

# Office for Outer Space Affairs

Harnessing the Power of Space for Sustainable Development

## The Power of Communicating and Effective Outreach



# The Power of Communication

## What and how?

Communication, public outreach and engagement are **key elements in the delivery of work** of all organizations, be it public or private. Communications help **promote** the efforts undertaken by organizations, boosts **transparency**, advances **relationships** and most importantly, builds **trust**.

- ❑ Providing authoritative **information**
- ❑ Communicating **priorities**
- ❑ Promoting the role of space for **sustainable development**
- ❑ Combating **misconceptions** about space
- ❑ Facilitating access to **opportunities** in the space sector





# The Power of Communication

## Why you should care?

The space sector is booming but there are **many gaps** on both individual and interstate levels. **Gender equality** in the space industry is still far away and the **inclusion** of marginalized groups remains an issue. Gaps between but also within countries are also **not closing at the necessary pace**.

**Closing the gaps TOGETHER!**

**All of us benefit from advancing ACCESS TO SPACE!**





# Communicating effectively

What are our approaches?

**Website content enables everyone to browse opportunities!**

- ❑ **Front page** content
- ❑ Special focus on **open opportunities**
- ❑ **Press releases**
- ❑ New Access to Space for All menu with repository of **success stories** and past **awardees**
- ❑ **Reports** to the Committee on the Peaceful Uses of Outer Space
- ❑ **One pagers** on UNOOSA projects

**~250,000 views on Access to Space for All pages.**



**Consistent dedicated branding** was developed for Access to Space for All and its opportunities to advance the recognition



# Communicating effectively

## What are our approaches?

***Social media*** connect us with the world and audiences we would not reach otherwise!

- ❑ Dedicated **campaigns**
- ❑ **Major announcements** rank among our top posts across all topics
- ❑ **Hundreds of thousands** of people reached
- ❑ Making sure the news get **widespread coverage**





# Communicating effectively

## What are our approaches?

***Storytelling*** allow us to convey personal messages that inspire future generations and potential applicants.

- ❑ Access to Space for All x SDGs Interview Series
- ❑ **This expert meeting - re-watch online!**
- ❑ **Dedicated virtual events/webinars** that showcase Awardee stories
- ❑ **Presentations** that speak about personal experience of staff involved in the Initiative

UNITED NATIONS  
Office for Outer Space Affairs

**Access to Space for All x SDGs Interview Article #5**

**PHI: The platform to realize your dreams**

**Awardee:**  
**Aysha Alharam**  
Engineering Specialist,  
National Space Science  
Agency of Bahrain  
(NSSA)

**Awardee:**  
**Eliza Sapkota**  
Project Manager,  
Antarikchya Pratisthan  
Nepal (APN)



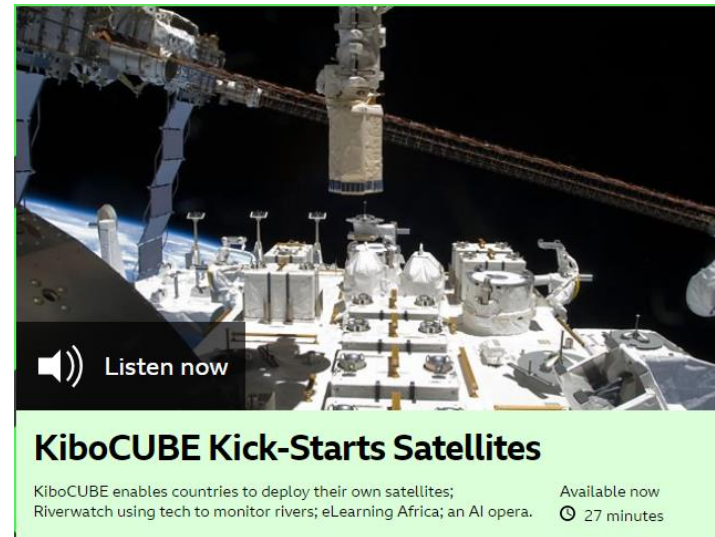


# Communicating effectively

What are our approaches?

