



**World Space
Week** ASSOCIATION

World Space Week 2017

Annual Report



WSW 2017 Theme: Exploring New Worlds in Space

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United States of America
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FOREWORD

Welcome – WSW Association Chair Francisco Javier Mendieta

Dear Colleagues,

I was very honored to be elected Chair of World Space Week Association this past September, succeeding Max Grimard who I am pleased will continue on the Board.

UN-declared World Space Week, October 4-10 annually, is very important to the global space community. It is one of largest international STEM programs in the world, certainly the largest involving space. It is organized by a global network of over 1,000 organizations in the space and education sectors. By synchronizing global space outreach and education during this week each year, these participants get leverage to reach a greater audience.

Here at the Mexican Space Agency, we use World Space Week to inspire students across our nation. Our World Space Week 2017 activities covered all 32 Mexican States with nearly 200 events. We have been very pleased with the efficiency and effectiveness which World Space Week participation provides in our student and public outreach program.

Globally, World Space Week 2017 broke previous records with 3,746 events held in 80 nations. The huge recent growth in participation suggests the potential for continued increase in size and impact of World Space Week. This will be extremely beneficial to inspire our future workforce and to educate the public on the benefits of space programs.

I am grateful for your participation in World Space Week 2017 and for your support for World Space Week Association. With your continued support, World Space Week 2018 will be an even greater success.

Francisco Javier Mendieta

Dr. Francisco Javier Mendieta
Director General, Mexican Space Agency
Chair, World Space Week Association



Looking Ahead – WSW Association Executive Director Goran Nikolašević

Dear Supporters,

World Space Week has grown every year since 2013 by 20-50% annually. World Space Week Association (WSWA) helps make this happen by creating a platform for people to come together through a WSW theme and poster that guides participants, a calendar of events to track what is planned, and social and traditional media to promote and highlight events. Many events during WSW are organized in schools and at universities; thus WSW is not only a celebration of space, but also an educational platform at the global level.

Our vision for 2018 is to focus on development of people as a way to increase the size and impact of World Space Week. WSWA volunteers and WSW national coordinators and participants are central to the ongoing success of this venture. We will help them grow and connect to the global space community.

The world's largest network of space organizations participating in WSW will look to the global space sector to provide resources to help them educate the public about space and inspire youth this week. Further, the platform of WSW can increase engagement and provide the opportunity for people globally to be involved in space-related projects. WSWA has organized such programs in the past, including Zero-G student flights and developing teachers guides for use during WSW. We organized in 2017, together with the United Nations Office for Outer Space Affairs (UN OOSA), an essay contest so young people had an opportunity to show their vision of space activities which benefit humanity. We offer our sincere appreciation to our supportive donors who enable these activities, such as Lockheed Martin, Airbus and FedEx, and to future donors whose support will help take WSW to the next level of size and impact.

As we prepare for UNISPACE+50 this year, which marks 50 years since the first UN Conference on the Exploration and Peaceful Uses of Outer Space, 2018 will be our best year yet and we hope you will join us for at least one WSW event and prove that *Space Unites The World!*



Goran Nikolašević
Executive Director, WSWA



WORLD SPACE WEEK INTRODUCTION

When is World Space Week?

- World Space Week is October 4-10 annually
- It was declared by the United Nations General Assembly in 1999

What is World Space Week?

- Largest annual space event on Earth, with over 3,700 events in 80 countries in 2017
- Growing rapidly in size and impact
- Synchronized space education and outreach events organized by:
 - ◆ Companies
 - ◆ Space agencies
 - ◆ Schools
 - ◆ Planetariums and museums
 - ◆ Astronomy, space, and other clubs and societies
 - ◆ Individuals

What are the benefits of World Space Week?

- Synchronization of events globally provides leverage in space education and outreach
- Builds the workforce of tomorrow by inspiring students
- Educates the public about the benefits of space
- Promotes organizations which are involved in space
- Visibly demonstrates public support for space activities

Each year humankind celebrates the benefits and excitement of space. Join the celebration!



"The General Assembly declares 4 to 10 October World Space Week to celebrate each year at the international level the contributions of space science and technology to the betterment of the human condition."

