



Ecsite Space Group Annual Meeting
European Space Astronomy Centre (ESA-ESAC)
Villanueva de la Cañada, Madrid, Spain
27-28 November 2017

1. The Ecsite Space Group

The Ecsite Space Group offers a platform for science centres and museums to improve and extend communication about ESA and European space activities by sharing experiences, expertise, knowledge, tools, resources and best practices.

The group is chaired by Marc Moutin, Director of Exhibitions at Cité de l’Espace, France, Ana Noronha, Executive Director of Ciência Viva, Portugal, and Maria Menendez, Head of ESA Corporate Exhibitions and Events, France.

Joining the Ecsite Space Group is an opportunity to get closer to space professionals and science centres willing to communicate about space. It also allows participants to be better informed about space news, programs, achievements and next launches.

For European Space Agency (ESA), national space agencies, industries, research institutions, and academia, the Space Group offers the possibility to build close collaborations with science communication professionals. The group benefits from the already established European networks of Ecsite and the European Space network of ESA and its member states.



2. Overview of the meeting

At the pre-conference workshop held at the Ecsite Annual Conference 2017 in Porto, Portugal, it was agreed that the Ecsite Space Group's Annual Meeting would be held in November 2017, at the European Space Astronomy Centre (ESA/ESAC) in Villanueva de la Cañada, Madrid, Spain.

Below you will find an overview of the meeting, as well as links to speaker presentations and showcase projects.

27 November 2017

The meeting started with a visit of the Planetarium of Madrid, where participants were welcomed by its Deputy Director, **Telmo Fernández**. **Philippe Willekens**, Head of Communication at ESA and **María Menéndez**, Head of Corporate Exhibitions and Events at ESA, accompanied the Planetarium team on a visit of "Europe in Space, an overview of ESA achievements", a reusable ESA exhibition concept that was adapted for use in several venues including the Planetarium of Madrid. Subsequently, **Telmo Fernández** presented participants the planetarium dome and played various trailers for planetarium shows for different audiences.



Philippe Willekens, Head of Communication at ESA, addresses participants; Telmo Fernández, Deputy Director of the Planetarium of Madrid, presents the projection dome.

Following this visit, the group made its way to the European Space Agency's European Space Astronomy Centre (ESA/ESAC) where participants were welcomed by Emmet Fletcher, ESAC Communications Officer.

María Menéndez presented her fellow co-chairs, **Ana Noronha** (Ciência Viva) and **Marc Moutin** (Cité de l'Espace), and the work of the Ecsite Space Group. She then introduced **Fiorella Coliolo**, coordinator for ESA of the Ecsite Space Group, and Ecsite representatives Maria Zolotonosa and

Cristina Paca. The co-chairs gave further information about the Ecsite Space Group and its objectives as well as the objectives of the Annual Meeting.

The afternoon was dedicated to the three pilot projects to be developed over the period 2016-2018.

Pilot Project 2: Is there Life out there?

Jose Gordillo (Ciudad de las Artes y de las Ciencias), **Rebecca Barnes** (ESA Education) and **Maria Zolotonosa** (Ecsite) presented updates on the second pilot project, “Is there Life out there?” that will be launched in early 2018. This pilot project involves the creation of a print-and-play board game – “Alive! An extra-terrestrial game” – supported by a mobile application, educational materials and other resources.

Rebecca Barnes explained the relevance of the theme “Is there Life out there” for ESA – the topic is being addressed by upcoming ESA missions and the agency is exploring the needs of informal learning environments.

Jose Gordillo started his presentation by showing several videos taken during a beta-test of Alive! at a gaming festival in Barcelona, featuring game sessions and interviews with players of different ages. He explained the rules of the game and proceeded to moderate a “play and discover” session during which four volunteers tried out the game for the whole group to witness. The presentation of the game can be accessed [here](#).



Jose Gordillo (Ciudad de las Artes y de las Ciencias) presents “Alive! An Extraterrestrial Game”; 4 volunteers try out the game during the “play and discover” session.

The session was followed by a constructive discussion focused on how to frame the game in order to ensure maximum impact.

Maria Zolotonosa (Ecsite) shared with the audience the promotional plan for this resource, taking into consideration its special format of a print-and-play game. Download her presentation [here](#).

