



Belgian Institute for Space Aeronomy (BIRA-IASB)

Institut d'Aéronomie Spatiale de Belgique (IASB)

Belgisch Instituut voor Ruimte-Aeronomie (BIRA)

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SWWT TWG EOEM (Education, Outreach and Emerging Markets)

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Topical Working Groups

In addition, several "Topical Working Groups (TWGs)" maintain regular contact via email. TWG are responsible for initiating projects, discussing new advances and/or progress in existing research and service development. All members of the SWWT are invited to participate in the TWGs. The current list of TWGs are:

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SWWT Topical Working Group "Education, Outreach and Emerging Markets (EOEM)"

Submitted by Norma Crosby on Wed, 02/01/2012 - 16:31.

This website replaces the [previous EOEM website](#).

Mission Statement

Main objectives of the EOEM Topical Working Group (TWG) are:

- Education (primary to university), both formally (e.g. schooling, textbooks, etc.) and informally (e.g. museum exhibits/kiosks, career workshops, etc.).
- Public Outreach activities for all ages (e.g. TV/radio programs, popular books, etc.).
- Acts as an umbrella for Emerging Markets (e.g. space tourism, human health on Earth) in the context of European space weather services until markets are "mature enough" to have a TWG of their own or be part of one.

Composition

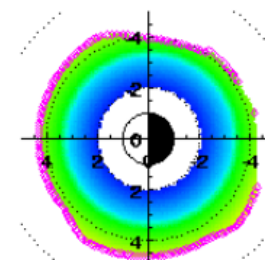
Spokesperson

Norma B. Crosby, Belgian Institute for Space Aeronomy, Ave. Circulaire 3, 1180 Brussels, Belgium

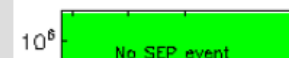
Email: norma.crosby@aeronomie.be

Plasmasphere

2014-5-26 7.5 UT



SEP event forecast



SEISOP	Several "Topical Working Groups (TWGs)" maintain regular contact via email. TWG are responsible for initiating projects, discussing new advances and/or progress in existing research and service development. All members of the SWWT are invited to participate in the TWGs. The current list of TWGs is as follows:
SEDAT	
IONMON	
EDID	
Other Resources	
DOCUMENTS	
SWWT	
SWEN NEWSLETTER	
UPCOMING EVENTS	
Sign-In	SWWT Documents
You are not signed in.	
Sign In	<ul style="list-style-type: none">• SWWT Terms of Reference• Minutes of Plenary Meeting 34 (20th November 2013)• Minutes of Plenary Meeting 33 (18th June 2013)
Register	

- Drivers of Space Weather (e.g. solar, S-T, including future missions and instrumentation)
 - Subgroup 1: Solar Magnetic Energy, spokesperson: H. Lundstedt (IRF)
 - Subgroup 2: Solar Storms (Solar Flares, CMES, SEP events), spokespersons: N. Vilmer (Paris Observatory) and O. Malandraki (NOA)
- Ground Effects (GIC, prospecting, tourism), spokesperson: M. Wik (NeuroSpace)
- Atmospheric Effects (incl. drag), spokesperson: S. Bruinsma (CNES)
- Ionospheric Effects, spokesperson: M. Angling (University of Birmingham and QinetiQ)
- Spacecraft, Launcher and Aircraft Environments, spokesperson S. McKenna-Lawlor (STIL), co-spokespersons F. di Marco (VEGA) and G. Reitz (DLR)
- Education, Outreach and Emerging Markets, spokesperson: N. Crosby (BIRA-IASB).

EOEM TWG: The next years (discussed last year at ESWWW10)

Should the EOEM TWG be restructured into two sub-groups or two separate TWGs?

- Subgroup 1: Education and Outreach
- Subgroup 2: Emerging Markets.

Participants were divided into four groups

- Brainstorming on the above topics
- Summaries were given by each group.

Who to target?

- Children (7-18 years), Students (e.g. university), Elderly people (> 65 years)
- Broad general public
- Policy makers.

How to target?

- Internet (social media), Visual aids, Open source, Virtual scientist, TV shows, Comic books
- Invite children to the Institute or “book a scientist” for schools
- Teach space weather to teachers (e.g. lectures); aurora (attractive subject to explain space weather)
- Special events (e.g. invite an astronaut, solar eclipse, Venus transit), Open Doors, Summer camps, Summer schools.

Potential future space weather markets

- Insurance companies
- Space law
- Aurora flights
- Medical consequences of space weather
- Filming industries/ stage performance.

How to target?

- Associations, Insurance groups, High level unions
- Demonstration instruments and educational material
- MBA program in space weather
- Scientific support to tourism (“entertainment” = “educational”); visitor center to accompany tourist center.

EOEM TWG: The next years (discussed last year at ESWW10)

Looking for the next EOEM TWG spokesperson(s) as function of future EOEM organization.

APPOINTMENT OF NEW EOEM SPOKESPERSONS WILL OCCUR THIS FRIDAY AT THE EOEM TWG SPLINTER:

- ✓ Dr. Petra Vanlommel
Royal Observatory of Belgium

- ✓ Dr. Gaël Cessateur
Physikalisch-Meteorologisches Observatorium Davos

Education and Communication: Citizen Science

Petra Vanlommel, Gaël Cessateur, Norma B. Crosby

Friday, 21 Nov. 2014

16:30 - 18:00

Room Mosane