UN General Assembly Resolution, 6



2017 GLOBAL HIGHLIGHTS

- **Kingdom of Saudi Arabia** held nearly **1,000 events** in schools throughout the week. This campaign was led by the Kingdom's Ministry of Education. (See special report, next page.)
- **Cunard Cruise Line** held a World Space Week transatlantic crossing from New York to UK, and announced that they will do the same in 2019.
- **Airbus Space and Defense** organized **328 events** in France, Germany, Spain and the UK, involving a multitude of Airbus employees inspiring students by speaking at schools.
- The **Mexican Space Agency** promoted cultural space activity for youth, including a space concert and much more, to celebrate World Space Week in **every state of Mexico**.
- **US State Department** released a **World Space Week video** in eight languages: English, Spanish, French, Chinese, Portuguese, Russian, Arabic and Urdu. See the video here: <https://share.america.gov/world-space-week-2017-celebrates-exploration/>

To learn more about what took place during biggest space celebration in history, please see:

- Global highlights: <http://www.worldspaceweek.org/highlights/>
- Event map: <http://www.worldspaceweek.org/events/event-map/?start=0&whichYear=2017>
- National pages: <http://www.worldspaceweek.org/nations/>

World Space Week Association congratulates all participants, volunteers, coordinators, sponsors, and partners for another record-breaking year!



World Space Week: Cunard's flagship liner Queen Mary 2 takes a trip to the STARS

CUNARD'S flagship liner Queen Mary 2 will take passengers to the stars and back during a transatlantic crossing that coincides with International World Space Week in October 2017.

By DEBORAH STONE
PUBLISHED: 12:28 Tue Oct 11 2016 | UPDATED: 12:42 Tue Oct 11 2016

SHARE f TWEET



The Queen Mary 2 will take passengers to the stars for World Space Week.



2017 SPECIAL REPORT FROM THE KINGDOM OF SAUDI ARABIA

The Kingdom of Saudi Arabia led by **Ministry of Education** participated strongly in the World Space Week 2017 celebration. Before the event period, his Excellency the Minister of Education sent a letter to all educational departments and schools in the Kingdom and universities to participate in this important event. Working groups were established at the Ministry and also at departments of education and schools to get ready and to plan for participation.

We had about 1,000 events during WSW 2017 successfully implemented at our schools and universities. Several type of events and activities were carried out such as visiting planetariums, workshops to study space, lectures by university professors and specialists in space sciences, wall painting competitions, and visual presentations. Most events attracted publicity in different ways, such as by electronic newspapers, the Ministry of Education web site, and by social media such as Facebook, Twitter, Instagram, and Snapchat. Using the audio-visual and electronic media and social media gave many opportunities to increase awareness, reach and support of WSW. Many educational leaders were involved in the events and many lessons were learned by our students.

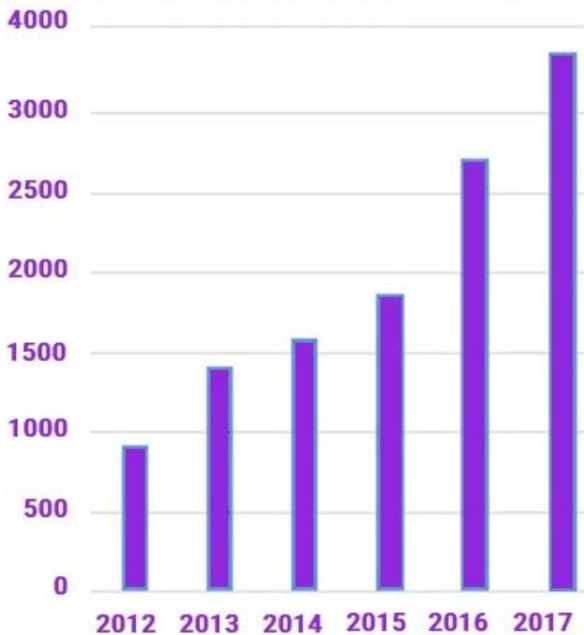
We hope that WSW Association will increase its programs, workgroups, and workshops to support event organizers and volunteers to understand more of WSW including continuous communication through social media, etc. As hard-working volunteers for space and human development, we appreciate your support, understanding and full cooperation.

