



NEOShield

A Global Approach to Near-Earth Object Impact Threat Mitigation

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1 Introduction

The NEOShield outreach task covers general activities to increase awareness and visibility of the NEOShield project. Airbus DS-DE posts NEOShield news, upcoming events and general NEO topics on the NEOShield public website (www.NEOShield.net) and actively interacts with the public via social media, which have proved highly popular. NEOShield has been represented at events in France, Germany, the UK and the US. Here we provide an overview of outreach events and actions during the course of the project.

2 Social media

Facebook: www.facebook.com/NEOShield

1.297 Likes (people who are fans of NEOShield on Facebook) as of 25 May 2015; ~ 2-3 Facebook posts a week. Posts are written on the NEOShield page about 2 to 3 times a week and are well received by the general public. Between October and December 2012 the number of followers increased due to paid Facebook advertising (not funded with NEOShield funds). The advertising increased our fan base which subsequently generated a natural growth in the number of Likes. Since then no more paid advertising has been used, but the number of followers has organically increased. During the Catching Comets Contest (from 16 May 2014 to 2 June 2014) we noticed the followers visited our Facebook page more often (35 likes and comments just on the first day).

Twitter: www.twitter.com/NEOShieldTeam

2476 followers (registered users who follow NEOShield on Twitter) as of 25 May 2015. Airbus DS-DE engages with followers on Twitter at least once per day, mainly promoting NEOShield activities and discussing NEOs but also answering questions from the NEOShield Twitter community. The NEOShield Twitter community consists of the general public, scientists, engineers, politicians, science communicators and general space enthusiasts. During the Catching

Comet Contest and the SpaceUp UK Unconference our posts have been re-tweeted and “favourited” more than usual. In particular for the Catching Comets Contest we have been supported by several followers who shared our posts about the competition, and by the B612 Foundation, EUMETSAT, the Minor Planet Center, Europlanet, Space Generation Advisory Council (SGAC), and by NASA’s Planetary Data System (Small Bodies Node). Currently many space professionals and scientists follow us. An example is NASA’s former astronaut and co-founder of the B612 Foundation, Mr. Ed Lu.

Search Engine Optimisation and Website Analytics

The NEOShield Website has about 300 visitors per week, a number that has steadily increased throughout the project’s lifetime. Moreover, the website enjoys a continuous stream of new visitors, which is attributed to the successful promotion of NEOShield through the new media platforms Facebook and Twitter: the active and frequent posts and interactions with our followers lead to a steady increase in our community. The website registered its highest number of sessions when we released articles about ESA’s Rosetta Mission (May 19, 2014), during the NEOShield Catching Comets Contest (from May 16 to June 2, 2014), the NEOShield workshop in Helsinki (July 10, 2014), and in particular when we published our report about the SpaceUp UK (The article NEOShield ‘on’ London reached 505 visualizations).

Link-sharing

NEOShield has exchanged website links with the NASA JPL NEO program and the B612 Foundation.

3 Promotional material

More than 1000 NEOShield pins were created and distributed among the NEOShield Team, the European Commission and the general public. Since July 3, 2014 it is possible to download and print the NEOShield 3D “Globe and Asteroid”, a special activity of the PLAY and LEARN section on the website (since release the Globe and Asteroid page has been visited 382 times, meaning more than 6 times a day!). The activity was publicised using Facebook and Twitter. Fifty copies of the “Globe” and as many of the “Asteroid” were given to the participants during the Space Up UK Unconference.

Small (2cm) and large (5cm) stickers with the NEOShield Logo have been produced and distributed among the Consortium, e.g., for family and friends, and the general public, to help increase awareness of the project. During the Planetary Defence Conference 2015 in Frascati, Rome, these stickers were also provided to conference attendees and the NEO community. Moreover, Airbus DS sponsored the conference lanyards, which displayed the NEOShield Logo, for all participants of the conference.

4 Events

Planetary Defense Conference 2013, 15-19 April 2013, Flagstaff, Arizona, USA
The NEOShield project was highlighted at a press conference organized by Astrium-DE on the evening of April 16, which was moderated by N. Saks (Astrium-DE). The panel members were Bruce Betts (Planetary Society), Alan Harris (DLR), Detlef Koschny (ESA), Ed Luu (B612 Foundation), David Morrison (CSC), Rusty Schweikart (B612 Foundation). The press conference can be viewed via the PDC 2013 website:

http://www.livestream.com/pdc2013/video?clipId=pla_4bd6a3e6-faa6-463a-a534-9b29f614bf90&utm_source=lslibrary&utm_medium=ui-thumb

SpaceUp Paris 'Unconference', 25-26 May 2013, Paris, France

During this informal conference a 20 minute presentation of the project has been held followed by 10 minute Q&A session.

Family Day Friedrichshafen, 20 July 2013, Friedrichshafen, Germany

Two 20 minute presentations of the project were held by Mr. Noah Saks to the families and guests of the Airbus DS local employees.

International SPACE World 2013, 5-7 November 2013,

Mr. Noah Saks and Mr. Georg Willich made a presentation of the project.

DoDDs-Europe STEMposium, 18 November 2013,

Mr. Noah Saks represented the NEOShield Team making a presentation of the project.

50th session of UN COPUOS, 11-22 February 2014, Vienna, Austria

NEOShield was represented by the Coordinator, A. Harris, and L. Drube (DLR) in Action Team 14 on NEOs. DLR presented recommendations for an international response to the NEO threat. This was also live-tweeted on Twitter.

