



## D4.1

# STUDENT AND EU-UNIVERSITY OUTREACH REPORT

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## Abstract

This deliverable (D4.1 – Student and EU-University Outreach Report) summarises the key results of Task 4100 of the ASTRAIOS project, which focused on promoting space-related careers and education among students and academic institutions across Europe. Through a combination of digital resources, targeted outreach materials, and interactive activities—including testimonial video interviews, online Info Sessions, and in-person engagement at academic conferences—the task aimed to inspire, inform, and connect the next generation of space professionals. All actions were guided by principles of inclusiveness, gender balance and accessibility, contributing to the Communication objectives of Work Package 4000, while remaining fully within the scope of Task 4100 as defined in the Grant Agreement. The outcomes of Task 4100 contribute to the long-term visibility and sustainability of the ASTRAIOS project, leaving behind an open-access digital legacy for continued use and inspiration.

## Keywords

ASTRAIOS Outreach

Space careers

EU space education

Communication and Dissemination



## Information Table

<b>Contract Number</b>	101082636
<b>Project Acronym</b>	ASTRAIOS
<b>Project Title</b>	Analysis of Skills, Training, Research, And Innovation Opportunities in Space
<b>Topic</b>	HORIZON-CL4-2022-SPACE-01-72
<b>Type of Action</b>	HORIZON-CSA
<b>Start date of project</b>	1 January 2023
<b>Duration</b>	36 months
<b>Project Coordinator</b>	ESF
<b>Version</b>	#0.4
<b>Responsible Partner (organization)</b>	EASN-TIS
<b>Actual Date of Delivery</b>	19/12/2025
<b>Dissemination Level</b>	PU / CO

## Document History

Version	Date	Status	Author	Description
0.1	04/08/2025	DRAFT	Silva Kerkezian (EASN-TIS), Elena Karittevli (EASN-TIS), and Irene Pantelaki (EASN-TIS)	Initial structure setup.
0.2	22/09/2025	DRAFT	Silva Kerkezian (EASN-TIS), Elena Karittevli (EASN-TIS), and Irene Pantelaki (EASN-TIS)	Completion and refinement of all sections; finalisation of Info Sessions, Testimonials, and Outreach Materials content.
0.3	09/12/2025	DRAFT	Silva Kerkezian (EASN-TIS), Elena Karittevli (EASN-TIS), and Irene Pantelaki (EASN-TIS)	Consolidated final draft circulated internally and shared with partners for review.
0.4	19/12/2025	FINAL	Silva Kerkezian (EASN-TIS), Elena Karittevli (EASN-TIS), and Irene Pantelaki (EASN-TIS)	Final version incorporating partner feedback and internal review, ready for submission to the European Commission.

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# 1. INTRODUCTION

## 1.1 Introduction to ASTRAIOS

The long-term competitiveness and strategic autonomy of the European space sector depend significantly on the availability of high-quality education and training opportunities, as well as on the continuous development of skills that match evolving industry needs and societal demands. As the demand for space-related competences accelerates—driven by technological advances, green and digital transitions, and new EU space initiatives—it becomes imperative to map existing educational offerings, anticipate emerging skill requirements, and generate evidence-based recommendations that support the alignment between education and the labour market.

The ASTRAIOS project responds directly to these challenges by delivering a comprehensive and forward-looking overview of space education and training across Europe. It aims to strengthen EU competitiveness, support innovation ecosystems, and equip the next generation of space professionals with the knowledge and skills required to thrive in an increasingly complex, interdisciplinary, and global environment.

### Main Objectives

ASTRAIOS is structured around three core objectives:

- To provide a detailed and up-to-date overview of the space-related curricula and training courses currently offered in EU-27 Member States;
- To characterise the anticipated demand from the European space industry over the next 10–15 years;
- To identify concrete and actionable pathways for better alignment between the education system and future industry needs—ultimately boosting innovation, employability, and the EU’s space workforce readiness.

### Methodological Approach

To achieve these objectives, ASTRAIOS adopted a structured and multi-layered methodology, encompassing:

- Status quo analysis: A thorough mapping of the current European educational landscape in space, covering higher education programmes, demographic trends, student mobility, success rates, and career outcomes;
- Trends and foresight: Identification of key technological, economic, and policy trends likely to shape space sector skill needs in the medium to long term;
- Gap analysis and recommendations: Evaluation of mismatches between supply and demand, with attention to upskilling/reskilling requirements, regional disparities, and inclusion/equity challenges;
- Strategic initiatives: Development of targeted proposals to support the harmonisation of training frameworks, qualification pathways, and academic-industry cooperation.

### Expected Results and Impacts

ASTRAIOS delivers a portfolio of tangible outputs that contribute to policy-making, institutional practice, and stakeholder engagement across the EU. These include:

- A publicly accessible web catalogue of space-related educational programmes across the EU;
- A taxonomy of skills and competencies tailored to the space sector;

- Recommendations to support the harmonisation of curricula and qualifications across Member States;
- Education and training materials linked to EU flagship programmes (e.g. Copernicus, Galileo);
- Outreach and visibility materials to promote space careers among students and young professionals;
- A one-stop training and resource catalogue consolidating educational outputs from the project.

Together, these outcomes strengthen the alignment between European academic institutions and the evolving needs of the space sector. ASTRAIOS thus supports Europe’s capacity to develop a resilient, skilled, and inclusive space workforce—one that is able to respond to future challenges and opportunities in a global context.

## 1.2 Work Package 4000 on Communication and Dissemination

Work Package 4000 (WP4000) is dedicated to ensuring that ASTRAIOS achieves wide visibility, strong engagement, and long-lasting impact. Its overarching aim is to promote space-related jobs and careers at Bachelor’s and Master’s level across Europe, while also ensuring that the project’s knowledge and results are effectively disseminated to all relevant stakeholders.

### Objectives

The specific objectives of WP4000 are to:

- Attract students and young researchers to space-related studies and professions through promotional and awareness-raising activities;
- Produce specialised communication materials, including leaflets, brochures, posters, booklets, videos, digital tools, and website contents;
- Develop training and educational resources tailored to the needs of end-users of European flagship programmes such as Copernicus and Galileo;
- Support student mobility and continuous learning by promoting reskilling and upskilling opportunities;
- Enhance access to project outputs among underrepresented countries and communities across Europe;
- Address gender imbalances in the space sector by promoting equal opportunities and encouraging female participation in STEM and space-related fields;
- Ensure the sustainable dissemination of project results, both within the consortium and externally, through targeted, audience-specific communication strategies.