Mohammed bin Saeed Barziq
World Space Week National Coordinator
Ministry of Education
Kingdom of Saudi Arabia



2017 EVENTS STATISTICS

Number of Reported WSW Events by Year



Rank	Country	Number of events 2017
1	Saudi Arabia	988
2	Pakistan	474
3	Ireland	313
4	India	300
5	Mexico	191
6	Romania	184
7	Japan	141
8	Croatia	138
9	France	128
10	Germany	124

80 nations participated in World Space Week in 2017, signifying World Space Week's increasing global reach. The ten countries with the most reported events in 2017 show some interesting trends. Saudi Arabia was by far the leader as far as number of events, with massive school participation promoted by its Ministry of Education. This is an exciting development, as it shows how one nation's education sector has embraced World Space Week as a tool to teach and inspire youth.

Pakistan, India and Mexico remained in a good position resulting from a very strong effort. WSWA Vice President Armengol Torres went to Pakistan to meet the Pakistani World Space Week team where he saw first-hand the scale of investment that SUPARCO, the national space agency, has made in making World Space Week the number one science outreach event in the country. Japan and Croatia showed marked improvements this year, and Ireland emerged as a new entrant to the Top Ten List. There are no African countries or South American countries on the Top Ten List for 2017, so further opportunities for growth lie in these regions.

WSW Association and its global coordinator network focuses on accuracy of reporting. In 2017 hundreds of events were removed from the calendar because they failed to meet criteria such as event dates. Some countries underreport events which needs to be corrected so that they get greater recognition for the extent of their participation.



2017 MOST LIKED PICTURES ON SOCIAL MEDIA



2017 THEME AND POSTER

2017 Theme: "Exploring New Worlds in Space"

The 2017 World Space Week theme was looking up into space, focusing on the discovery, exploration, and utilization of new worlds in space. It gave participants a wide range of topics such as discovery of planets around other stars, astrobiology, search for extraterrestrial intelligence, planetary science, and planned human exploration missions to Mars.

The World Space Week 2017 poster was designed by renowned space artist Pat Rawlings. Rawlings has designed posters for several World Space Weeks since its inception in 2000.



The poster for World Space Week 2017 features a central illustration of an astronaut in a white and blue spacesuit climbing a ladder on the surface of Mars. The background shows the reddish-orange landscape of Mars with iconic rock formations like buttes. The text is arranged in the upper right and lower right areas, providing the event's title, dates, and translations in multiple languages. Logos for the sponsor and partners are located at the bottom.

Exploring New Worlds in Space
World Space Week
4-10 October 2017

世界空间周
10月4日-10日
الاسبوع العالمي للفضاء
10 - 4 اكتوبر

Всемирная неделя космоса
4-10 октября

Semana Mundial del Espacio
4-10 de octubre

Semaine mondiale de l'espace
Octobre 4-10

Poster sponsor: **FedEx**

www.worldspaceweek.org

Art Copyright © Pat Rawlings 1992 . Copyright ©2017 World Space Week Association. All rights reserved

Sponsor 2017: **LOCKHEED MARTIN**

Partners 2017: **SPACEREF**, **ASTEROID DAY**, **INTERNATIONAL SPACE UNIVERSITY**, **ASTROPHYSICAL OBSERVATORY**, **SPACE FOUNDATION**, **PLANETARY SOCIETY**, **WIA**



WORLD SPACE WEEK 2018

2018 Theme: “Space Unites the World”

The theme for World Space Week 2018, “Space Unites the World,” will highlight the role of space in building bridges among all peoples of Earth. As it appears from the Moon and beyond, our planet Earth is like a small blue marble hanging in the void of space. World Space Week 2018 is an opportunity to remind humanity that we must all live together on a small world.

The theme is inspired by UNISPACE+50, an historic gathering of world space leaders which will occur this year. UNISPACE+50 will promote cooperation between spacefaring and emerging space nations and help space exploration activities become more open and inclusive on a global scale, according to the UN.