Pilot Project 3: Climate change: monitoring Climate and the Oceans from Space

Ana Noronha (Ciência Viva), leader of this pilot project, gave an update of the direction in which the pilot was heading. Together with ESA, Ciência Viva is currently exploring the possibility of testing materials already produced by ESA and adapting them for use by science centres and museums.

Pilot Project 1: The International Space Station: Living and Working in Space

This pilot project was co-led by Cité de l'Espace and Tyco Brahe Planetarium and was launched in April 2017. Since then, Ecsite has been leading its dissemination.

Marc Moutin (Cité de l'Espace) gave a brief overview of the resources available. The ISS kit catalogue can be accessed [here](#).

Cristina Paca (Ecsite) presented preliminary feedback on the use of the kit. 17 institutions from 10 countries had downloaded the resource that far and were at various stages of deployment. By November 2017, it was estimated that the kit had reached an audience of 98,450 people. Her presentation can be found [here](#).

Ecsite Space Group Newsletter

The Day 1 workshop finished with a presentation by **Audrey Korczynska** (La Casemate), coordinator of the Space Group newsletter. She presented the Ecsite Space Group's newsletter as a channel for members to stay up to date with the group's activities and the latest news and resources from the European Space Agency, and to share their own news and resources with their peers. Her presentation is available [here](#).

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Following an introduction to Day 2 of the workshop, **Philippe Willekens**, Head of Communications at ESA, gave participants an overview of ESA's new Communication Strategy for the period 2018-2020. Learn more about this topic from in his presentation, available [here](#).

The second speaker of the day was **Martin Kessler**, Head of Science Operations at ESA, who presented ESA's Space Science Programme. Access his presentation on the Space Science Programme's achievements and next steps [here](#).

The morning's keynotes were followed by a visit of European Space Astronomy Centre, led by **Emmet Fletcher**, Communication Officer at ESAC. During the visit, participants gained insight into:

- ESASky Open Science Web App, an online portal providing full access to the entire sky as observed by space astronomy missions, science-ready images, source catalogues and datasets for astronomical research, available [here](#).
- ESA Science Satellites Fleet application
- ESA's Space Surveillance and Tracking Centre and Space Debris
- ESA's Soil Moisture and Ocean Salinity (SMOS) Mission
- The ESA educational initiative CESAR, "Cooperation through Education in Science and Astronomy Research". More information is available [here](#).

Bruno Merin presents ESASky Open Science Web App on behalf of the ESAC Science Data Centre team.



This visit was followed by a **participative session "Space for Society"**. A short preparatory document for this session can be accessed [here](#). During the session, **Maria Menendez** (ESA Corporate Exhibitions and Events) presented in more detail "Europe in Space, an overview of ESA achievements", the ESA reusable exhibition concept participants had encountered at the Planetarium of Madrid. For more details, access her presentation [here](#). **Miriam Atienza** (Ciudad de las Artes y de las Ciencias) discussed her institution's collaboration with the European Space



Agency; an overview is available [here](#). **Pedro Duque** (ESA astronaut) also joined the session to discuss with participants discussing effective cooperation between ESA ambassadors and science centres and museums.

ESA astronaut Pedro Duque during the "Space for Society" participative session.

The two-day workshop also included a discussion on the Ecsite Space Group's strategy for the coming years. Co-chairs **Maria Menendez** and **Marc Moutin** shared the news that, together with Ecsite, the co-chairs were striving to make Ecsite Space Group events more interactive and

participative and accessible to representatives of institutions not specialised on space. This was also a time for participants to share some ideas about the Ecsite Space Group, its activities at the 2018 Ecsite Annual Conference and the next steps.

Showcase space projects

The Annual Meeting ended with a “Resource Carousel” session where participants themselves could share innovative resources and ideas with fellow attendees.

Mariana Barrosa (Europlanet/Science Office) shared with participants “Astrobiology: Life in the Universe”, the latest video launched by Europlanet together with Science Office. The video is available to view on YouTube [here](#).

Domingo Escutia (Parque de las Ciencias) presented a new pilot education resource about exoplanets being developed by the new ESERO Spain Office at Parque de las Ciencias, Granada. He presented the basic principles of the activity, the tool and the accompanying educational materials and specified that the resource would become available later in the year via the ESERO website.

