The European Space Agency
Communication Policy

THE PUBLIC FACE OF SPACE
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F. Doblas, ESA
Main purpose of ESA Communications ➔ To give the widest and clearest message as to **why Europe must invest in space activities**:

- increase the **awareness of the importance and benefits** of space for Europe and its citizens;
- **inform** about the preparation and implementation of the European Space Programme;
- **promote ESA’s programmes** and projects;
- create and sustain a **positive image** of both ESA and space activities amongst all relevant target groups;
- **Inspire** new generations

The policy caters both for the **promotion of ESA and for the co-promotion of national partners**.

Moreover, the ESA communication policy **needs to address internal communication** as a tool to get the adhesion of staff.
TARGET GROUPS

- Principal **target groups**: Decision-Makers & General Public
  - Rationale: To steer political decision-making towards a positive outcome for ESA’s space programmes it is important to build-up the support of the general public
  - Special efforts are therefore to be devoted to the non-space audiences.
- Other target groups - such as **opinion-formers**, the **younger generation**, **industry**, **scientists**, **users** / potential users of ESA space programmes – are also of high importance.
- Last but not least: **Staff** (in particular, the strengthening of “One ESA”, the reinforcement of corporate spirit and the development of a customer-oriented Agency).
Find the principal target group

The influence chain

ESA Comm.

Supportive, not active

Adjunctive, interested

Positive and active

Decision-makers

ESA lobbying

man on the street

young educated
For reasons of coherence and efficiency, “all staff responsible for communication activities are members of the Communication Department”

The Communication Department:
- shall **interact with Directorates** in order to translate their programmatic priorities into communication actions
- is the **point of contact for Member State Delegations** for communication activities.
- is in charge of the **ESA house-style** including the use of the ESA logo.
- is also in charge of defining an ESA-wide policy for **sponsorship and licensing** activities in which ESA’s image is involved.
- is in charge of the **Internal Communication**
A COMPLEX TASK

– ESA must communicate:
  – With **18 different European countries**
    – Different cultures and sensitivities
    – 10 different languages
    – In synergy with national stakeholders (delegations, industry,..)
  – Key importance of **COMMUNICATION COUNTRY DESK**s
    – Each ESA Centre Communication Office serves as Country Desk for the Countries in the vicinity (translation of corporate productions to national realities, local relations, promotion, partnerships):
      – ESTEC(NL): NL, B, Nordic countries
      – ESOC (D): D, A, CZ
      – HQ (F): F, UK, IRL, CH, LUX
      – ESRIN (I): I, Gr
      – ESAC (E): E, P
A CHALLENGING TASK

- Our fellow citizens are **generally “impressed”** by Space (challenge, technology, science, aesthetics,...)
- But they have in general a **wrong/partial perception** about it:
  - They **do not perceive the benefits** (for their daily life and for their future)
  - They have the impression that it is very **expensive** and quite “luxurious”
- Hence, our obligation to demonstrate the contrary
- A drawback: Europe did not have an Apollo programme
- A strength:
  - Europe has in ESA an Agency dealing with **ALL domains of space activity** (Science, Exploration, Launchers, Navigation, Telecommunications, Earth Observation, Human Spaceflight...)
  - Space is a strong symbol of European identity (and success)
- Moreover, our (basic) obligation to **Inspire**
AN EXAMPLE: LAST MINISTERIAL COUNCIL

A Communication strategy was developed around two axis:

- A **Programmatic** axis (the programmes proposed for adoption)
- A **Thematic axis**: Communicating about the fact that “**EUROPE NEEDS (MORE) SPACE**...”:

  - For its Competitiveness
  - For its Scientific Knowledge
  - For its Welfare and Economy (Growth and Employment)
  - For its Strategic Independence
  - For the Education
  - For the Understanding and preservation of the Environment (Global Change,...)
  - For its active Presence in the World, Cooperation with developing economies...

- **... FOR A BETTER FUTURE**
Six “Thematic Brochures” were produced (available on-line at www.esa.int)
“Space: A key asset for Europe to face Global Challenges”

“L’Espace: Un atout majeur de l’Europe face aux défis mondiaux”
Some examples of talking points used in our Communication about Space (in general)
Public Space Budgets as % of GDP - 2005

Average Europe*: 0.048% GDP

* ESA Member States

Sources: Budgets: AIA, CSA, ESTP (Europe), JAXA; GDP: OECD annual national accounts database 2006 and International Monetary Fund, World Economic Outlook Database, April 2007. Endnote 9
Public Space Budgets per capita - 2005

Average Europe: $12.1 per capita

Source: Budgets: AIA, CSA, ESTP (Europe), JAXA; Population: Eurostat, National statistics. Endnote10
European Space expenditures per capita vs. other public budgets or household consumption expenditures

Spendings / common life per capita – 2005 in €

European Public Budgets per capita – 2005 in €


* GBAORD: "Government Budget Appropriations or Outlays for R&D"
Value chain in world telecommunication satellite services in 2005

- **Space manufacturing industry**: $3.3 B
- **Satellite operations**: $7 B
- **Ground equipment**: $30 B
- **Satellite communication services**: $54 B

**Satellite Manufacturing and Launch Services**
- Bandwidth capacity provision (FSS+MSS)

**Hardware & software** for TVRO's, VSATs, gateways, handhelds,

**Satellite Value-Added** delivered services such as DTH, pay TV, DARs

**Revenue Multiplier**
- Space manufacturing industry: $3.3 B
- Other Satcom value chain items: $91 B

*Source: Euroconsult 2006. Endnote 32*
The means: Communication Channels
1.- MEDIA RELATIONS
MEDIA COVERAGE IN 2009

From January to March: presentation of the European participants for Mars 500.

