



WORLD SPACE WEEK PAKISTAN

04 - 10 OCTOBER, 2026

GUIDEBOOK

SPACE AMBASSADOR CONTEST

*A comprehensive guidebook to participate
in Space Ambassador Contest*

WORLD SPACE WEEK 2026 CELEBRATES
"ROCKET REVOLUTION"



PREFACE

Space has always inspired humanity to look beyond horizons, dream of the impossible, and turn imagination into discovery. In today's rapidly advancing world, space exploration is no longer a distant ambition — it is a vital part of science, technology, and daily life. From communication satellites that connect the world, to weather forecasting, navigation, disaster management, and medical research, space technology continues to transform societies and improve the quality of human life. World Space Week provides a unique opportunity to bring this spirit of exploration into classrooms and engage students in discovering the science, technology, creativity, and teamwork that drive space exploration.

For developing nations like Pakistan, space science and technology hold particular significance. They are powerful drivers of progress in education, communication, agriculture, disaster preparedness, national security, and economic growth. Pakistan's investments in space research and satellite programs have already contributed to national development, but much more can be achieved by nurturing scientific interest among our youth.

*The theme of World Space Week 2026, **"Rocket Revolution,"** celebrates the remarkable evolution of rockets—from the pioneering achievements of early space exploration to the innovative launch systems shaping the future of space missions. It invites young minds to explore how rockets work, how they have transformed over time, and how advances in propulsion and launch technologies are opening new frontiers in space.*

*SUPARCO is pleased to present this Guidebook for Participation in World Space Week 2026 as a resource for our Space Ambassadors across Pakistan. The guidebook provides practical guidance and ideas for conducting engaging educational activities, demonstrations, competitions, projects, and awareness sessions centered on the theme **"Rocket Revolution."** The activities have been designed to encourage learning through exploration, experimentation, creativity, and collaboration while making space science accessible and exciting for students of different age groups.*

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

National Coordinator of World Space Week Pakistan

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

Pakistan's Achievement in World Space Week – 2025

Pakistan has been in top countries with the largest number of countrywide events. In 2025, over 50,000 events were reported, held simultaneously in 90 countries making WSW the largest space event on Earth. **Pakistan achieved 2nd rank in global WSWA rankings with over 9,000 events countrywide** and was featured in WSWA annual report presented at the United Nations Office for Outer Space Affairs (UNOOSA) forum.

World Space Week 2026

Theme: Rocket Revolution

WSW theme is selected by the World Space Week Association Board of Directors to highlight an aspect of space with broad appeal to humanity. Each year, the World Space Week Association, in coordination with the United Nations Office of Outer Space Affairs, selects a theme that participants are asked to incorporate into their World Space Week events, activities and promotional materials.

World Space Week 2026 celebrates the transformative power of rockets and the technologies that are opening new pathways to space. From the pioneering rockets that marked humanity's first steps beyond Earth to today's increasingly advanced and reusable launch systems, rockets continue to drive exploration, scientific discovery and technological progress.

Under this year's theme, "**Rocket Revolution**," World Space Week highlights how advances in rocket technology are changing the way we access and explore space. Modern launch vehicles are enabling the deployment of satellites, supporting missions to the Moon and Mars, and laying the foundation for sustained human and robotic activities beyond Earth.

As the **National Coordinator of World Space Week in Pakistan**, SUPARCO is leading national activities to promote awareness and understanding of space science and technology. Throughout October, schools, colleges, universities and space enthusiasts across Pakistan will have opportunities to participate in educational activities, exhibitions, competitions, demonstrations and interactive programmes focused on rockets and space exploration.

SPACE AMBASSADOR CONTEST

Enthusiasm for space is a priceless resource. Space enthusiasts and volunteers act as activists to promote space science and technology amongst general masses.

An exclusive opportunity is hereby offered for space enthusiasts to share their knowledge and demonstrate the worth, diversity and fascinating nature of space sector to public across the country by giving talks, online trainings & workshops and providing guidance and advice; ultimately helping to bring STEM and other space related subjects to life.

