An abstract graphic on the left side of the slide, featuring overlapping organic shapes in bright yellow, cyan, and purple against a dark blue background.

Lost in Space?

**Not anymore. ESA's Direction Earth/Space as a Tool
of Engaging Youth with Creativity and Innovation**

Anna Burzykowska - European Space Agency

An initiative to create an uplift of spirit,
engage young generations into new
visionary projects and unite Europe as a
continent through common goals, dreams
and ambitions that space can deliver

ENGAGE DIGITAL YOUTH IN EARTH OBSERVATION INITIATIVES

FRESH FORMATS

ATTRACTIVE STYLE

APPROACHABLE LANGUAGE

INTERDISCIPLINARITY

- Building on values important to the young communities & digital youth
- Responding to the voices of young people and demonstrating their social and environmental commitment
- Ramping up Youth Entrepreneurship & social innovations
- Addressing digital media and XR technology innovations
- Creating an open-source model for independent follow on and uptake in schools, universities and youth communities in Europe and around the world



#EYY2022

EUROPEAN YOUTH CAPITAL



Lublin (Poland) 2023

Ghent (Belgium) 2024

Lviv (Ukraine) 2025

WHY ARE WE DOING THIS?

01 TO ENGAGE GEN Z

Engage young demographic groups (in Europe and beyond) to be part of a multistakeholder community addressing environmental challenges through innovation, technology and interdisciplinary collaboration

02 TO BOOST SOCIAL INNOVATION

Ramp up youth entrepreneurship & social innovations based on EO data

03 TO DELIVER EXCITING FORMATS

Deliver fresh and attractive formats designed across disciplines, at the intersection of art, science, culture, music and technology and responding to the needs and values of Gen Z

04 TO USE CUTTING-EDGE TECH FOR AWARENESS AND COMMUNICATION

Use digital media and XR technology innovations for captivating storytelling

05 TO SHARE AS OPEN-SOURCE

Create an open-source model for independent follow on and uptake of created content – in schools, universities and youth communities worldwide

06 TO PROMOTE COLLABORATION

Introduce new industries to EO data application and build cross-sectoral, long term partnerships

WHO IS GEN Z?

GENERATION Z, KNOWN AS ZOOMERS, IS A DEMOGRAPHIC COHORT THAT FOLLOWS THE MILLENNIALS AND PRECEDES GENERATION ALPHA. GENERATION'S OLDEST MEMBER ARE NOW ENTERING YOUNG ADULTHOOD.

- Gen Z's behavior reflects their values (i.e. sustainability, inclusion, diversity, care for mental health)
- They are entrepreneurial, pragmatic and financial-minded, but worried about their future perspectives
- They are the first generation of neo-digital-natives, born in the internet era and living in a constant access to information
- Through granted technology access, they become proactive learners
- They live in global connectivity, but value communities