June: Herschel / Planck launch; Astronauts recruitment (the finalists); Upgrade of Hubble; OasISS

August-September: STS-128 mission

July: Herschel: first images Mission STS-127 Mars 500: end of 105 days of isolation

September: Images of Planck

November: SMOS / PROBA 2 launch. Rosetta

December: OasISS: end of mission. Ariane’s birthday Images de Herschel

Editorial impact: 355 million readers (press only)
Equivalent advertising value: 10.3 million €
2.- ESA TELEVISION

- **Live coverage** & broadcasting of ESA satellite launches and astronaut missions
- **Broadcasting Up-to-date information and stories** for TVs (VNR & TV Exchanges) via EBS
- A **video archive** with an on-line catalogue, including preview & order service
- **Support to broadcasters** visiting ESA sites and attending events
- **Support to TV producers** on space-related documentaries
- A space magazine on **EuroNews**: two 4-minute slots per month, each retransmitted 21 times in seven languages

Some figures:
- A cumulated rating of more than 1 billion television viewers of ESA TV programmes in 2005
- Launch of Herschel/Planck: > 400 million viewers
- Goce launch, SMOS launches: ~ 200 million viewers each
3.- ESA web portal: The European reference in Space

- **3.5 million external visitors recorded at the time of the descent of Huygens on Titan in January 2005**

- **1 million readers per month (average)**

[www.esa.int](http://www.esa.int)
4.- MULTIMEDIA GALLERIES

http://www.esa-photolibrary.com

New (DAM): http://multimedia.esa.int/
5.- Exhibitions… for the Space Community

- At the major international air and space shows in Europe
- At specialised conferences within the space sector
Exhibitions... for the general public
ESA events promote space to different target groups:

- Information sessions with experts
- Space Nights in major cities
- Live links with the International Space Station
- Astronaut or satellite launch events
- Visits of space-related facilities
- Events for the general public
Events (Example: ESA at Trocadero & the Eiffel Tower, June 2007)
The night of the Astronauts (Barcelona, March 2006)
ENGAGING GENERATION Y:

WEB2.0 TOOLS TO SUPPORT ESA COMMUNICATION

(A Challenge and a Synthesis)

Gen Y has abandoned newspapers & commercial broadcast TV as public information sources

For Gen Y, top online destinations include Web2.0 social networking sites (SNS) and search engines such as Facebook, MySpace, YouTube, Flickr, Twitter, Blogger, Wikipedia, Google, Yahoo, &etc.

These sites account for the majority of global Web traffic. They are optimised to upload, find, syndicate and re-distribute text, image & video content created anywhere.

On a practical basis, Web2.0 channels have three things in common:
- They enable anyone to generate content
- They enable anyone to find & share any content
- They enable everyone to communicate (1-to-1, 1-to-many & many-to-1)
HOW TO ENGAGE GEN Y?

Requirements for ESA’s Communication

＞ ENGAGE Gen Y & initiate a dynamic, growing CONVERSATION with them

Communication at ESA must leverage Gen Y characteristics so that:

– Our audience becomes INTERESTED in space
– Our audience can EXPRESS their OPINIONS
– Our audience can understand and INTERNALISE the ESA brand & message
– Our audience can PARTICIPATE

Communication at ESA must not merely teach facts, announce results or 'lead the cheer'

We must share our message (and allow our message to be shared!), touch people's lives, tell a story and foster a conversation using the same channels that Gen Y uses every day.
Social Media, Syndication and Sharing
Communication must utilise social media to spark conversations, achieve instant timeliness, share innovation, enable collaboration and invite participation and passion-sharing

Web 2.0 channels used by ESA (on bold):

- Blogs (multiple platforms) - Opinion/passion sharing
- YouTube, Google video - Video sharing
- Flicker, Picasa albums, PhotoBucket - Image sharing
- Slideshare, AuthorStream, GoogleDocs - Presentation sharing
- iTunes, Yahoo Podcasts, Odeo, SwitchPod - Audio sharing
- Livestream, Justin.tv, uStream - Live streaming
- Wikis - Knowledge management/sharing for communities
- Facebook (Friends of ESA), MySpace, LinkedIn (Friends of ESA), Twitter
- Google maps - location-based mashups
Web 2.0.- SOME ESA CHANNELS

Hey there! EuroSpaceAgency is using Twitter.

Twitter is a live service that lets you keep in touch with people through the exchange of short, frequent messages. To use Twitter, join today to find out more about EuroSpaceAgency’s activities.

EuroSpaceAgency


Q&A with astronaut Frank De Winne: Post your question now.

 ESA Vodcasts (ESApod) downloaded in 2007

European Space Agency
THANK YOU!