EPO IN A MULTINATIONAL CONTEXT

Heidelberg, June 2013
• Over 40 years of experience
• 20 Member States
• Six establishments in Europe, about 2200 staff
• 4 billion Euro budget (2013)
• Over 70 satellites designed, tested and operated in flight
• 17 scientific satellites in operation
• Six types of launcher developed
• Celebrated the 200th launch of Ariane in February 2011
ESA is one of the few space agencies in the world to combine responsibility in nearly all areas of space activity.

- Space science
- Human spaceflight
- Exploration
- Earth observation
- Launchers

- Navigation
- Telecommunications
- Technology
- Operations
TODAY’S SCIENCE MISSIONS (1)

- **XMM-Newton** (1999– ) X-ray telescope
- **Cluster** (2000– ) four spacecraft studying the solar wind
- **Integral** (2002– ) observing objects in gamma and X-rays
- **Hubble** (1990– ) orbiting observatory for ultraviolet, visible and infrared astronomy (with NASA)
- **SOHO** (1995– ) studying our Sun and its environment (with NASA)
• **Mars Express** (2003–) studying Mars, its moons and atmosphere from orbit
• **Rosetta** (2004–) the first long-term mission to study and land on a comet
• **Venus Express** (2005–) studying Venus and its atmosphere from orbit
• **Herschel** (2009–) far-infrared and submillimetre wavelength observatory
• **Planck** (2009–) studying relic radiation from the Big Bang
• **Gaia** (2013) mapping a thousand million stars in our galaxy
• **LISA Pathfinder** (2015) testing technologies for gravity wave detection
• **BepiColombo** (2014) a satellite duo exploring Mercury (with JAXA)
• **Cheops** (2017) studying exoplanets around nearby bright stars
• **Solar Orbiter** (2017) studying the Sun from close range
UPCOMING MISSIONS (2)

• **James Webb Space Telescope** (2018) studying the very distant Universe (with NASA/CSA)

• **Euclid** (2020) probing ‘dark matter’, ‘dark energy’ and the expanding Universe

• **JUICE** (2022) studying the ocean-bearing moons around Jupiter
In cooperation with Roscosmos, two ExoMars missions (2016 and 2018) will investigate the martian environment, particularly astro-biological issues, and develop and demonstrate new technologies for planetary exploration with the long-term view of a future Mars sample return mission.
• **Multinational**
  Multilingual and multicultural
  (20 member states)

• **International**
  Space Agencies

• **Multi-programme context**
  ESA wide
  Directorate wide
Target Groups

1. General Public
2. European scientific community
3. Media and opinion formers
4. Decision makers
5. Space industry
6. Stakeholders (Delegations)
7. Students (primary, secondary schools and University)
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Communication Mix
1. Media Relations
2. Online
3. Events
4. Exhibition
5. Social Media
6. Partnerships
INPUT

1. CMB image
2. 50 scientific papers
3. International Planck Science Team
**INPUT**

1. CMB image
2. 50 scientific papers
3. International Planck Science Team

**OUTPUT**

1.

3.

5.
PLANCK
Multinational Coordination

1. Input of international Planck Science Team’s
2. Non Embargo policy
3. Space Agencies and National Science Institutes involved in Planck
4. Priority within ESA
5. Space industry
6. Stakeholders
Principles
1. Cooperation
2. Competition
3. Based on Missions
4. Priority to content
5. Uniqueness
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Challenges
1. Sustainability
2. Brand communication
3. Grand themes
THANK YOU

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