World Space Week 2018 events will play an important role to contribute to public awareness of UNISPACE+50 and participation in crafting a vision for our collective future in space over the next 50 years.



ORGANIZE AN EVENT

You Can Be Part of World Space Week 2018

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 has been done in the past. Examples include:

- Nearly 1,000 schools across Saudi Arabia inspiring students
- Hundreds of Airbus Defense & Space employees speaking at schools
- SUPARCO and the Institute of Space Technology organizing 300 events across Pakistan
- Space Foundation hosting events in Colorado, USA, for teachers and students
- Individuals hosting a simple space event and inviting friends.

See more ideas here: <http://www.worldspaceweek.org/events/event-ideas/>

There are two main criteria for 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.

See all criteria here: <http://www.worldspaceweek.org/guidelines-on-wswa-events-policy/>

Enter the Event into the WSW Calendar

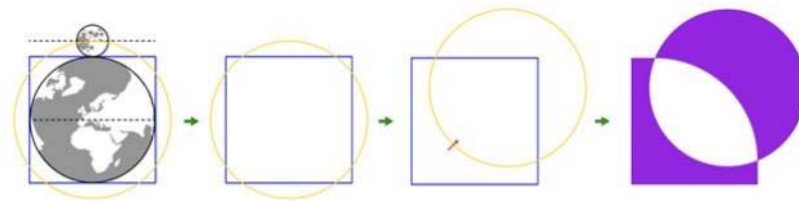
Be counted! All participants should enter their WSW events into the global calendar at <http://www.worldspaceweek.org/events/add-event/> **before WSW** so that it can be seen by all who visit the site during the peak period. Afterward, update the calendar entry with results (including actual attendance and media coverage) so the impact of your event can be shared. This is an important step to show the impact of your event.



WORLD SPACE WEEK REBRANDING

18-year-old World Space Week stepped into a new chapter of growth with a bold new brand identity in 2017. Born of careful consideration and partnership between WSWA leaders and [Cosma Schema](#), a design agency founded specifically to create greater understanding, accessibility and excitement about outer space, WSWA's new visual brand identity is modern, sophisticated, and powerful.

The new logo cites cosmic origins in its graceful suggestion the organization's core values: inclusivity, synergy and the union of humanity and space. Its proportions are derived from a ratio based on the actual sizes of the earth and moon when placed adjacent to one another.



Along with its strikingly simple form, the unexpected choice of electric purple communicates power of a regal order and a distinct breath of fresh air and innovation amidst the sea of black and blue swooshes saturating the space sector. The boldness of its color and form matches WSW Association's bold aspirations that World Space Week shine as the brightest beacon of connection between humans and space.

For the first time in the organization's history, there are [easy-to-use brand guidelines](#) creating a foolproof usage and titling system so all current and future countries and organizations can create their own unique, yet brand-consistent version of the WSWA logo – uniting all participants under this strong emblem of space celebration, inspiration, and education.



WORLD SPACE WEEK ASSOCIATION

World Space Week Association (WSWA) is an international non-government organization and a registered 501(c)(3) non-profit corporation in the United States. It is led by an esteemed Board of Directors comprised of volunteer global space leaders and dignitaries. Implementing the Association's programs are a volunteer executive team, small staff, and supporting volunteers.

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 UN-declared World Space Week, October 4-10 annually, as a focus.

Supported by a global coordination network, WSWA works year-round to encourage the space and education sectors to hold events during WSW. The result is the largest network of space-supporting organizations on Earth which participate in this annual event. WSWA supports these coordinators and participants with services to help maximize the visibility and impact of World Space Week.

The Association works with educators, space industry, space agencies and other organizations to advocate Science, Technology, Engineering, and Mathematics (STEM) education by inspiring students through WSW. WSWA encourages use of WSW as a platform not only for STEM education but to involve the public in space programs and to encourage people around the world to express their passions for space.

One of the oldest space advocacy organizations in the world, 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 is supported by numerous global sponsors and partners.