Toma Patrescu (Bucharest Science Festival) presented the Bucharest Science Festival, the way space was addressed during previous editions and the Science Calendar they developed.

Tina Ibsen (Tycho Brahe Planetarium) shared a teaser video of the upcoming exhibition at the Tycho Brahe Planetarium, “Made in Space”.

Michel Breitfellner (ESAC) introduced ‘Cooperation through Education in Science and Astronomy Research’, CESAR, an educational initiative developed at ESAC. The CESAR initiative website is available [here](#).

Thierry Botti (OSU Pythéas) presented several Art and Science projects (art, dance and theatre performances) to communicate astronomy to the public. Download this presentation [here](#).



“Resource Carousel” session where participants themselves could share innovative resources and ideas with fellow attendees

3. Programme

Monday, 27 November

Time	Session	Speakers
11:00	Welcome , Planetarium of Madrid	Telmo Fernández , Deputy Director, Planetarium of Madrid
11:15-12:30	Thinking Globally – Acting Locally Visit of the Planetarium and the ESA permanent and reusable exhibition concept	Telmo Fernández , Deputy Director, Planetarium of Madrid; Philippe Willekens , Head of Communication Department, ESA; Maria Menendez , Head of Corporate exhibitions and events, ESA
12:30	ESA bus to ESAC	
13:15	Welcome	Philippe Willekens , Head of Communication Department, ESA; Emmet Fletcher , ESAC Communications Officer, ESA
13:15-14:15	Lunch	
14:15-14:20	Introduction of the 1st day workshop	Fiorella Coliolo , Coordinator of the Space Group for ESA
14:15-14:25	Ecsite Space Group - Objectives of the Group and presentation of the two-day meeting	Co-chairs of the Space Group
14:25-15:00	Roundtable	All participants
	Moderator	Ana Norona , Co-Chair of the Space Group
15:00-15:30	Pilot Project 2017 “Is there Life out there?” – content and timeline	Jose Antonio Gordillo , City of Arts and Science, Valencia; Rebecca Barnes , ESA Education, Directorate of Science
15:30-16:00	Play and discover “Alive! An extra-terrestrial game”	Jose Antonio Gordillo , City of Arts and Science, Valencia
16:00-16:30	Q&A & Coffee break	
	Moderator	Marc Moutin , Co-chair of the Space Group
16:30-16:45	Pilot Project 3 – Climate Change: Monitoring Oceans from Space + ESA	Ana Noronha , Ciência Viva ; Maria Menendez , Head of Corporate

	resources on the topic	Exhibitions and Events
17:00-17:15	Q&A	
16:50-17:00	Pilot Project 2017 “Is there Life out there?” - Ecsite promotional plan	Maria Zolotonosa , Ecsite
17:15-17:40	“ISS: Living and Working in Space” Kit - Overview & Feedback on its use	Cristina Paca , Ecsite Marc Moutin , Cité de l’espace
17:40-17:50	The Ecsite Space Group Newsletter	Audrey Korczynska , La Casemate CCSTI Grenoble & coordinator of the Space Group newsletter
17:50	Conclusion of the meeting	
18:15	ESA bus to Hotel Barceló Torre de Madrid	
19:30	Space Group Dinner, Hotel Barceló Torre de Madrid	

Tuesday, 28 November

Time	Session	Speakers
8:30	ESA Bus from Hotel Barceló Torre de Madrid to ESAC	
9:30-9:35	Introduction of the 2nd day workshop	Fiorella Coliolo , Coordinator of the Space Group for ESA
	Moderator	Maria Menendez , Co-chair of the Space Group
9:35-09:55	ESA Communication Strategy 2018-2020	Philippe Willekens , Head of Communication Department, ESA
9:55-10:15	ESA’s Science Programme: achievements and next steps	Martin Kessler , Head of Science Operation Department, ESA
10:15-10:30	Q&A and Coffee break	
10:30-11:45	Visit of ESA/ESAC & presentation of CESAR educational initiative	Emmet Fletcher , Communications Officer, ESA/ESAC
	Moderator	Philippe Willekens , Head of Communication Department, ESA
12:00-13:00	Participative session: Space for Society - Cooperating with museums to engage the public on future European Space Programmes	Maria Menendez , Head of Corporate Exhibitions and Events; Pedro Duque , ESA astronaut; CDTI representative (tbc); museums representatives

