



WORLD SPACE WEEK PAKISTAN

04 - 10 OCTOBER, 2025

GUIDEBOOK

SPACE AMBASSADOR CONTEST

*A comprehensive guidebook to participate
in Space Ambassador Contest*

WORLD SPACE WEEK 2025 CELEBRATES
"LIVING IN SPACE"



ABOUT WORLD SPACE WEEK

World Space Week is an international celebration of science and technology, and their contribution to the betterment of the human condition. The United Nations General Assembly declared in 1999 that World Space Week will be held each year from October 4-10.

These dates commemorate two events:

- **October 4, 1957:** Launch of the first human-made Earth satellite, Sputnik 1, thus opening the way for space exploration
- **October 10, 1967:** The signing of the Treaty on Principles Governing the Activities of States in the Exploration and Peaceful Uses of Outer Space, including the Moon and Other Celestial Bodies.

MISSION

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

WHAT ARE THE GOALS OF WORLD SPACE WEEK?

- Provide unique leverage in space outreach and education
- Educate people about the benefits that they receive from space
- Encourage greater use of space for sustainable economic development
- Demonstrate public support for space programs
- Excite young people about science, technology, engineering, and math
- Foster international cooperation in space outreach and education

WHAT BENEFITS DO ENTITIES GET FROM ORGANIZING WSW EVENTS?

Entities organizing WSW get the following benefits:

- Become part of the largest public support for space education and awareness
- Contribute to heighten global awareness of space
- Gain public and media attention through the synergy of concurrent space events around the world
- Opportunity to participate in competitions announced by World Space Week Association
- Possibility of future collaboration on long term basis with SEAD
- Get extensive media coverage

NATIONAL COORDINATOR OF WORLD SPACE WEEK PAKISTAN

The WSWA leads a global team of National Coordinators, who organize events within their own country. **Secretary SUPARCO** is the official National Coordinator of WSW in Pakistan.

PAKISTAN'S ACHIEVEMENT IN WORLD SPACE WEEK – 2024

Pakistan has been in top countries with the largest number of countrywide events. In 2024, over 15,000 events were reported, held simultaneously in 80 countries making WSW the largest space event on Earth. Pakistan achieved **1st rank** in global WSWA rankings with over **6,570 events** countrywide and was featured in WSWA annual report presented at the United Nations Office for Outer Space Affairs (UNOOSA) forum



WORLD SPACE WEEK THEME 2025 – “LIVING IN SPACE”

WSW themes are selected each year by the World Space Week Association Board of Directors to highlight an aspect of space with broad appeal to humanity. In coordination with the United Nations Office of Outer Space Affairs (UNOOSA), the chosen theme serves as a common focus for schools, organizations, and communities worldwide, guiding events, activities, and promotional materials during World Space Week.

The theme for World Space Week 2025 is “Living in Space.” This theme reflects the rapid advancements in human spaceflight, technology, and space exploration that are making life beyond Earth increasingly possible. It emphasizes not only the challenges of surviving in space but also the opportunities for innovation in areas such as space habitats, food, health, and sustainable living systems.

“Living in Space” also encourages students and educators to think about the future — from astronauts on space stations and lunar bases to human settlements on Mars. It invites participants to explore how humanity can thrive beyond Earth, turning what was once science fiction into reality.

By exploring the theme “Living in Space”, World Space Week 2025 also highlights how research in space directly benefits life on Earth. Many technologies developed for space — from water purification systems to medical innovations — have practical applications that improve daily living. The theme therefore not only looks outward to future space settlements but also reminds us of the valuable knowledge and advancements space science contributes to our planet.

SPACE AMBASSADOR CONTEST

To make World Space Week 2025 celebration more inclusive and impactful, an exclusive opportunity is being offered for space enthusiasts, science societies, students, astronomers, bloggers, educators, and volunteers to actively participate as **Space Ambassadors**.