WP4000 thus acts as the main vehicle for outreach and visibility across ASTRAIOS, integrating communication, dissemination, and stakeholder engagement to maximise the project’s influence, foster collaboration, and ensure the uptake of results well beyond the project's conclusion.

## 1.3 Task 4100 on the promotion of Space Jobs and Career in Bachelor and Master’s Courses

Task 4100, led by EASN-TIS with contributions from ESF, SSA, ISU, the University of Twente, TUC, the University of Strathclyde, and FDC, focused on the design and implementation of targeted outreach activities to promote

space-related jobs and careers among students in Bachelor's and Master's programmes across Europe. This task directly supported the European Commission's objective of inspiring the next generation to pursue careers in science, research, and innovation — making the space sector more visible, accessible, and appealing to young learners.

### Objectives and Planned Activities

The task was structured around the following key objectives:

- Development of promotional and outreach materials – including brochures, posters, checklists, and videos – presenting key information on the European space sector, such as career pathways, qualifications, required skills, job responsibilities, and indicative salaries. All materials were designed to be visually engaging, inclusive, and student-friendly.
- Organisation of Info Days and presentations at universities and academic institutions across the EU-27, aiming to introduce students to the space ecosystem, showcase EU mobility and research opportunities, and highlight programmes such as Erasmus+ and the Marie Skłodowska-Curie Actions.
- Creation of a dedicated outreach section within the ASTRAIOS website, under the menu item "Explore More", providing downloadable materials, career kits, and support tools for both students and career advisors.
- Production of testimonial video interviews featuring successful space professionals—both men and women from diverse educational and national backgrounds—sharing their career journeys, challenges, and lessons learned. Gender balance and representation from underrepresented EU countries were central criteria in the selection process.
- Exploration of student competitions as a potential engagement tool, initially envisioned to link with internship opportunities in leading European space industries. As implementation progressed, the consortium strategically opted to prioritise other formats—such as video testimonials, online Info Sessions, and interactive website resources—which proved more scalable, inclusive, and impactful for outreach across diverse academic contexts.
- Promotion of equal opportunities and diversity by ensuring that all outreach content and activities were inclusive, gender-sensitive, and tailored to engage underrepresented regions and groups within the EU.

These planned activities collectively shaped a well-rounded outreach strategy aimed at informing, inspiring, and actively engaging students across Europe in exploring future career opportunities within the dynamic and evolving space sector.

### Roles and Contributions of Partners

The successful implementation of Task 4100 was supported by complementary contributions from consortium partners, each leveraging their networks and strengths to support outreach, visibility, and inclusion.

**Table 1:** Roles and Contributions – Task 4100

<b>Partner</b>	<b>Roles and Contributions</b>
<b>EASN-TIS</b>	Task leader. Led the overall design, coordination, and implementation of Task 4100. Developed the outreach strategy and branding approach; created all templates and guidelines for partners; designed and produced the full set of promotional materials, including the ASTRAIOS leaflet, poster, and career checklist. Conceptualised, scripted, and edited the full “Testimonial Series by Space Professionals”, including subtitle preparation and visual design. Organised, moderated, and promoted both online Info Sessions: set up the Eventbrite pages, designed banners and visuals, coordinated invitations and agendas, and managed announcements across channels. Maintained continuous communication with partners, handled follow-ups, ensured visibility on social media (LinkedIn, X) and the ASTRAIOS website, and compiled all content for central reporting. Ensured consistency, accessibility, and alignment with project objectives and EU visibility guidelines.
<b>ESF (European Science Foundation)</b>	Participated as a speaker in Info Session #1, presenting the ASTRAIOS project. Also contributed to the testimonial series by suggesting interviewee names during the preparation phase, helping enrich the diversity of profiles included in the series.
<b>SSA (Space Skills Alliance)</b>	Contributed to outreach visibility through its networks and supported dissemination. Provided content for both Info Session #1 and Info Session #2, contributing to the sessions' thematic scope and relevance.
<b>ISU (International Space University)</b>	Supported dissemination and visibility of outreach activities through its institutional network and communication channels.
<b>University of Twente</b>	Delivered a speaker presentation during Info Session #1, highlighting university programmes and mobility opportunities in the space sector. Also supported dissemination among students.
<b>Technical University of Crete (TUC)</b>	Supported dissemination and visibility of outreach activities through institutional promotion and student engagement. Also, contributed to the testimonial interview series by identifying and contacting potential interviewees from its academic and alumni networks.
<b>University of Strathclyde</b>	Delivered a speaker presentation during Info Session #2, providing insights into career pathways and skills development. Also supported dissemination through internal university channels.
<b>FDC</b>	Participated as a speaker in both Info Sessions. Provided support to the testimonial series by advising on interviewee selection, coordinating outreach and invitations, and contributing to the interviews by preparing and posing questions.

Together, these coordinated efforts enabled the Consortium to deliver a coherent, inclusive, and well-targeted Europe-wide outreach strategy. The cross-consortium collaboration ensured that actions were context-sensitive and tailored to the realities of different academic and geographic environments, while maintaining a harmonised visual identity and shared project vision.

Through the combination of high-quality promotional materials, role model testimonial interviews, inclusive messaging, and direct engagement with university audiences, Task 4100 successfully contributed to:

- Raising awareness of diverse career opportunities in the European space sector;
- Supporting gender equality and geographic inclusion; and
- Inspiring a new generation of space professionals across EU Member States—including those from less represented regions.

## 2. PERFORMED ACTIVITIES

### 2.1 Development of Promotional and Informative Material

Throughout the implementation of Task 4100, a dedicated suite of outreach materials was conceptualised, designed, and produced to promote space-related careers and engage students and early-career professionals. These materials were visually appealing and content-rich, tailored to a younger audience and aligned with the broader goal of ASTRAIOS to bridge the skills gap in the space sector.

The core outputs included:

- A trifold leaflet introducing the upstream/downstream segments of the space sector, highlighting growth areas, career paths, and roles.

