionals working every day, highlighting the benefits of ESA programmes and activities, bringing them closer to the citizens. The purpose of this paper is to provide insights on how the Agency is reaching the "OneESA" strategic objective during the pandemic while facing new challenges: ESA Ministers committed a consistent budget increase at the ministerial council Space19+ and urged the organisation to take actions and push needed changes. Simultaneously, the ESA is preparing to face an unprecedented retirement wave that will require to replace 44The research will produce a detailed report describing how ESA is responding to the complex scenario. This research will also illustrate how cross-department collaborations have increased these activities' reach with their target audience, bringing benefits to the whole Agency. It will also provide a more in-depth look at how the Agency has maximised the impact of communication activities through different tactics such as improving the coordination of activities with its key stakeholders, designing a long-term communication campaign, consolidating the publication agenda and strengthening its brand awareness with partnerships and merchandising. Furthermore, the research will pay special attention to a segment of individuals aged 12 to 35-year olds, focusing on women and diversity in general. To achieve these goals, the authors will utilise ESA Newsroom and HR data, gathered from online platforms, such as ESA WebTV, Media, Social Media, ESA Shop and ESA Website.