The enthusiasm of the public is a priceless resource. Across the world, space enthusiasts and volunteers play an important role in promoting space science and technology among the masses. Through this contest, participants are invited to share their knowledge, passion, and creativity by organizing engaging activities in their schools, colleges, universities, communities, or even at public spaces such as parks, roadsides, or science clubs. These activities should highlight the benefits of space, connect them with daily life on Earth, and demonstrate the possibilities of living and thriving in space in the future.

CHALLENGE

Volunteers across Pakistan are invited to **plan and organize space-related events** during World Space Week (04–10 October 2025). These events may include:

- Public talks, seminars, or lectures
- Online trainings, workshops, or webinars
- Skywatching or astronomy nights
- Space-themed art, quiz, or debate competitions
- Demonstrations of space models or rockets
- Awareness campaigns in public areas such as parks, streets, or marketplaces

By conducting these events, Space Ambassadors will motivate children, students, and the general public to learn about space exploration, its benefits, and its future potential.

RULES OF THE CONTEST

1. Eligible participants include bloggers, vloggers, sky/space watchers, amateur astronomers, students, science societies, space hobbyists, STEM educationists, and all individuals passionate about space.
2. Events must be conducted between **04–10 October 2025** only, as part of World Space Week celebrations.
3. After successfully conducting the event(s), participants must submit an **Event Report** on the provided template by **20 October 2025**. Reports must be supported with photographs, videos, and any media coverage (print, electronic, or social media).
4. Entries will be evaluated based on:
 - Level of participation and outreach
 - Ambiance and engagement of the event
 - Creativity and innovative ideas
 - Media coverage (print, electronic, social)
 - Relevance to the WSW 2025 theme “Living in Space”
5. All photographs and media content must clearly display a background containing the SUPARCO, SEAD, and WSW theme banners along with the organizer’s own logo.
6. The evaluation and final judgment will be carried out by SEAD. All decisions will be final and not subject to appeal.

HOW TO ORGANIZE WORLD SPACE WEEK EVENT/ACTIVITY

Planning

1. Finalize Your Activity/Event(s)

Select your event(s) based on the WSW 2025 theme “*Living in Space*” or any other space-related subject that connects to space exploration, science, or technology.

2. Prepare Promotional Material

Well-designed banners, posters, brochures, panaflexes, and standees are effective tools for reaching your audience. Ensure that all promotional material prominently displays the **WSW, SUPARCO, SEAD, and your organization’s logos**. Editable WSW posters are available on the official website.

Note: You don’t necessarily need expensive panaflex printing — creative **handmade posters, charts, and models** are equally encouraged and can add a personal touch to your event.

3. Prepare the Activity Area

If organizing a physical event:

- Decorate the venue with **space-related posters, models, and displays** to create an engaging ambiance.
- Mount a **visually attractive stage backdrop** featuring the WSW theme “*Living in Space*” and the required logos.
- Ensure the setup reflects the excitement of space exploration and looks photogenic for documentation and sharing.

Execution

1. Mark Your Calendar

Conduct all space-related activities strictly within **4–10 October 2025**.

2. Publicize on Social Media

Post **high-quality pictures and short videos** of each activity on your social media platforms, along with a short description. Tag the official **Space Education & Awareness Drive (SEAD) Facebook page** at www.facebook.com/SEAD.Pakistan so your event can be reshared.

3. Use Official Hashtags

Always use the official hashtags when posting:

#WSW25 #WSW25Pakistan #SEADSpaceAmbassador #LivingInSpace

4. Photography and Videography

Capture **clear, high-resolution photos and videos** of:

- Event ambiance (decorations, backdrop, audience engagement)
- Stage activities, displays, and presentations
- Participants interacting and enjoying the event

These visuals will represent your event nationally and internationally.

Post Event Reporting

1. Submit your **Post Event Report** using the format provided at www.sead.pk via the Google Form link by **20 October 2025**.
2. Upload **high-resolution pictures and videos** of each activity to Facebook using official hashtags, and share the link in your Post Event Report.
3. Ensure all submissions clearly highlight the **WSW 2025 theme “Living in Space”** and the presence of **SUPARCO, SEAD, WSW, and your organization’s logos** in event materials and photographs.
4. The **softcopy of the Post Event Report Format** is available for download on the official website.