Challenge

Volunteers in Pakistan are invited to plan and organize space related event(s) and be our Space Ambassador.

General Guidelines

1. Bloggers, vloggers, sky/space watchers, amateur astronomers, students, science societies, space hobbyists, STEM educationists etc are eligible to participate in Space Ambassador Contest.
2. You can conduct different space related activities online or physical from 04 to 10 Oct 2026 only.
3. After successfully conducting the event(s), upload the event report on given template supported with pictures/videos and social media/electronic media/press coverage by 20 October 2026 for evaluation.

Rules of the Contest

1. Entries shall be judged on the basis of participation, ambiance, innovative idea, print/electronic/social media coverage and thematic relevancy, primarily based on the report and pictorial evidence submitted to SEAD.
2. All photos/media content must display a background containing SUPARCO, SEAD and WSW theme and your organization Logo.
3. The decision/judgment will solely be the responsibility of SEAD, SUPARCO and will be final, subject to no objection whatsoever.

How to Organize World Space Week Event/Activity

You can participate in the celebration of World Space Week each year from October 4-10. By doing so, you will leverage the public and media attention surrounding the largest annual public space event on Earth.

Here is how to celebrate World Space Week:

Planning

- 1- **Plan you events**
Finalize your activity/event(s) on WSW theme 2026 “Rocket Revolution” or any space related theme. Please visit **Resource Kit** on www.sead.pk.
- 2- **Preparation of promotional material**
Suitably prepared promotional and informational material is an effective way to reach your target audience. You can prepare your banners, posters, brochures, panaflexes and standees for the promotion of your event.
- 3- **Prepare the activity area**
If you are organizing a physical event, don't forget to
 - a. decorate the activity area with space related posters and models.
 - b. mount an attractive stage backdrop. It is mandatory to use WSW, SUPARCO, SEAD logo along with your organization's logo. Editable WSW poster is available on the website.

Execution

- 1- **Mark your Calendar**
Organize WSW space-related activities for the 4-10 October timeframe.
- 2- **Publicize your event on social media**
Post good quality pictures and videos of your every activity/event along with brief summary on social media and don't forget to tag “Space Education & Awareness Drive” facebook page (www.facebook.com/SEAD.Pakistan) in your posts so that we can reshare your WSW posts and propagate your event.
- 3- **Use the Hashtag**
While posting your pictures and videos on the social media, use the official hashtag for WSW i.e: #WSW26, #WSW26Pakistan and #SEADSpaceAmbassador #RocketRevolution
- 4- **Video and Photography**
Capture good quality videos and photographs of ambiance and event(s) conducted during the week for inclusion in post event report.

Post Event Reporting

- 1- You are required to submit post event report along with supported media by 20 of October 2026 on the format provided at www.sead.pk via google form link.
- 2- Softcopy of Post Event Report Format is available on website (www.sead.pk).

EXECUTION TIMELINE

SER	TASK	DATE	REMARKS
1.	PRE EVENT PLANNING		
	Plan activities	September	List down all events that you want to conduct between 04-10 Oct
	Invitation to target audience for participation in WSW activities		Invite your target audience well before time
	Promotion of event on social media		Promote your event on social media and print/electronic media
2.	EXECUTION		
	Conduct event successfully	4-10 October	Make sure that events/activities are organized during 04-10 Oct timeframe
	Event reporting		Publish a brief of activity/event conducted on social media
3.	POST EVENT REVIEW/ EVALUATION		
	Submission of Post Event Report to SEAD	20 Oct 26	Submit your post event details along with supported media as per provided format on SEAD Website www.sead.pk . Last date of submission is 20 Oct 2026

