



**World Space  
Week** ASSOCIATION

# **World Space Week Association**

**Annual Report 2020  
Executive Summary**

## 1 INTRODUCTION

The World Space Week Association (WSWA) was celebrating this year's World Space Week (WSW) with the theme "Satellites Improve Life". Year 2020 was challenging for everyone. In light of adversity caused by the global Covid-19 pandemic, the continued criticality of remaining connected was dramatically highlighted. This reality underlined the relevance of this year's WSW theme as satellite technology enabled all of us to continue our work, monitor our environment, seek solutions for an array of problems and keep in touch thanks to telecommunication services.

World Space Week continued to grow in 2020 and WSWA has continued to grow with it to better support the biggest space event on Earth! In 2020 we held over 6.109 events in 91 countries!

As we continue to grow, we also remain committed to our values and especially to working towards achieving the UN Sustainable Development Goals, specifically SDG 4 Quality Education, SDG 8 Decent Work and Economic Growth, SDG 9 Industry, Innovation and Infrastructure and SDG 17 Partnerships for the Goals.

2020 was a year of change but also one which highlighted the importance of space and its growing role in the daily lives of all global citizens. Our activities continued to support hundreds of thousands of people around the world to celebrate space and increase awareness of the potential it holds for the future.

## 2 WSWA ACHIEVEMENTS IN 2020

### **This past year, the Association:**

- During World Space Week 2020, a total of 6.583 events in 91 countries were reported by thousands of organizers
- With SES CEO and 2020 WSWA Honorary Chair, Steve Collar, executed the WSWA 2020 fundraising drive raising a record 91.696 USD in donations
- Appointed Ms. Lisa Callahan, Lockheed Martin Corporation VP, as Honorary Chair for 2021 and launched the WSWA 2021 fundraising campaign
- Culminating a multi-year governance transition, elected a new Board of Directors consisting of vibrant leaders of the global space sector
- Selected 13 new National Coordinators to a total number of 89 National Coordinators, to lead the celebration of World Space Week in their communities.
- Expanded our ongoing engagement with leaders of the world's major space agencies.
- Grew our global partners and renewed partnership commitments.
- Organized an awards ceremony for the largest WSWA donors of 2020 during Satellites2020 in Washington D.C.
- 200.000.000 individual impressions on Twitter alone.

This was in addition to producing key products, such as the poster, theme, annual report, newsletters, media releases, and other communications to key stakeholders.

## 3 WSW 2020 – SATELLITES IMPROVE LIFE



Given the circumstances of 2020 due the ongoing global pandemic, it was crucial that WSW 2020 was celebrated in a safe and healthy way for all participants. We encouraged the organization of virtual events, as well as observing satellites from people's homes.

During World Space Week 2020, a total of 6.583 events in 91 countries were reported by 3,000 of organizers. The top list of countries with the most reported events in 2020 was dominated by the Kingdom of Saudi Arabia, which reported 1.982 events and by Pakistan with 1.868 events. Events in the Kingdom of Saudi Arabia and Pakistan are strongly supported by their governments, proving the value of World Space Week in schools, especially with support by national institutions.

A significant number of 474 events was held in Ireland, while we have seen decline in India, possibly due to many participants having difficulty with organizing events in accordance with the guidelines by their health authorities, which was reported back to us by several National Coordinators.

WSWA maintained strict guidelines for event recognition in order to maintain transparency and credibility of the overall WSW celebration for all organizers.

Global trends show a strong, growing and continuous support for World Space Week, as we are not only recording a growing number of events, but also a growing number of countries participating. Number of events are growing especially in countries where National Coordinators indicate support from their national institutions, which is a strong indicator of the importance of official support.

We are noting that there are still no countries from the African region in the top 10 list for 2020. We also note that underreporting of events is still an issue and a challenge for the Association that we are going to tackle in the year to come.

In 2021 we are expecting to see further growth in the number of virtual events and possibly a combination with in-person events, situation permitting.

## 4 OTHER ACTIVITIES

### Board Meetings

In November 2020, the Association held the first Board of Directors meeting with the newly elected Board of Directors. We are grateful for the support of our Directors, professional from the space sector. Detailed information and minutes of Board meetings can be found on the following link:

<http://www.worldspaceweek.org/organization/meetings/>

### Global Presentations and Event Participation

In order to encourage participation in World Space Week, representatives of WSWA engaged in numerous virtual events to give presentations, distribute annual reports and posters, and connect with space organization leaders. Events supported in 2020 included UNCOPUOS



meetings in Vienna, Austria, Satellite2020 in Washington D.C., USA, virtual Space Cafés organized by SpaceWatch.Global, and several others.

### Partnerships

WSWA values its partnerships with other organisations and strives to strengthen those partnerships by working together. This year, we have formed new partnerships with Space in Africa and Escuela de Astronautas. In addition, we renewed our partnership agreements with Women in Aerospace Europe (WIA-E). WSWA collaborated with Space & Satellite Professional International (SSPI) and Satellite Industry Association (SIA) for our theme "Satellites Improve Life".

### Leveraging Social Media

Being mindful of the pandemic and many students facing difficulties with accessing their educational institutions, we made significant effort to engage with students on our social media channels, where we shared suggestions for activities for children and their parents, as well as other educational resources. Our goal was to engage more people, increase their interest in space, share their stories with us and organize virtual events during WSW, observing recommendations by the health authorities. In the week of World Space Week, we counted over 200 million individual impressions on twitter with an average of 1.2 thousand daily tweets. We increased our reach on Facebook with an 881% increase of followers, reaching 87.146 people on the World Space Week page. Daily, our 24h long stories on Instagram were seen from 400 up to 1000 people. From that, it was evident that many people and event organizers were engaging and sharing their events with our official hashtags #wsw2020 and #worldspaceweek. We also continued our Podcast program, which we are planning to further expand in 2021 and engage with even more inspirational professionals from the space sector.

## 5. CONCLUDING THOUGHTS

Despite 2020 being a challenging year with many obstacles, WSWA continued to build strong foundations for us to grow both internally and externally in the years to come. In order to ensure the success of World Space Week worldwide, we will continue to focus our actions on virtual activities and boost our outreach, which will allow even more space enthusiasts to participate in the largest global celebration of space – World Space Week. Thank-you for joining us on our journey and sharing the wonders and benefits of space around the world!





**World Space**  
**Week** OCTOBER 4-10