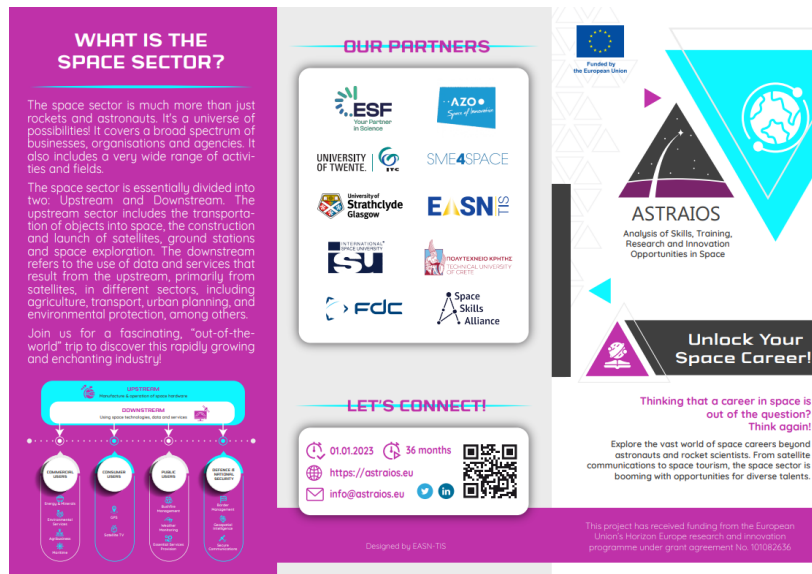


Figure 1: ASTRAIOS Trifold Leaflet: Careers in the Upstream and Downstream Space Sectors (Page 1)

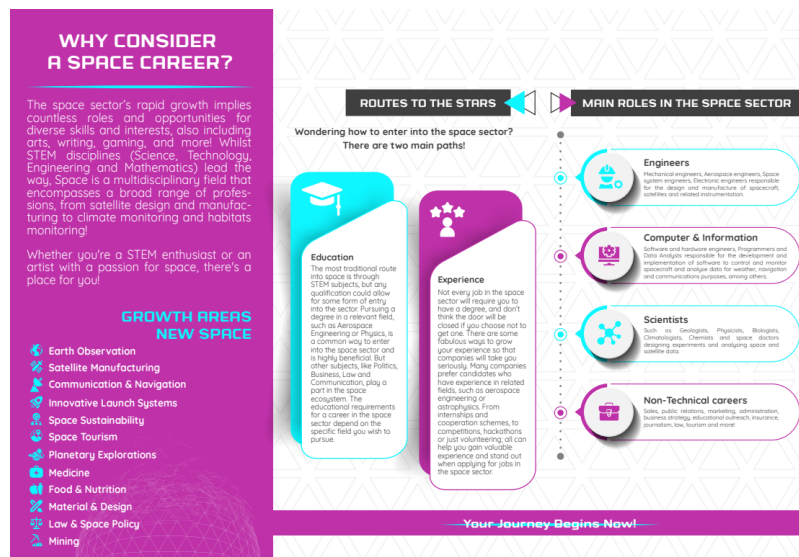
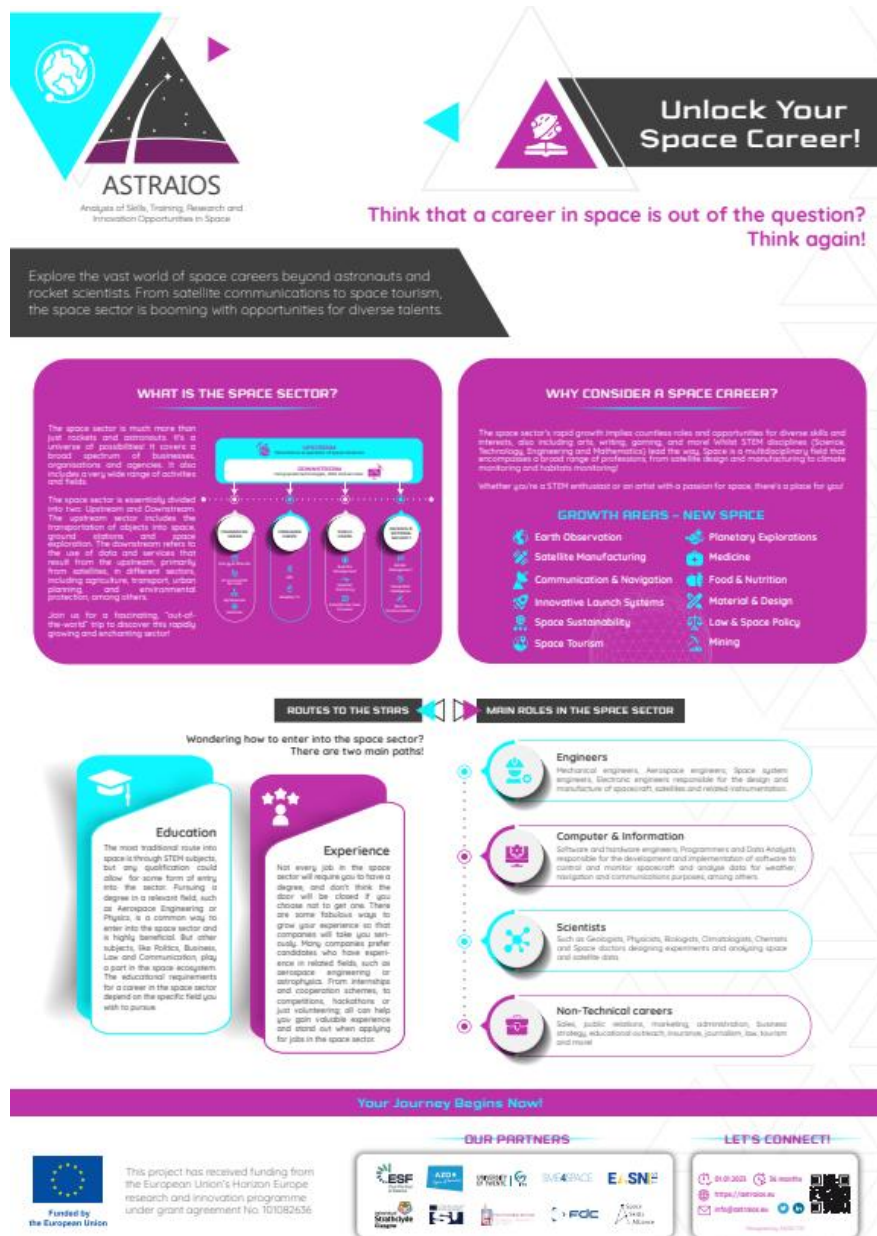


Figure 2: ASTRAIOS Trifold Leaflet: Careers in the Upstream and Downstream Space Sectors (Page 2)

- A poster featuring key statistics and entry routes into space-related education and employment.



**ASTRAIOS**  
Analysis of Skills, Training, Research and Innovation Opportunities in Space

**Unlock Your Space Career!**

Think that a career in space is out of the question?  
Think again!

Explore the vast world of space careers beyond astronauts and rocket scientists. From satellite communications to space tourism, the space sector is booming with opportunities for diverse talents.

**WHAT IS THE SPACE SECTOR?**

The space sector is much more than just rockets and parascapes. It's a universe of possibilities. It covers a broad spectrum of businesses, organisations and agencies. It also includes a very wide range of activities and fields.