EXECUTION TIMELINE

Ser.	Task	Date	Remarks
1.	PRE EVENT PLANNING		
	Plan activities	September	List down all events you intend to conduct between 04–10 October 2025.
	Invite Target Audience		Reach out to schools, universities, societies, and communities well in advance.
	Promote on Media		Publicize your event through social media, and where possible, use print/electronic media for wider outreach.
2.	EXECUTION		
	Conduct Events	4-10 October	Ensure all planned events/activities are successfully organized during the official World Space Week timeframe.
	Event Reporting (Live/Immediate)		Share brief updates, photos, or videos of the activity on social media and don’t forget to tag “Space Education & Awareness Drive (SEAD)” Facebook page for resharing.
3.	POST EVENT EVALUATION		
	Submit Event Details	20 October 25	Timely submission is essential for evaluation and recognition under the Space Ambassador Contest.

PUBLICIZE YOUR EVENT ON SOCIAL MEDIA

The power of social media goes a long way in amplifying your efforts. By sharing your **World Space Week 2025** activities online, you not only showcase your work locally but also present it to a **global audience**. The **World Space Week Association** itself actively follows worldwide celebrations, so your posts help demonstrate Pakistan's strong participation in the global movement.

- Always use the **WSW, SUPARCO, SEAD, and your organization's logo** in all promotional material. An editable WSW poster is available for download on the SEAD website.
- Publicize your activities **before, during, and after** the event for maximum impact:
 - **Pre-event:** Announce your activity, share invitations, or post a short video introducing your upcoming event.
 - **During the event:** Post live updates, photos, or live-stream broadcasts to engage your audience in real time.
 - **Post-event:** Share a summary of your event along with selected pictures and videos to highlight the outcomes.
- Use the official hashtags:
#WSW25 #WSW25Pakistan #LivingInSpace #SEADSpaceAmbassador

By using these hashtags and tagging the official **Space Education & Awareness Drive (SEAD) Facebook page** (www.facebook.com/SEAD.Pakistan), your content can be reshared nationally and internationally, ensuring your efforts are recognized and celebrated.

WEEK PAKISTAN HELPDESK

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Email: pakistanwsw@gmail.com

Facebook: www.facebook.com/SEAD.Pakistan

FREQUENTLY ASKED QUESTIONS (FAQs)

Q1: Who can participate in Space Ambassador Contest?

The contest is open to bloggers, vloggers, sky/space watchers, amateur astronomers, students, science societies, space hobbyists, STEM educationists – essentially anyone from across Pakistan with a passion for space and science communication.

Q2: What kind of activities should be conducted?

You may organize activities such as webinars, podcasts, astronomical observations, online trainings & workshops, contests, panel discussions, informative lectures, awareness campaigns, or interactive sessions for schools and communities. The focus should ideally connect with the 2025 World Space Week theme “*Living in Space*”, but creative space-related initiatives are equally welcome.

Q3: Can a single webinar or small activity for the public also count?

Yes. Even a single impactful activity, such as a webinar for the public, a virtual discussion, or an awareness talk, is counted as valuable participation. The quality, outreach, and thematic relevance matter more than the scale.

Q4: Can online activities also be conducted?

Yes. Both physical and online activities are encouraged. Ambassadors are free to choose whichever format helps them engage their audience better.

Q5: How will the events be evaluated?

All ambassadors must upload/submit a Post-Event Report in the prescribed format. Judging will be based on:

- Number of events organized
- Level of participation and outreach
- Ambiance (quality of presentation, visuals, and setup)
- Relevance to the WSW theme “*Living in Space*”
- Creativity and innovative ideas
- Media impression (social media engagement, coverage, and visibility)

Q6: Is it necessary to provide the Post-Event Report in SEAD’s format?

Yes. Submission of the report in the official SEAD format is mandatory. This ensures fair evaluation by the judges and proper documentation of all activities.

Q7: Can activities be conducted in collaboration with schools, universities, or societies?

Absolutely. Collaboration is encouraged. Partnering with schools, student societies, or local communities helps amplify outreach and strengthens the impact of the activity.