World Space Week Association:

- Supports the UN in the global coordination of World Space Week
- Expands World Space Week and its impacts on education and society
- Is volunteer managed and funded through voluntary contributions
- Is a non-profit, non-government organization founded in 1981
- Takes no positions on space policy to ensure that WSW is open to all



WORLD SPACE WEEK ASSOCIATION BOARD OF DIRECTORS



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Chair



Prof. Christopher Welch
Deputy Chair

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Buzz Aldrin

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Sergio Camacho

Kerrie Dougherty

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Vice President Board Relations and Secretary: Catherine Doldirina
Vice President Development: Athiye Jawad
Vice President Project Management: Tiffany Chow
Vice President Partners and Programs: Alexander Karl
Vice President Education and Coordination: Armengol Torres
Vice President Space Sector and Social Media: Andrea Boyd
Vice President Strategy: Michel Laffaiteur
Vice President Middle East: Ali Al-Mashat
Vice President Administration: Marcia Gilbert
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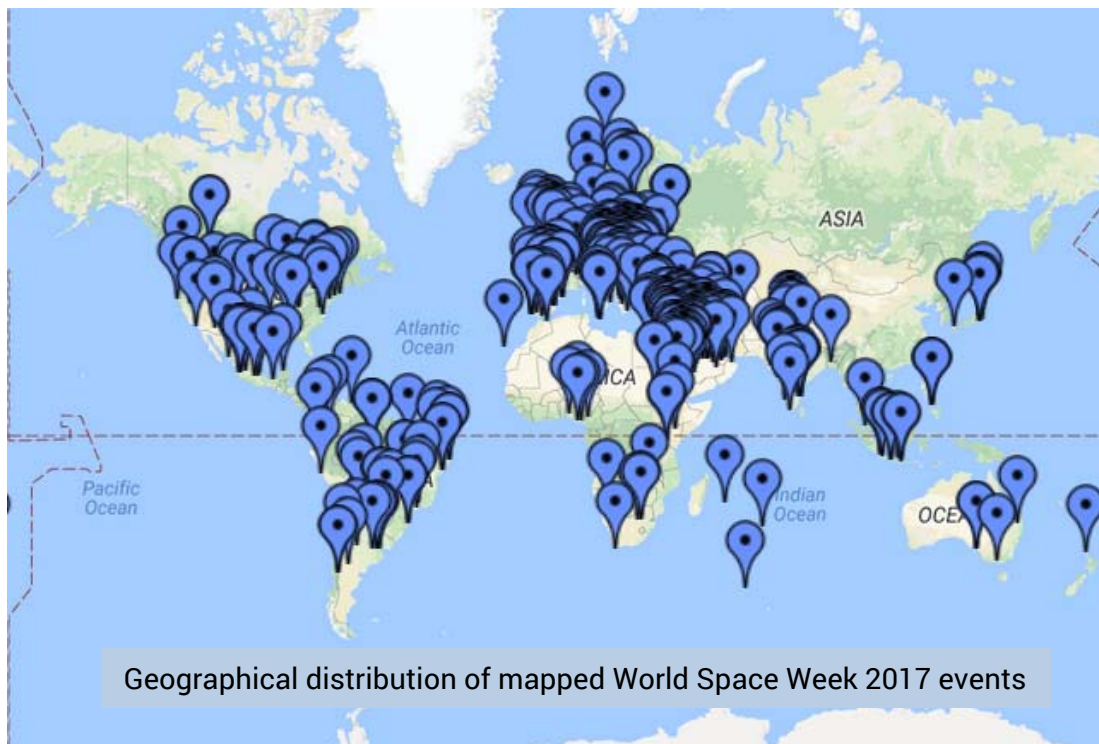