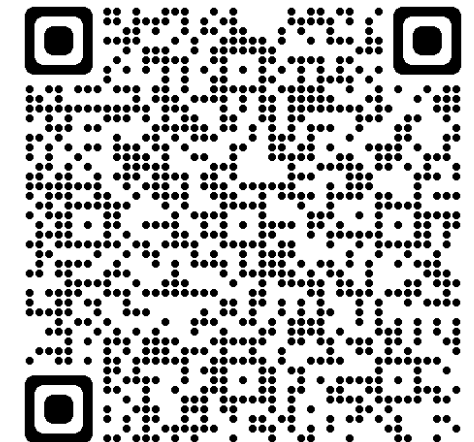
## *Expanding reach through media*

- ❑ Promoting Access to Space for All through **journalists & media via UN press releases** and **other means**
- ❑ **Publications** summarizing the history & progress of the Initiative
- ❑ **Conference papers** submitted to space congresses
- ❑ Contributing to international **journals** and internal **magazines**
- ❑ **Newsletters** to subscribed people



## International experiments selected to fly on Chinese space Station

Andrew Jones June 13, 2019





# Communicating effectively

What are our approaches?

*Beyond the digital realm,*  
we build connections, partnerships  
and raise even greater awareness.

- ❑ **Side events** during sessions of the **Committee** on the Peaceful Uses of Outer Space
- ❑ **Events during General Assembly** in New York
- ❑ **Press events** at space congresses
- ❑ **Exhibition booths**





# The future of communicating

How can we advance communication activities?

## *Let us amplify your content!*

- **Tag** our corporate **accounts**
- Use our **hashtags**
  - #AccSpace4All
  - #Space4SDGs
  - Opportunity hashtags such as #KiboCUBE, #DropTES, #HyperGES...



**@UNOOSA**

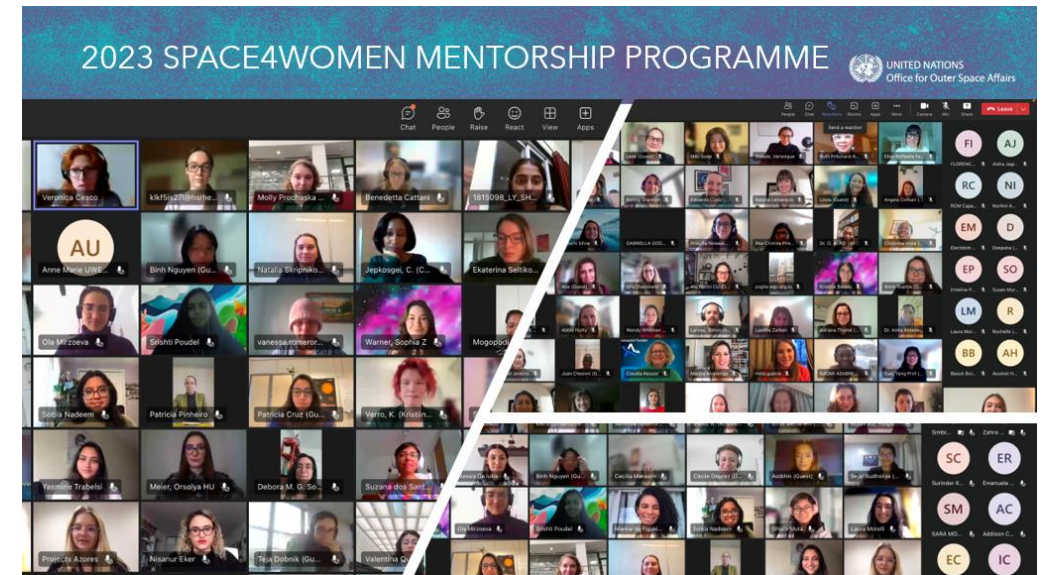


# Bridging the space divide

## How can we support you further?

*How can we help you advance your goals and reach?*

- ❑ **Space4Youth: Young voices in the space sector** (up to 35 years of age)
- ❑ **Space4Women Mentorship Programme**
- ❑ **Share your stories** in our **Events** and **Workshops**



**Apply by 4 June**