The space sector is essentially divided into two: **Upstream** and **Downstream**. The **upstream** sector includes the transportation of objects into space, ground stations and space exploration. The **downstream** refers to the use of data and services that result from the upstream, primarily from satellites, in different sectors including agriculture, transport, urban planning and environmental protection, among others.

Join us for a fascinating "out-of-the-world" trip to discover this rapidly growing and exciting sector!

**WHY CONSIDER A SPACE CAREER?**

The space sector's rapid growth implies countless roles and opportunities for diverse skills and interests, also including arts, writing, gaming and more! Indeed, STEM disciplines (Science, Technology, Engineering and Mathematics) lead the way. Space is a multidisciplinary field that incorporates a broad range of professions, from satellite design and manufacturing to climate monitoring and habitat construction.

Whether you're a STEM enthusiast or an artist with a passion for space, there's a place for you!

**GROWTH AREAS - NEW SPACE**

- Earth Observation
- Satellite Manufacturing
- Communication & Navigation
- Innovative Launch Systems
- Space Sustainability
- Space Tourism
- Planetary Explorations
- Medicine
- Food & Nutrition
- Material & Design
- Law & Space Policy
- Mining

**ROUTES TO THE STARS** | **MAIN ROLES IN THE SPACE SECTOR**

Wondering how to enter into the space sector? There are two main paths!

**Education**  
The most traditional route into space through STEM subjects, but any qualification could allow for some form of entry into the sector. Pursuing a degree in a relevant field, such as Aerospace Engineering or Physics, is a common way to enter into the space sector and is highly beneficial. But other subjects, like Politics, Business, Law and Communications, play a part in the space ecosystem. The educational requirements for a career in the space sector depend on the specific field you wish to pursue.

**Experience**  
Not every job in the space sector will require you to have a degree, and don't think the door will be closed if you choose not to get one. There are some fabulous ways to give your experience so that companies will take you seriously. Many companies prefer candidates who have experience in related fields, such as aerospace engineering or aerodynamics. From internships and cooperation schemes, to competitions, hackathons or just volunteering, all can help you gain valuable experience and stand out when applying for jobs in the space sector.

**Engineers**  
Mechanical engineers, Aerospace engineers, Space system engineers, Electronic engineers responsible for the design and manufacture of spacecraft, satellites and related instruments.

**Computer & Information**  
Software and hardware engineers, Programme and Data Analysts responsible for the development and implementation of software to control and monitor spacecraft and analyse data for weather, navigation and communication purposes, among others.

**Scientists**  
Such as Geologists, Physicists, Biologists, Climatologists, Chemists and Space stations designing experiments and analysing space and satellite data.

**Non-Technical careers**  
Sales, public relations, marketing, administration, Business strategy, educational outreach, insurance, journalism, law, tourism and more!

**Your Journey Begins Now!**

**OUR PARTNERS**  
ESF, ARD, SPORTEL, EURESPACE, ESN, ESR, STS, FGC, Space Agency, etc.

**LET'S CONNECT!**  
@astraios, #astraios, https://astraios.eu, info@astraios.eu

Funded by the European Union. This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101025263.

Figure 3: ASTRAIOS Poster: Space Career Pathways and Statistics

- A career checklist one-pager, offering actionable steps and guidance for those seeking to navigate their way into the space workforce.

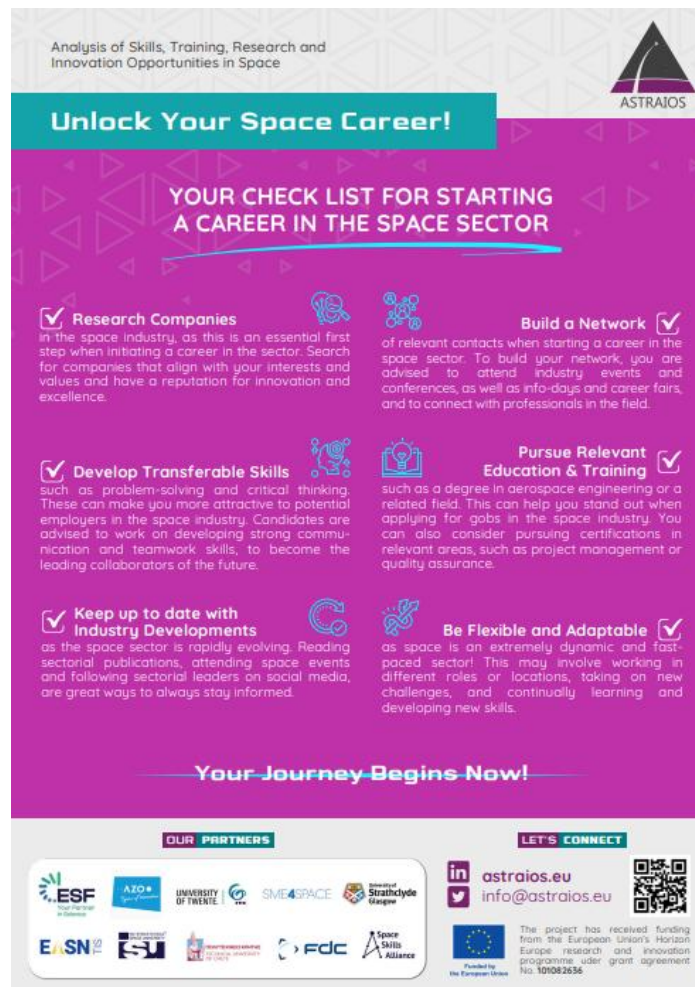


Figure 4: ASTRAIOS Career Checklist: Your Path into the Space Workforce

Each of these materials was created with attention to design quality and clarity, ensuring usability across multiple settings—from career fairs and university events to online dissemination.

#### Distribution strategy and reach:

- Printed copies were distributed to ASTRAIOS partners for use during academic visits, university presentations, and stakeholder events.
- All materials were featured during online Info Sessions and showcased at the ASTRAIOS Outreach Day during the 15th EASN International Conference.
- Digital versions were embedded into the “Explore More” section of the ASTRAIOS website and disseminated via social media (LinkedIn/X) and consortium newsletters.

Together, these materials provided a coherent visual identity for ASTRAIOS outreach activities and supported the project’s mission to inform and motivate students exploring careers in the European space sector.

## 2.2 Dedicated Outreach section on the ASTRAIOS Project website

To support the outreach objectives of Task 4100, a dedicated “Explore More” dropdown section was developed within the official ASTRAIOS project website and launched in February 2024. Designed and maintained by EASN-TIS, this section serves as a central access point for students, early-career professionals, and the broader academic community, offering downloadable outreach resources, video testimonials, and recordings of online info sessions. The content is hosted at <https://www.astraios.eu/> and has been regularly updated to ensure technical accuracy and relevance.