01

AR
Exhibition

02

Creative
Campus

03

Cosmic
Show

04

Open
Programme

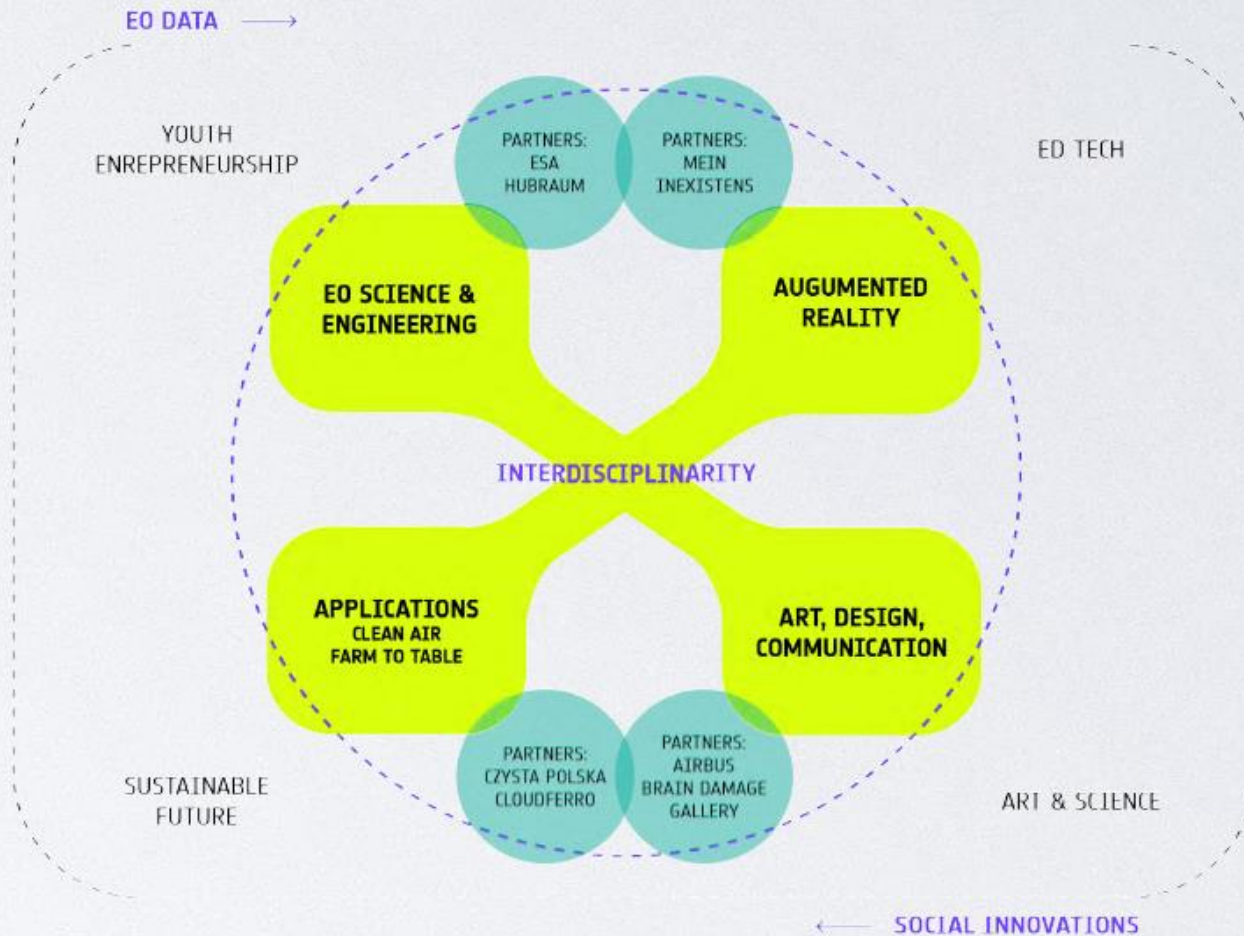
05

ISS Contest

***DIRECTION
EARTH
SPACE***

CREATIVE CAMPUS

THEMATIC STRUCTURE & PARTNERS INVOLVEMENT



CROSS-DISCIPLINARY TOPICS

- Youth Entrepreneurship
- Ed Tech
- Art & Science
- Sustainable Future

4-5 GROUPS

Connecting different competencies

- Engineering, data science
- Remote sensing applications
- Augmented reality, new media
- Art, Design and Communication

4 MAIN THEMATIC TRACKS (INCL. "OPEN CATEGORY")

- Clean air (Air, Health & Quality of Life)
- Farm 2 Table (Rural–Urban Axis & Agriculture Sustainability)
- AR in EdTech (Technologies & Education)
- Open category (for participants wanting to propose and build a team around own concepts)

INDUSTRY PARTNERS

Engaging at least two experts per track to mentor creative process, provide expertise and guide development direction

NARRATIVE + THEMES

BROADLY DEFINED EARTH OBSERVATION
ACTIVITIES IN A WIDER CONTEXT
(CLIMATE CHANGE, PLANET B, WONDERS
OF EARTH, ETC.)