WORLD SPACE WEEK NATIONAL COORDINATORS

Nation	National Coordinator	Nation	National Coordinator
Afghanistan	Ahmad S Hakimyar	Greece	Zoulias Manolis
Albania	Bora Aliaj	Hungary	Laszlo Bacsardi
Algeria	Jamal Minouni	India	C B Devgun
Argentina	Diego Bagu	Indonesia	Azlizan Adhyagsa
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Bahrain	Mohammed Al Kiyumi	Israel	Tal Inbar
Bangladesh	F.R. Sarker	Italy	Marino Tommaso
Belgium	Geraldine Mariën	Japan	Taichi Yamazaki
Bolivia	Rodolfo Zalles	Jordan	Khaled Hazaymeh
Bosnia And Herzegovina	Senad Gutic	Kazakhstan	Gulnara Omarova
Brazil	Valmir M. de Morais	Kenya	Peter Njuguna
Bulgaria	Veselka Radeva	Korea, Republic of	KangSan Kim
Cameroon	Tomukum Chia	Libya	Attia Alhasadi
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Chile	Luis Ramirez	Madagascar	Charles A. Ratsifaritana
China	Zhang Yao	Malaysia	Anita Binti Bahari
Colombia	Christhian Timote	Malta	Stephanie Maggi-Pulis
Croatia	Danko Kocis	Mexico	Mario Arreola Santander
Cuba	Ramón E. Rodríguez Taboada	Morocco	Zakaria Belhaj
Cyprus	George Troullias	Nepal	Dambaru Ballab Kattel
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Denmark	Jesper Jørgensen	Nicaragua	Emilio Zuniga
Ecuador	Roberto Vallejo	Nigeria	G. I. Agbaje
Egypt	Mohamed Attia	Oman	Dr. Saleh Said Hamed
Estonia	Karin Pai	Pakistan	Anwar Ali Gaho
Ethiopia	Biniyam Kebede	Panama	Azael Barrera
Finland	Markus Hotakainen	Paraguay	Rodrigo Rios
France	J.B. Desbois	Peru	David A. Villanueva Cardenas
Germany	Bernd Brincken	Philippines	Rogel Mari D. Sese
Ghana	Kwaku Bonsu		



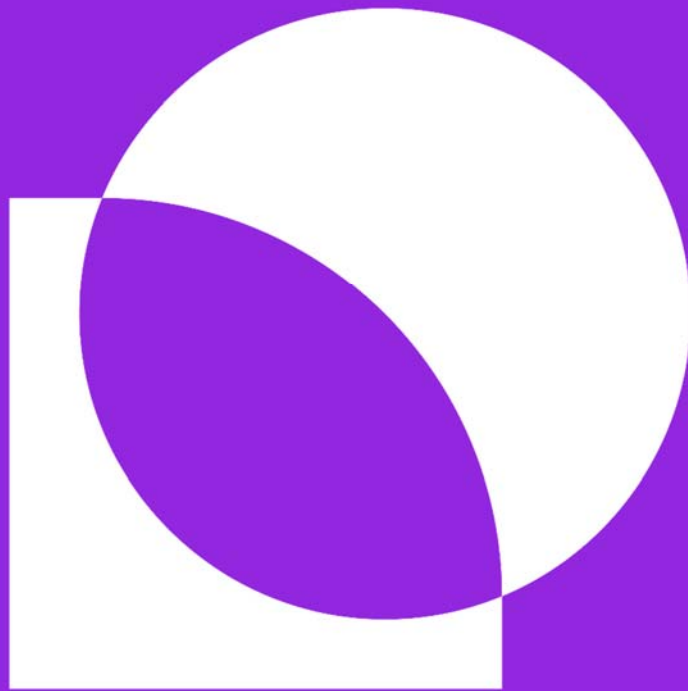
Nation	National Coordinator	Nation	National Coordinator
Poland	Adam Ustynowicz	Tajikistan	Saidbeg Kalandarov
Portugal	Rui Agostinho	Turkey	Communications Turksat
Qatar	Abdulrahman Alassi	Ukraine	Victoria Chetvertak
Romania	Marius-Ioan Piso	United Arab Emirates	Mohammed Al Kiyumi
Russia	Victoria Maiorova	United Kingdom	Victoria Southgate
Saudi Arabia	Mohammed Saeed Barziq	United States	Allegra Searle-LeBel
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Slovakia	Peter Pindjak	Venezuela	Jose Godinho
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Spain	Javier Armentia	Zimbabwe	Timothy Kuhamba
Sri Lanka	Senarath Arachchige Thishan Pavithra		
Sudan	Moutaman Mirghani		
Switzerland	Thomas Schildknecht		



2017 PHOTOS BY EVENTS ORGANIZERS







World Space
Week OCTOBER 4-10