The section is structured into three thematic subsections:

- [Careers in Space](#)
- [Info Sessions](#)
- [Testimonials](#)

Each subsection is designed to support the long-term visibility and legacy of the project, with a commitment to remain online and accessible for at least two years beyond the project’s official end.

The “Careers in Space” subsection offers a concise and student-friendly breakdown of the European space ecosystem. It includes key information on upstream and downstream sectors, entry pathways, skill requirements, and role descriptions. The page also features downloadable outreach materials developed under Task 4100, including:

- The official ASTRAIOS leaflet
- The ASTRAIOS career poster
- The “Checklist for Starting a Career in the Space Sector”

These resources are not only intended for use during project activities, but also for long-term use by educators, career counsellors, and students seeking guidance on potential careers in space.

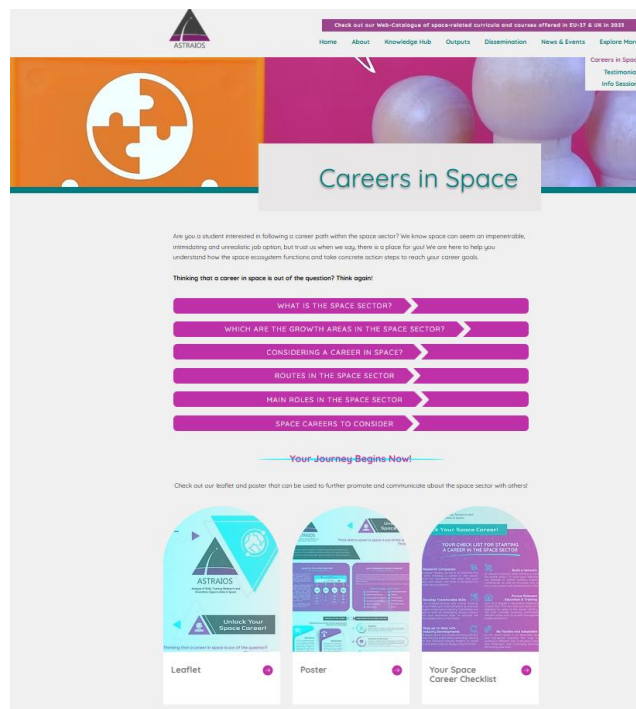


Figure 5: ASTRAIOS website – “Careers in Space” subsection under the “Explore More” section

The “Info Sessions” subsection features recorded versions of the two online ASTRAIOS Info Sessions, organised in May and June 2025. These recordings were carefully edited to remove participant names and are now embedded in the official ASTRAIOS YouTube playlist. Supporting materials such as the original concept notes and agendas are also available to provide context. This approach ensures that the sessions can remain available as open-access learning assets, facilitating long-term use in academic, institutional, and career development settings.

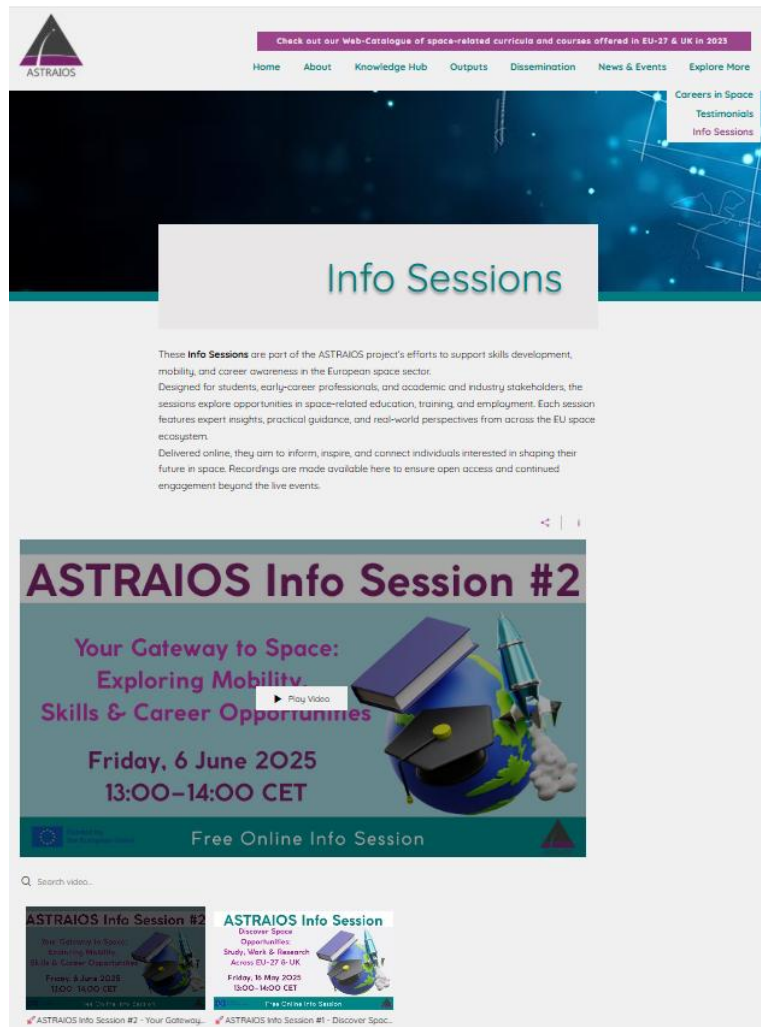


Figure 6: ASTRAIOS website – “Info Sessions” subsection under the “Explore More” section

The “Testimonials” subsection presents the “Testimonial Series by Space Professionals,” comprising six video testimonials from experts across Europe. These interviews share authentic stories, professional advice, and motivation for students and jobseekers considering careers in the space sector. All videos are embedded in the ASTRAIOS YouTube channel, and each of them includes English subtitles, branding, and light animations to enhance accessibility and engagement.

