

INTERNATIONAL NEO EDUCATION AND PUBLIC OUTREACH

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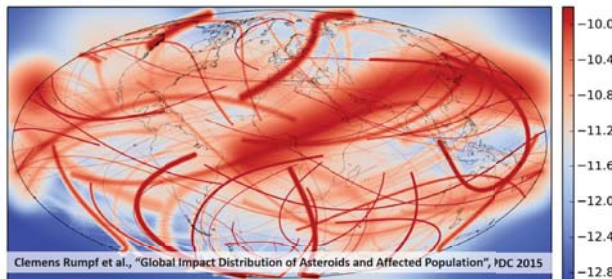


Figure 1 Impact probability distributions of 261 virtual impactors. These impact corridors represent the possible future impact locations for asteroids on the ESA/NASA NEO risk lists until 2100. All regions on Earth are at risk of impact.

OBJECTIVES OF EPO

- BROADEN AWARENESS OF THE THREAT OF NEO IMPACTS
 - Especially in developing countries
- ENCOURAGE IMPACT PREPAREDNESS
 - Plans that would be applicable to various disasters
 - Development of space and ground assets

RECOMMENDATIONS

- Planetary Defense experts should coordinate with TPS, SGAC and ISU
- Elucidate opportunities and challenges of EPO for Planetary Defense
- Develop EPO programs and accompanying support materials

EXISTING PROGRAMS

THE PLANETARY SOCIETY

Conducting EPO as well as research into NEO detection, categorization and deflection. Goals:

- Educate the public about the NEO threat in accurate and engaging ways
 - Create a realistic sense of the level and nature of the threat
 - Garner public support for NEO related research
- EPO conducted through several channels (video, blogs, magazine, public events, spokespeople, etc)

SOCIAL MEDIA

- Strategic social media campaigns that reach global audiences
- Over 5.3 million followers through various social media channels
- 94% of followers are outside the United States

PLANETARY RADIO

- Connects the public directly with experts in the scientific community, worldwide
- Coverage of PDC 2015, for example
- Podcast available globally



Figure 2 The Planetary Society has volunteers around the world who share key TPS messages with their local communities

INTERNATIONAL SPACE UNIVERSITY

Educational institution founded in 1987

Centered around space exploration and activity

Permanent campus in Strasbourg, France

Summer Space Studies Program takes place in a different country each year

Global applicant pool of young and promising leaders, graduates and space professionals

3,700 alumni in 100 countries

Planetary Defense Activities:

SPACE STUDIES PROGRAM

- 9-week intensive program with lectures by experts, workshops, and team projects leading to final reports
- Team projects may focus on planetary defense
 - Planetary Defense Team Project in Beijing, China (2007)
 - Suggests need for protecting large populations
 - Recommends the Moon as alternate safe repository
 - Upcoming Planetary Defense Team Project in Athens, Ohio, USA (2015)

More information at www.isunet.edu

SPACE GENERATION ADVISORY COUNCIL

Represents the young space generation (aged 18-35) to the United Nations

Founded in 1999

4000 members in 90 countries

Local contacts in each member country

Organizes the annual Space Generation Congress

Active in space outreach and policy shaping



Figure 3 The Space Generation Advisory Council has 4000 members in 90 countries, with official points of contact in each member country

Planetary Defense Activities:

THE NEAR EARTH OBJECT PROJECT GROUP

- Provides the perspective of the young generation
 - Informs about current developments in asteroid research
- ##### MOVE AN ASTEROID CAMPAIGN

- Global technical paper competition
- Entries have to relate to Near Earth Objects
- Prizes: Travel scholarship to Space Generation Congress and International Astronautical Congress, international recognition by presenting the paper

More information at spacegeneration.org

Where do ISU Alumni work

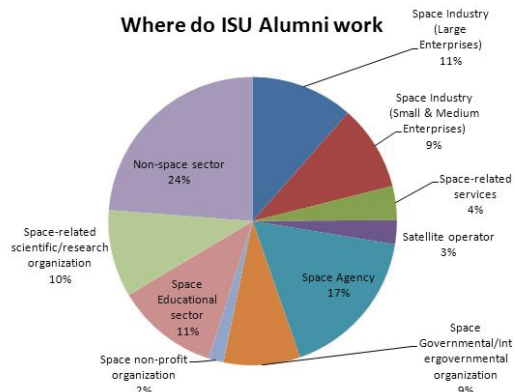


Figure 4 Alumni of the International Space University bring their knowledge of planetary defense to various fields, around the world.