- What is the future of humanity on Earth and beyond?
- Is there a life beyond Earth? Are we the most valuable thing in the universe?
- What does it feel like to experience an lookout on Earth from external orientation / space?

Entertainment + Education = Edu-tainment



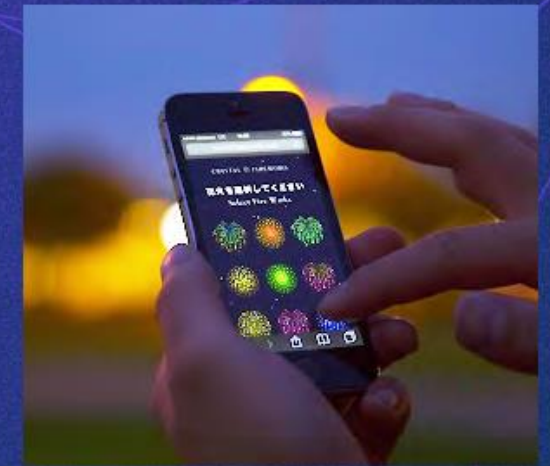
Stuart Martin - InsideOutDorset



Rimini Protokoll



flora&faunavisions



teamLab

PUBLIC PROGRAMME

POSSIBLE FORMATS

01

OPEN TALKS & DEBATES

Lectures on particular topics related to EO and space science led by external partners and invited international experts

02

WORKSHOPS & TOURS

Hands-on activities for individuals and groups led by external partners and invited international experts

03

DEMO DAY

Presentations of EO-related use cases by the partners from the industry, implemented in synergy with Module B

04

CafEO

Pop-up space in the existing infrastructure / a social hub for hosting EO- and space-related programmes of activities run by the partners

05

EXHIBITION OPENING

Programme implemented in synergy with Module A, including talks, guided tours and video mapping, with the presence of invited partners and representatives of the hosting city

06

EXHIBITION CLOSING

Programme implemented in synergy with Module A, with the presence of invited partners and representatives of the hosting city