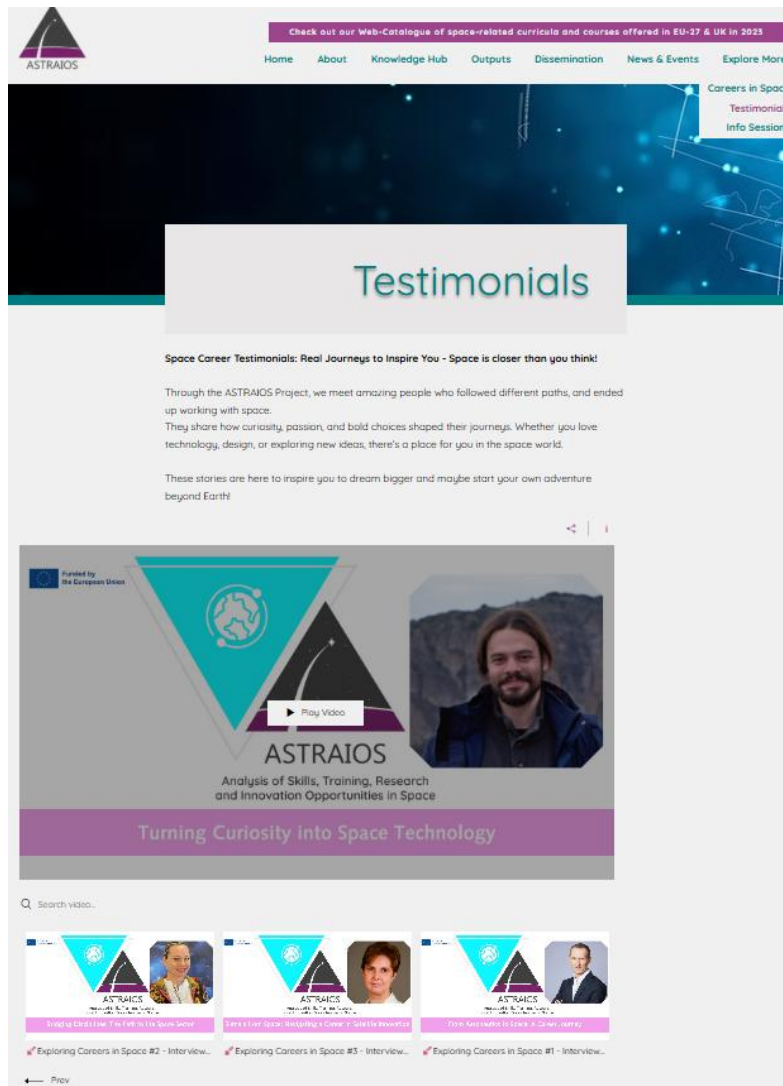


Figure 7: ASTRAIOS website – “Testimonials” subsection under the “Explore More” section

Since its launch, the Outreach section has recorded consistent traffic and user engagement. Between February 2024 and December 2025, the ASTRAIOS website recorded over 2,630 visits—averaging approximately 219 visits per month. Visitors originated from 72 different countries, indicating broad international reach. While detailed metrics for the Outreach page alone are limited, average session duration across the site suggests sustained user interest in the available resources.

To ensure long-term visibility and impact, EASN-TIS has committed to maintaining this section online for at least 24 months following the project’s conclusion, with no access restrictions. This approach guarantees that the outreach materials and curated content developed under ASTRAIOS remain accessible to students, educators and stakeholders interested in space workforce development across Europe.

## 2.3 Information Sessions and Day

### Online Info Sessions

As part of the ASTRAIOS outreach strategy under Task 4100, two online Info Sessions were organised and coordinated by EASN-TIS. These sessions were designed to engage students and early-career professionals by introducing them to study, mobility, and career opportunities in the European space sector. Each event featured structured agendas, thematic focus, and a diverse panel of speakers from academia, industry, and institutional networks.

#### Info Session #1 – “Discover Space Opportunities: Study, Work & Research Across EU-27 & UK”

The first session, *Discover Space Opportunities: Study, Work & Research Across EU-27 & UK*, was held online on 16 May 2025 via Microsoft Teams. Access was granted exclusively through registration on Eventbrite, which enabled both audience tracking and post-event analysis. The event lasted approximately 90 minutes and attracted:

- 656 visits to the Eventbrite registration page
- 31 registered participants
- Attendees from Europe, Asia, and North America

Eventbrite analytics indicated that 68% of traffic originated from *direct links* disseminated via the project’s official channels. The session was promoted through coordinated campaigns across the ASTRAIOS website, LinkedIn, and X accounts, as well as through partner institutions. The event page incorporated registration tools, reminder automation, and confirmation messaging.

Geographic representation included participants from:

- Europe: Cyprus, Greece, United Kingdom, France, Belgium, Italy, Spain, Germany, Ireland
- Asia: India
- North America: Canada, United States

Institutional affiliations included:

- Universities (e.g., University of Strathclyde, UCL, TU Crete, IMDEA, Politecnico di Milano, ISU)
- Research organisations (e.g., ESA, FDC, EASN-TIS)
- Industry stakeholders (e.g., Safran Aircraft Engines, SME4SPACE, GX.SPACE)
- Independent professionals and students



Figure 8: Promotional banner for ASTRAIOS Info Session #1 – “Discover Space Opportunities: Study, Work & Research Across EU-27 & UK” (16 May 2025)

## Traffic and Conversion

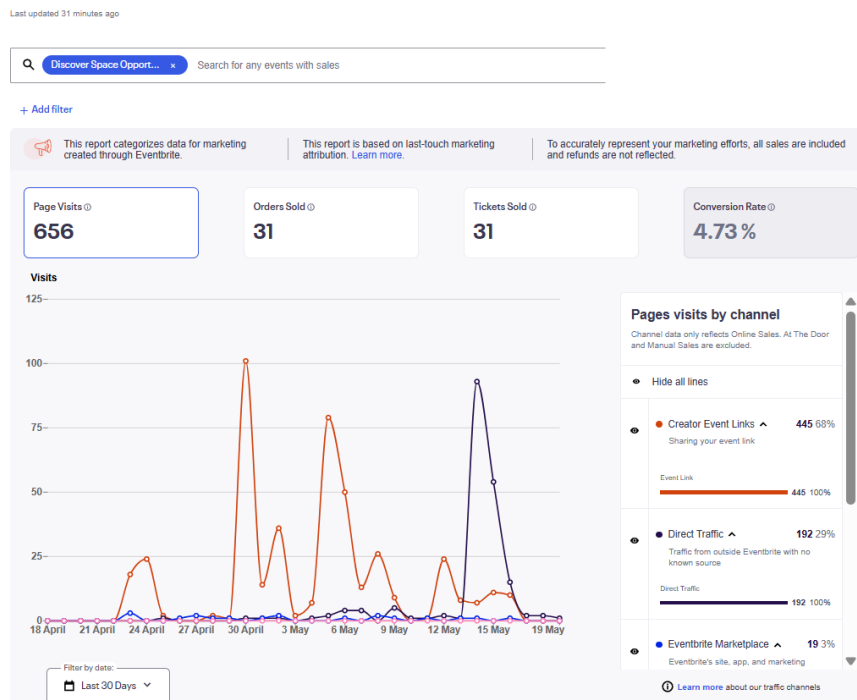


Figure 9: Eventbrite Traffic & Conversion Report for ASTRAIOS Info Session #1 – “Discover Space Opportunities” (16 May 2025)