PUBLICIZE YOUR EVENT ON SOCIAL MEDIA

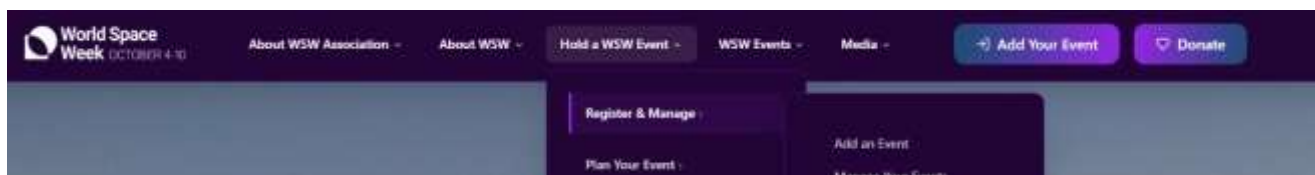
The power of social media goes a long way. We encourage you to share your World Space Week pictures on social media don't forget to tag "Space Education & Awareness Drive" official SEAD facebook page in all your WSW activity posts so that we can reshare your stuff.

- ❖ Use WSW, SUPARCO and your organization logo in all promotional material. You can download editable WSW poster from SEAD website.
- ❖ Use social media to publicize WSW activities before, during and after the event.
 - **Pre event:** event announcement, event invitation, short video/brief about your event
 - **During the event:** Live broadcasting of the event/Promotion on social media
 - **Post event:** share a brief about the activity with supported media i.e: videos and pictures.
- ❖ Use the hashtag #WSW26, #WSW26Pakistan, #RocketRevolution

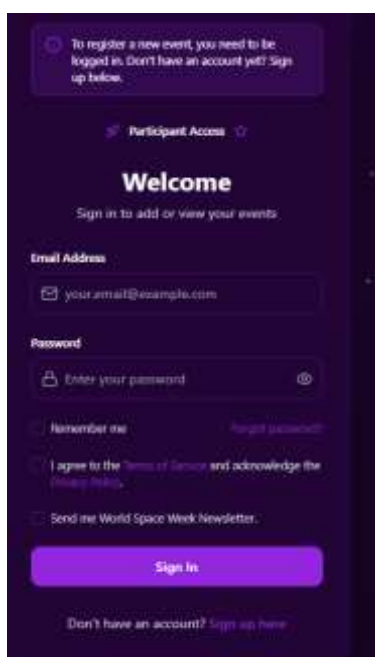
HOW TO ENTER YOUR EVENT ON WORLD SPACE WEEK WEBSITE

A step-by-step guide is here for registering your events in WSW global calendar.

- 1- Login to www.worldspaceweek.org
- 2- Click on “Hold a WSW Event – Register & Manage – Add an Event”.



- 3- Register and add events conducted during WSW-26



- 4- Please ensure your events must be registered on WSW website by 31 Oct 2026.

[WSW PAKISTAN HELPDESK](#)

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Frequently Asked Questions (FAQs)

Can anyone register for World Space Week/Space Ambassador Contest?

Yes. The competition is open for Bloggers, vloggers, sky/space watchers, amateur astronomers, students, science societies, space hobbyists, STEM educationists etc all over Pakistan.

What kind of activities need to be conducted?

Activities such as webinar, podcasts, astronomical observation, online training & workshop, contests, panel discussions, informative lectures related to WSW 26 theme may be organized. However, you are free to conduct any activity as per the theme of space science and technology.

Can online activities also be conducted?

Yes. Activities can be conducted through online medium.

How will the events be evaluated?

All ambassadors will upload/submit a post event report on the provided format. The event will be judged on the basis of number of events, participation, ambiance, thematic relevancy, innovative ideas and media impression.

Is it necessary to provide post event report on the format provided by SEAD?

Yes. It's mandatory for smooth evaluation by judges to provide Post Event Report on the format provided by SEAD.

Why is it necessary to display the logos of World Space Week (WSW), SUPARCO, SEAD, and the Institution along with the World Space Week 2026 theme?

Displaying the logos of World Space Week (WSW), SUPARCO, SEAD, and the participating institution, along with the official World Space Week 2026 theme, helps clearly identify the activity as part of the official World Space Week celebrations in Pakistan. Photographs showing these logos and the theme provide important visual evidence for inclusion in the Pakistan World Space Week Post-Event Report. Institutions are therefore encouraged to ensure that the logos and theme are prominently displayed in event backdrops, banners, posters, certificates, and activity photographs.