

ID card of case study: **Public Engagement Campaign for Space Exploration**

<p><b>Title</b></p>	<p>How to engage the European citizens in European exploration programmes?</p>
<p><b>Short description of the case</b></p>	<p>In 2001, space exploration was identified by ESA (European Space Agency) as one of Europe's key priorities for the future. In 2005, as a first step, ESA set up a multidisciplinary scenario team to conduct broad stakeholder consultations, which identified the public as a new sort of stakeholder – not just passive recipients of the benefits of space, but as active partners in the space adventure. ESA identified the general public as the biggest stakeholder group, which was never involved in active decision-making processes for European space activities. Therefore, one of the recommendations was, that ESA should engage in a dialogue with the general public and should give citizens an opportunity to contribute to the next stage of ESA's strategy for space exploration.</p> <p>Currently, ESA is looking for long-term sustained public engagement in space exploration issues to make sure that space exploration responds to the interests and objectives of the European society, in particular the young generation.</p> <p>Participants will be asked to design a procedure to engage European citizens to participate in the development of a European long- term strategy for space exploration.</p> <p>The tasks to be performed by participants will be:</p> <ul style="list-style-type: none"> <li>- to reframe the issues of public engagement in space exploration issues;</li> <li>- to propose a participatory initiative to give citizens an opportunity to contribute to the next stage of ESA's strategy for space exploration</li> <li>- to explain the rationale of this choice and the critical points (implementation of the process, assessment of the process, expected outcomes and dissemination of the outcomes, conclusions for the long-term engagement)</li> <li>- to draft the press release for the announcement of the launch of the project.</li> </ul> <p>This case is developed on the basis of several initiatives of the European Space Agency held in 2006 and 2007.</p>
<p><b>Training objectives</b></p>	<p>Skills participants will improve are:</p> <ul style="list-style-type: none"> <li>- To take into account the importance of issue framing in the design of a participatory process for a long term issue that is far from peoples' daily life preoccupations;</li> <li>- To design a participatory initiative (choice of method, critical implementation points, etc.) that could initiate a sustainable public participation in the long- term on European level.</li> </ul> <p>Since ESA is looking for innovative and fresh approaches anything goes!</p>

<b>Training method</b>	<ul style="list-style-type: none"> <li>• The participants of the CIPAST 2007 workshop in Procida/Naples will get an <b>introduction</b> into the topic of space exploration on European level (What is ESA, what is space exploration, why public engagement for space exploration, what are the problems?) and to the exercise.</li> <li>• <b>Work group</b>: participants will work in small groups on the tasks.</li> <li>• <b>Presentation</b> and <b>discussion</b> of participants' ideas in comparison with what ESA achieved in public participation.</li> </ul>
<b>Previous knowledge required</b>	None but willingness to dive into an exotic, fascinating subject!
<b>materials</b>	<ul style="list-style-type: none"> <li>• Room for participants with tables to sit on</li> <li>• White board or flip chart with marker pens</li> <li>• Lap top</li> <li>• Beamer with lap top connection</li> <li>• Projection screen</li> </ul>
<b>Resources and further reading</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.esa.int/esaCP/SEMI6M0CYTE_index_0.html">http://www.esa.int/esaCP/SEMI6M0CYTE_index_0.html</a></li> <li>• <a href="http://www.esa.int/esaHS/SEMSWMQJNVE_index_0.html">http://www.esa.int/esaHS/SEMSWMQJNVE_index_0.html</a></li> <li>• <a href="http://www.esa.int/SPECIALS/ESApod/SEM4JNSVYVE_0.html">http://www.esa.int/SPECIALS/ESApod/SEM4JNSVYVE_0.html</a></li> <li>• <a href="http://www.esa.int/esaHS/SEMBJZRMTWE_index_0.html">http://www.esa.int/esaHS/SEMBJZRMTWE_index_0.html</a></li> </ul> documents, which can be provided by <a href="mailto:Jacqueline.Myrrhe@esa.int">Jacqueline.Myrrhe@esa.int</a> <ul style="list-style-type: none"> <li>• Towards a European Long-Term Strategy</li> <li>• The Education and Skills Case for Space</li> <li>• DEMOS Space_Jury_final_report_v5</li> </ul>
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