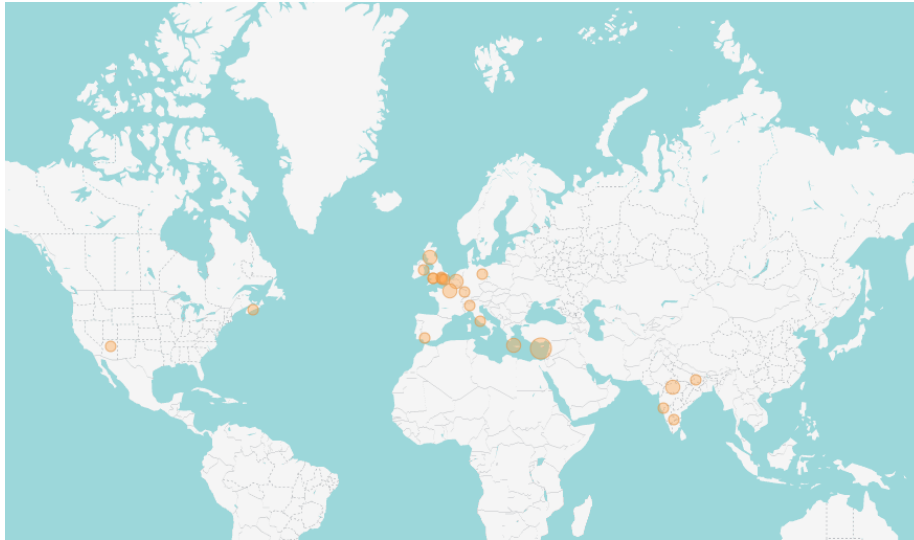


Figure 10: Eventbrite Map – Geographical distribution of registered participants for ASTRAIOS Info Session #1 – “Discover Space Opportunities” (16 May 2025)

### Info Session #2 – “Your Gateway to Space: Exploring Mobility, Skills & Career Opportunities”

The second session, titled *Your Gateway to Space: Exploring Mobility, Skills & Career Opportunities*, was conducted online via Microsoft Teams on 6 June 2025. The event maintained the same structure and duration (~90 minutes), with focused discussions on:

- Entry pathways into the European space workforce
- Gender balance, equity, and inclusion in space careers
- Early-career testimonials from young professionals

This session recorded:

- 336 visits to the Eventbrite registration page
- 23 participants
- A conversion rate of 6.85%, indicating highly targeted and effective outreach

Geographic and institutional diversity again featured prominently, with attendees from:

- Europe: Cyprus, Greece, Spain, France, Belgium, Ireland, Italy, United Kingdom, Norway
- Asia: India, Pakistan
- North America: United States

Participating institutions included:

- Higher education & research: University of Edinburgh, Strathclyde, TU Crete, IMDEA, K.N. Toosi University, Assam Kaziranga University, CIRA
- Industry & innovation organisations: OneWeb, AZO – Space of Innovation, FDC
- Civil society and independent professionals: African Space Leadership Institute, consultants, and space advocates



Figure 11: Promotional banner for ASTRAIOS Info Session #2 – “Your Gateway to Space: Exploring Mobility, Skills & Career Opportunities” (6 June 2025)

## Traffic and Conversion

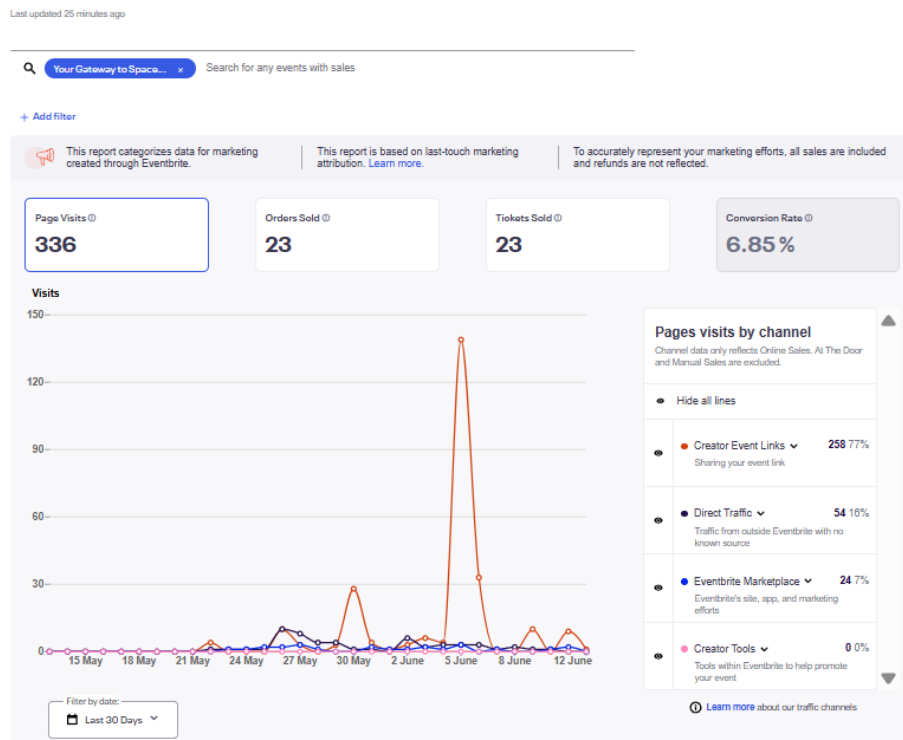


Figure 12: Eventbrite Traffic & Conversion Report for ASTRAIOS Info Session #2 – “Your Gateway to Space” (6 June 2025)



**Figure 13:** Eventbrite Map – Geographical distribution of registered participants for ASTRAIOS Info Session #2 – “Your Gateway to Space: Exploring Mobility, Skills & Career Opportunities” (6 June 2025)

Both Info Sessions were recorded, professionally edited, and uploaded to the official [ASTRAIOS YouTube Playlist – Info Sessions](#) to ensure long-term accessibility and visibility. To protect participant privacy, attendee names were blurred in the recordings. The agendas for both sessions are included in the Annex 5, providing additional context and transparency regarding the planning and structure of each event.

The final videos are also embedded under the [“Explore More” section of the ASTRAIOS website – Info Sessions](#), forming part of the project’s digital legacy. These sessions remain available as open-access learning and outreach tools, contributing to the broader mission of promoting awareness, inclusion, and mobility within the European space education and career landscape.