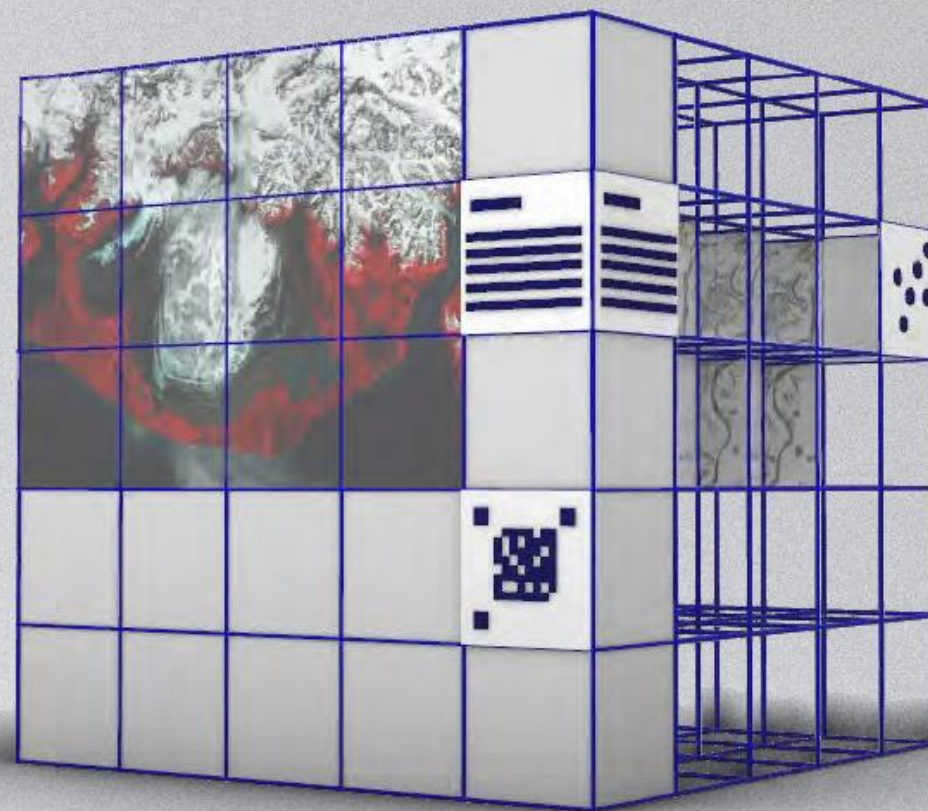
07

CareEO / EO Career Fair

Event targeted at youth inspired by a career fairs format oriented at promoting jobs of the future related to Earth observation, with the involvement of the partners