13:00-14:00	Lunch break	
14:00-14:30	Space Group Strategy 2018-2020	Co-chairs of the Space Group
14:30-15:30	“Resource carousel” – Explore resources and activities with fellow participants	All participants
	Moderator	Maria Menendez, Co-chair of the Space Group
15:45-16:00	Toward Ecsite 2018 - Pre-conference workshop: organisation and content - Space Group conference session Conclusion and next steps	Co-chairs of the Space Group, Ecsite representatives and all participants
16:00	ESA Bus to Madrid Airport	

4. Participants list

	Name	Position	Organisation	Country
1	Toma Patrascu	Director	Bucharest Science Festival	Romania
2	Ana Noronha	Executive Director	Pavilion of Knowledge – Centro Ciência Viva	Portugal
3	Marc Moutin	Exhibitions, Shows and Development Director	Cité de l'espace	France
4	José Antonio Gordillo	Technician Science Outreach Department	Ciutat de les Arts i les Ciències	Spain
5	Miriam Atienza Fernández	Directora de Contenidos y Explotación	Ciutat de les Arts i les Ciències	Spain
6	Mischa Horninge	Product manager Columbus Earth Center	Columbus Earth Center, Museumplein Limburg	The Netherlands
7	Maria Zolotonosa	Senior Project Manager	Ecsite	Belgium
8	Cristina Paca	Project Assistant	Ecsite	Belgium
10	Fiorella Coliolo	Scientific Communication Officer, Ecsite Space Group coordinator for ESA	European Space Agency	France
11	Annie Sorlin	Exhibitions Officer	European Space Agency	France
12	Philippe Willekens	Head of ESA Communication Department	European Space Agency	France
13	Maria Menendez	Head of Corporate Exhibitions and Events	European Space Agency	France
14	Clara Cruz Niggebrugge	ESERO Programme Manager	European Space Agency - Education Office	The Netherlands
15	Rebecca Barnes	HE Space Operations for ESA	European Space Agency - ESTEC	The Netherlands
16	Emmet Fletcher	Communication Officer	European Space Agency /European Space Astronomy Centre – ESA/ESAC	Spain
17	Michel G. Breitfellner	CESAR Coordinator/Mars Express Science Operations SCI-OOT	European Space Agency /European Space Astronomy Centre – ESA/ESAC	Spain

18	David Cabezas	CESAR - Software Engineer	European Space Agency /European Space Astronomy Centre – ESA/ESAC	Spain
19	Manuel Castillo	CESAR - Mars Express Science Ground Segment	European Space Agency /European Space Astronomy Centre – ESA/ESAC	Spain
20	Beatriz González	CESAR - Education, Community Manager / XMM-Newton Data Aid	European Space Agency /European Space Astronomy Centre – ESA/ESAC	Spain
21	Diego Perez de Castro	Director	IADE School of Design	Spain
22	Antonio Perezdecastro	Deputy Director and Professor of Design Workshop	IADE School of Design	Spain
23	Antonio Junco	Professor of Project Development of Interior Design	IADE School of Design	Spain
24	Audrey Korczynska	Project Manager	La Casemate, CCSTI de Grenoble	France
25	Thierry Botti	Head of Communication and Outreach Department	OSU Pythéas	France
26	Domingo Escutia	Project Manager	Parque de las Ciencias	Spain
27	Mariana Barrosa	Executive Director	Science Office/Europlanet	Portugal
28	Guido Schwarz	Director	Swiss Space Museum	Switzerland
29	Anita Heward	Communications Manager/Outreach Coordinator	Twinkle Space Mission/ Europlanet 2020 Research Infrastructure	United Kingdom
30	Tina Ibsen	Head of Science and Outreach	Tycho Brahe Planetarium	Denmark
31	Sylviane Blum	Public relations	Universität Bern - Center for Space and Habitability (CSH)	Switzerland
32	Marion Budde	Head of Exhibitions and Programmes	Universum® Science Centre Bremen	Germany
33	María Pacheco	Exhibitions Coordinator	www.exhibitionsagency.com	Spain