SpaceUp UK 'Unconference', 5-6 July 2014, London, UK

During this informal conference a 30 minute presentation of the project was held, followed by 10 minute Q&A session.

Planetary Defense Conference 2015, 13-17 April 2015, Rome/Frascati, Italy
NEOShield outreach, including "new-media" activities, was the subject of a 20-minute oral presentation. The presentation can be viewed in the following video:

http://www.esa.int/spaceinvideos/Videos/2015/04/Planetary_Defence_Conference_Day_04_-_Part_03

5 Competitions

World Space Week, 4 to 10 October 2013:

To celebrate the World Space Week we organized a comic contest and a Q&A session on Twitter. To participate in the comic contest the followers had to invent a dialogue between two asteroids filling their thought balloons. In the live Q&A session on Twitter (NEOShield knows) the Twitter followers could ask experts questions about NEOs. The experts were: Mr. Rusty Schweickart, former NASA's astronaut and co-founder of B612 Foundation, Dr. Mark Bentley, Rosetta

MIDA Principal Investigator, Dr. Norbert Pailer, Airbus DS Program Manager, Mr. Noah Saks, study manager and system engineer in the Science Programs department for Airbus Defence and Space, Dr. Line Drube, planetary scientist at DLR Institute of Planetary Research, and Mr. Juan Cano, Head of the mission analysis and navigation division at Deimos Space.

The NEOShield Catching Comets Contest, 16 May 2014 to 2 June 2014.

The participants had to photograph Comets PanSTARRs and 209P/LINEAR and submit the pictures to our e-mail address. The five best shots received our pins and a special certificate of the contest. We used our Facebook and Twitter official pages to promote the competition campaign. Many Twitter followers “favourited” and shared our posts about the contest. We were also supported by important foundations and companies, such as the B612 Foundation, EUMETSAT, the Minor Planet Center, EUROPLANET media, the SGAC, and NASA’s Planetary Data System (Small Bodies Node).

6 NEOShield media items (selection)

6.1 Newspapers, internet

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http://www.lefigaro.fr/sciences/2012/01/24/01008-20120124ARTFIG00690-proteger-la-terre-contre-la-chute-d-un-asteroide.php	24 Jan. 2012
http://www.dw-world.de/dw/article/0,,6703710,00.html	25 Jan. 2012
http://www.francetv.fr/info/des-scientifiques-planchent-sur-la-deviation-d-asteroides-au-cas-ou_54551.html	25 Jan. 2012
http://www.spiegel.de/wissenschaft/weltall/0,1518,811368,00.html	26 Jan. 2012
http://www.dlr.de/dlr/en/desktopdefault.aspx/tabid-10081/151_read-2536/	26 Jan. 2012
http://www.space.com/14370-asteroid-shield-earth-threat-protection-meeting.html	27 Jan. 2012
http://www.sueddeutsche.de/wissen/asteroidenabwehr-vorbild-armageddon-1.1268537	27 Jan. 2012
http://www.dailymail.co.uk/sciencetech/article-2092626/Asteroid-shield-wont-time-19-mile-wide-monster-hurling-past-Earth-week.html	27 Jan. 2012
http://news.yahoo.com/asteroid-threat-earth-sparks-global-neoshield-project-155016535.html	27 Jan. 2012
http://www.mirror.co.uk/news/technology-science/scientists-race-to-build-asteroid-shield-304366	28 Jan. 2012
http://www.nrk.no/vitenskap-og-teknologi/1.7965575	28 Jan. 2012
http://www.francesoir.fr/actualite/scienceecologie/asteroides-des-solutions-a-l-etude-pour-eviter-la-collision-178970.html	29 Jan. 2012
http://www.24heures.ch/savoirs/sciences/Bientot-un-bouclier-antiasteroides-pour-proteger-la-Terre/story/13281508	30 Jan. 2012
http://german.china.org.cn/international/2012-01/30/content_24508259.htm	31 Jan. 2012

http://www.astrium.eads.net/node.php?articleid=8210	31 Jan. 2012
http://www.lexpress.fr/actualite/sciences/comment-detourner-un-asteroide-qui-menace-la-terre_1076349.html	31 Jan. 2012
http://www.dlr.de/dlr/en/desktopdefault.aspx/tabid-10081/151_read-2640/	3 Feb. 2012
http://www.welt.de/wissenschaft/weltraum/article13849960/NEO-Shield-als-Abwehr-gegen-kosmische-Bomben.html	4 Feb. 2012
http://www.augsburger-allgemeine.de/wissenschaft/Schutzschild-gegen-den-Gott-der-Zerstoerung-id18634306.html	4 Feb. 2012
http://www.franceinfo.fr/sciences-sante/du-cote-des-etoiles/comment-se-proteger-des-asteroides-511667-2012-02-04	4 Feb. 2012
http://www.raumfahrer.net/news/astronomie/05022012181158.shtml	5 Feb. 2012
http://www.bild.de/news/ausland/asteroiden/forscher-wollen-asteroiden-sprengen-neu-22454458.bild.html	6 Feb. 2012
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http://www.sciencepresse.qc.ca/blogue/2012/02/06/projet-neoshield-pour-ne-finir-dinosaures	6 Feb. 2012
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http://www.morgenpost.de/web-wissen/article1903270/Wie-die-Erde-vor-Asteroiden-geschuetzt-werden-soll.html	11 Feb. 2012
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