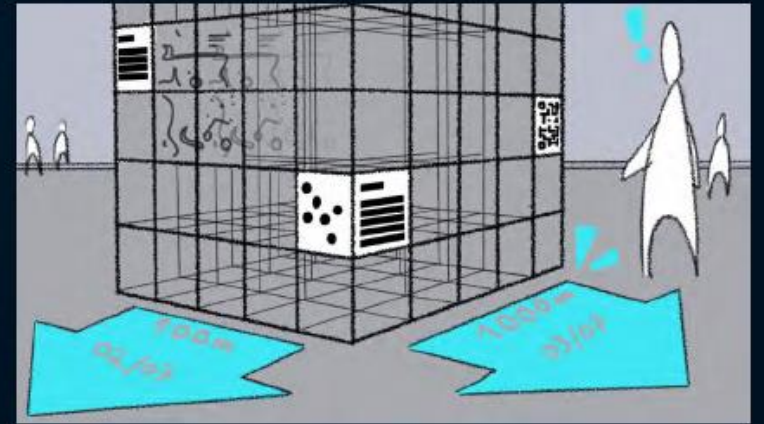
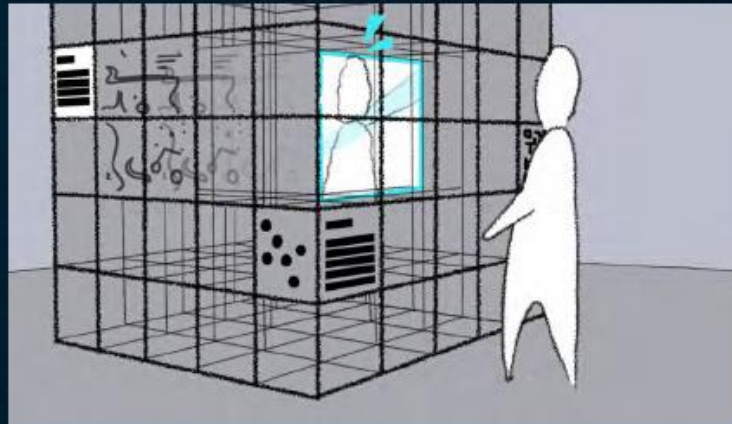
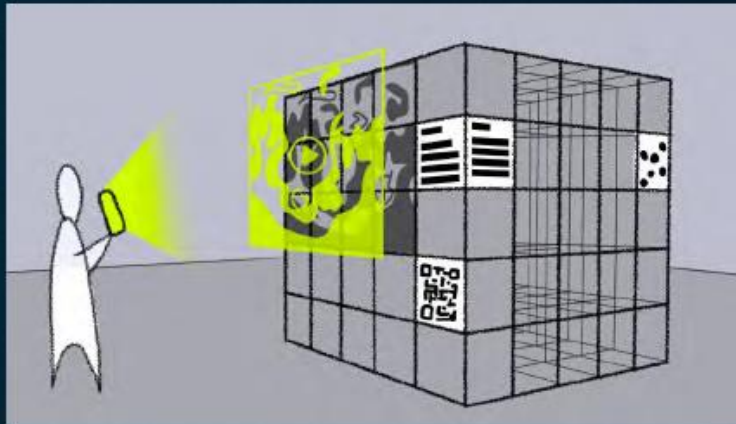
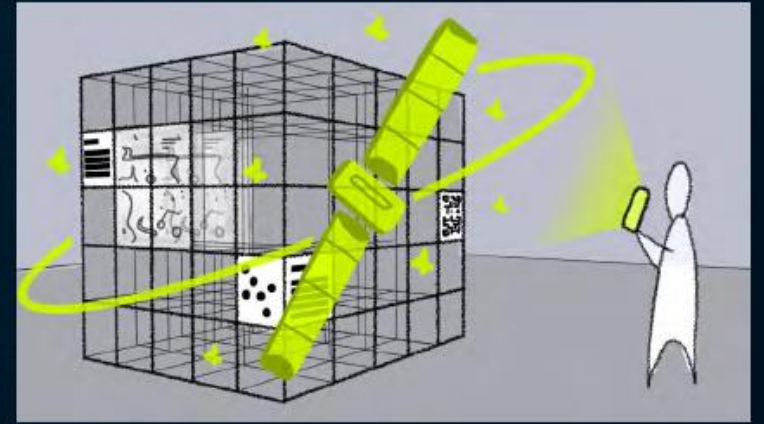
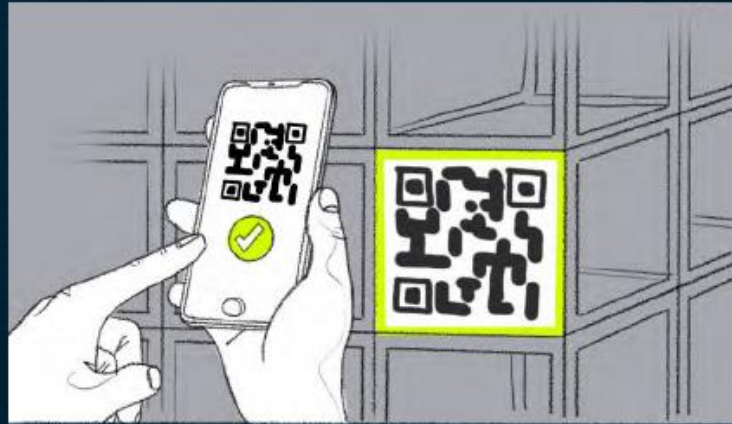
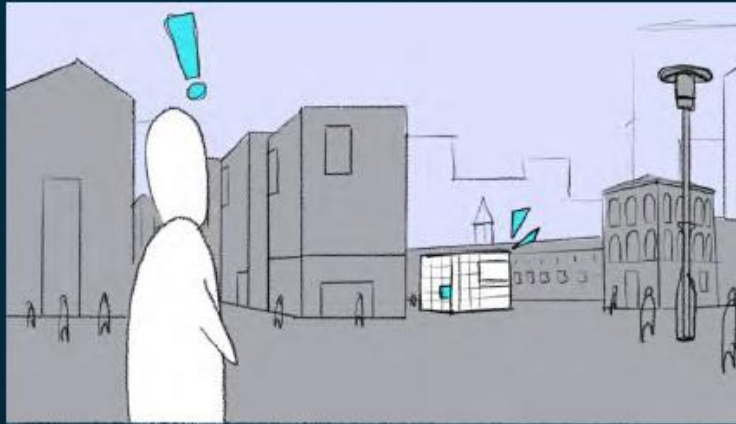
EXHIBITION WITH AN AR COMPONENT

