



**The Ecsite Space Group
Conference Session
“Space and the Sustainable Development Goals”
Ecsite Annual Conference
“Creative Collisions”
Report**

7 June 2018 – Geneva, Switzerland

● ● ● **ecsite**
● ● ● **thematic group**
● ● ● **space**

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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. Speakers and Convenor

Convenor:

Ana Noronha, Executive Director (Pavilion of Knowledge – Centro Ciência Viva, Portugal)

Speakers:

Maria Menendez, Head of Corporate Exhibitions and Events (European Space Agency - ESA, France)

André Abreu, Head for Environment and Climate Policy (Tara Expeditions Foundation, France)

Hans Gubbels, Chief Executive Officer (Museumplein Limburg, Netherlands)



3. Abstract

Science centres and museums can take advantage of the inherent wonder Space inspires in order to enhance their exhibitions and activities about sustainable development on Earth.

Explore how space science and technology contributes to the preservation of our planet and to delivering the United Nations' Agenda 2030, embodied by the Sustainable Development Goals (SDGs). Together with specialists from the European Space Agency and colleagues from the Ecsite Space Group, discuss how to take a more active role towards the implementation of the Tokyo Protocol signed during the Science Center World Summit in November 2017.

More about this session: After short, inspiring presentations, speakers will invite participants to join several smaller discussions organised around the conceptual and practical opportunities and challenges of including space topics in their exhibitions and activities. This session is organised by the European Space Agency – ESA – and the Ecsite Space Group, the Ecsite thematic group that aims to improve and extend communication about space science by helping science centres, space professionals and non-specialists to develop collaborative projects and events. The workshop is open to all, join!

4. The session

The session started with a welcome by **Ana Noronha** who linked the important question being discussed by the panellists with the science centre and museum field's commitment to the United Nations' (UN) Sustainable Development Goals (SDGs), as seen in the Tokyo Protocol signed during the Science Center World Summit in November 2017.

The panel presentations started with **Hans Gubbels** who discussed the "Overview Effect": the transformative potential of looking at the Earth in a planetary perspective for social responsibility, as a game changer in human behaviour towards a sustainable future. He based his presentation on the Columbus Earth Center in Kerkrade (NL) where the overall immersive experience of the visitors, including their mindset and behaviour, is assessed. Seeing Earth and its fragility from Space brings a new perspective on sustainability. Hans ended his presentation by arguing for a role for the Overview Effect in achieving the SDGs.

André Abreu discussed his experience in Tara Expeditions and how Space technology guides the schooner equipped with a lab across the ocean, enabling them to monitor climate change and the health of the ocean. He addressed the newest trends in the field and touched upon the science communication tools that could be enabled by such trends. Data and examples from space technology and its applications could aid awareness creation and convince the public of the importance of the SDGs.

Maria Menendez highlighted how Space and space technology applications contribute to achieving the SDGs. From monitoring crops and animals on land to providing communication links for tele-medicine, space technology is essential for sustainable development. She presented a special ESA application (under development) that maps the SDGs with related Space programmes.

After brief presentations, a lively discussion with the audience followed. The panel, together with the co-chairs of the Ecsite Space Group, endeavoured to reflect on how representatives of the science centres and museums present could enhance their work on sustainability and the SDGs with insights from space and space technology applications.

All of the presentations used in the sessions can be downloaded [here](#).