Form: three dimensional space



EXHIBITION WITH AN AR COMPONENT

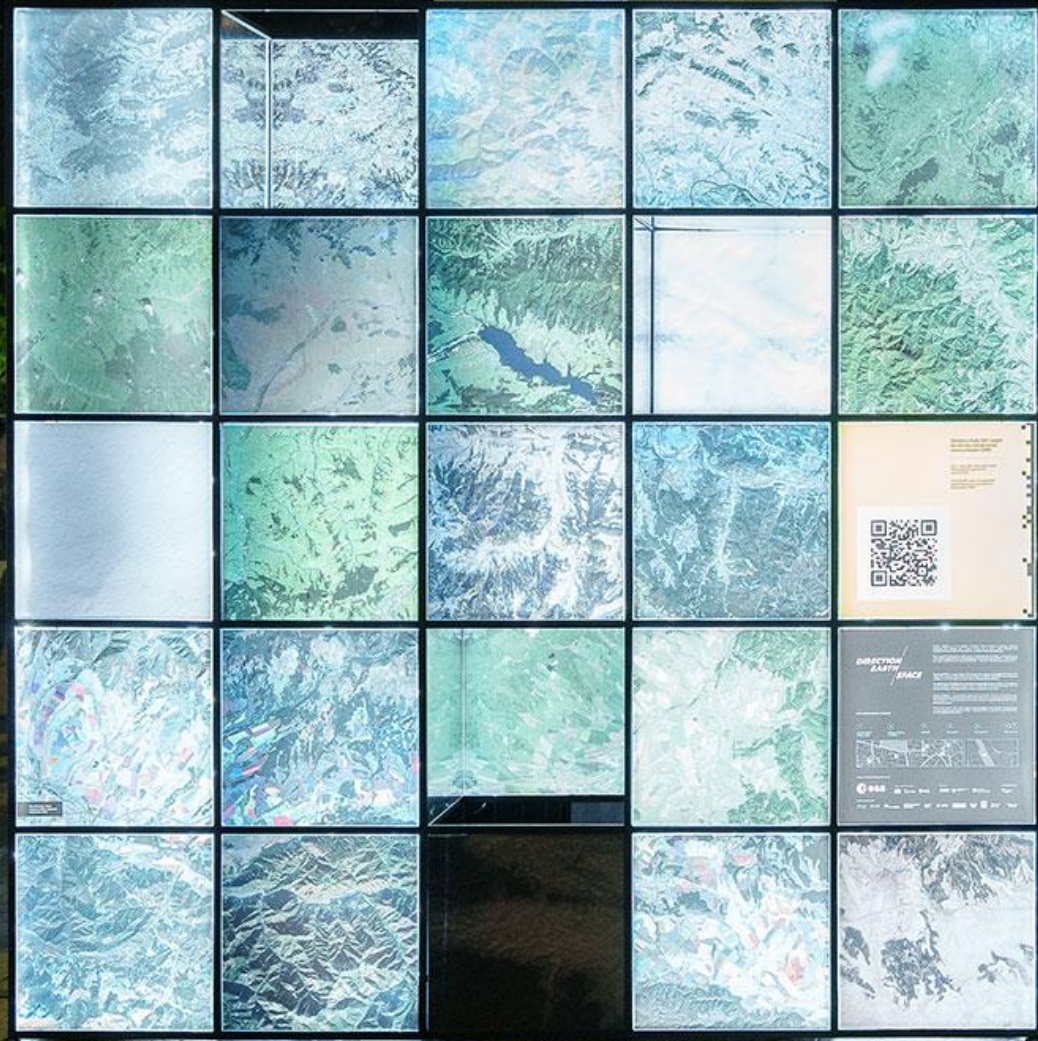
Experience: encounter & exploration















KULTURY
IE

Stare miasto
i młodzi
strażnicy



PARTNERSHIPS

01

Initiative developed in open-source philosophy allowing for independent uptake / re-development

02

Different stakeholders roles: government organizations, NGOs, partners from public and private space sectors but also museums, city representatives, creative makerspaces and local entities (bottom-up)

03

Powerful outreach
Joint communication / branding

04

Scale-up phase

OPEN FOR COLLABORATION

TOGETHER WE CAN ACHIEVE MORE!