### Information Day

In addition to the two online Info Sessions, the ASTRAIOS project carried out targeted outreach during the [15th EASN International Conference](#) held in Madrid in October 2025. This event served as an opportunity to connect with the academic and research community and promote awareness about space-related career opportunities.

A prominent activity was the distribution of the ASTRAIOS “Skills Checklist”, titled [“Your Check List for Starting a Career in the Space Sector”](#). This concise printed resource outlines key actions and insights for students and early-career professionals interested in entering the space sector — including skill development, networking, educational pathways, and career flexibility. The checklist aligns with the project’s objective to inform and inspire the next generation of space professionals through practical, accessible tools.

Copies of the checklist were strategically placed at the EASN booth and distributed to attendees throughout the duration of the conference, ensuring visibility and sustained interaction with participants from academia, research, and industry.

The student participation in this event was notably strong, with over 110 students attending, representing a wide and diverse range of institutions. These included universities and research centres such as Delft University of Technology (NL), Universidad Politécnica de Madrid (ES), RWTH Aachen University (DE), ISAE-SUPAERO (FR), University of Patras (GR), University of Salerno (IT), Military University of Technology (PL), Chalmers University of Technology (SE), Cranfield University (UK), and many others.

This in-person engagement complemented the digital outreach efforts of ASTRAIOS and demonstrated the project’s commitment to blended, inclusive, and high-impact dissemination. By combining physical presence at major academic events with digital tools and content, ASTRAIOS has successfully expanded its visibility and inspired a new generation of students to explore career paths in the European space sector.

## 2.4 Testimonial Interviews by Space Professionals

As part of its broader outreach strategy under Task 4100, ASTRAIOS launched the digital video series “Testimonial Interviews by Space Professionals”, showcasing authentic stories and reflections from individuals active across the European space sector. The initiative was carefully designed to support the project’s mission of raising awareness about space careers, enhance student engagement through real-life role models, and complement the promotional materials and Info Sessions also developed under Task 4100. These testimonial interviews aimed to provide students and early-career professionals with first-hand insights into diverse career trajectories, helping to demystify the space ecosystem and motivate new talent to explore careers in the field.

The series is publicly available via a dedicated [YouTube playlist](#), and is also hosted on the ASTRAIOS website, both on the [homepage for visibility](#) and within the "Explore More" section, specifically in the “[Testimonials](#)” subsection. Each interview highlights a unique professional journey, offering a personal narrative on motivations, challenges, achievements, and practical advice for those considering a future in the space domain.

The design and implementation of the series were coordinated by EASN-TIS. The process began with the definition of clear selection criteria, emphasising gender balance, diversity of backgrounds, and representation from less visible or underrepresented EU Member States. A structured wish list of potential contributors was compiled with input from consortium partners, including ESF, FDC, ISU, SSA, TUC, and the University of Strathclyde.

This process was not only about content production but also reflected a coordinated communication effort across institutions. Over 50 individuals were approached, representing a balanced mix of senior experts and young professionals from agencies, academia, and industry, as well as countries and communities traditionally underrepresented in the European space sector. The testimonial series was designed to complement other outreach materials (leaflets, posters, Info Sessions), reinforcing ASTRAIOS’s goals through authentic storytelling. Multiple internal meetings were held to ensure smooth collaboration among partners, streamline messaging, and guide the implementation of this series as a flagship outreach component under Task 4100. The result is a collection of high-impact, multilingual digital resources that serve as a long-term reference point for students and educators alike.

To support the recording process, EASN-TIS prepared dedicated folders, templates, and guidelines. Interviewees were invited to record their testimonials using a set of guiding questions or to join an online recording session with the ASTRAIOS team. Once received, all videos were edited by EASN-TIS to incorporate project branding, titles, and animation elements, ensuring full alignment with the ASTRAIOS visual identity.

To enhance accessibility and inclusiveness, all testimonial interviews were manually subtitled in English. This approach supports comprehension for non-native speakers and provides access for audiences with hearing impairments, thereby ensuring the widest possible reach across Europe and beyond.

Between March and September 2025, six testimonials were produced and published:

- **Testimonial #1 – Frédéric Collomb (France) - Published on 13 March 2025**  
Director of the EU Space Support Office and Principal Consultant at FDC, a French SME active in the downstream space domain. He reflects on transitioning from aeronautics to space, the importance of Earth Observation programmes like Copernicus and Galileo, and offers practical advice for young professionals.

[Watch on YouTube](#)



Figure 14: Testimonial #1: Frédéric Collomb – YouTube Thumbnail

- **Testimonial #2 – Danijela Ignjatović Stupar (Serbia/France) - Published on 19 March 2025**  
Geodetic Engineer with a PhD in Mining & Geo-Technologies. She discusses the value of interdisciplinary skills, adjusting to international environments, and her academic transition into space-related fields.  
[Watch on YouTube](#)



Figure 15: Testimonial #2: Danijela Ignjatović Stupar - YouTube Thumbnail

- **Testimonial #3 – Gabriella Povero (Italy) - Published on 7 April 2025**  
Innovation Manager at Fondazione LINKS. With a background in telecommunications and computer science, she shares her journey into satellite navigation and ESA-related projects.  
[Watch on YouTube](#)



Figure 16: Testimonial #3: Gabriella Povero - YouTube Thumbnail

- **Testimonial #4 – Monika Brandić Lipińska (Poland/Sweden/UK) - Published on 17 April 2025**  
Space architect and researcher with expertise in extreme environments. She discusses her transition from architecture to space studies, and her PhD work on lunar habitats using mycelium.  
[Watch on YouTube](#)



Figure 17: Testimonial #4: Monika Brandić Lipińska - YouTube Thumbnail

- **Testimonial #5 – Intza Balenciaga (Spain/Germany) - Published on 16 June 2025**  
Senior Project Manager at AZO. Coming from a legal and policy background, she speaks about her role as a knowledge broker, bridging diplomacy, sustainability, and satellite innovation.  
[Watch on YouTube](#)



Figure 18: Testimonial #5: Intza Balenciaga - YouTube Thumbnail

- **Testimonial #6 – Giorgos Vougioukas (Greece) - Published on 10 September 2025**  
Test Engineer at Airbus, specialising in satellite payload testing. He shares how his multidisciplinary technical background led him to work on next-generation Galileo satellites.  
[Watch on YouTube](#)



**Figure 19:** Testimonial #6: Giorgos Vougioukas - YouTube Thumbnail

Each video testimonial was produced with the consent of the contributor and according to a structured template, covering key questions about career entry points, professional motivation, lessons learned, and future aspirations in the space sector. The visual materials were developed using Canva tools and optimised for cross-platform sharing.

The video testimonial series forms an integral part of ASTRAIOS’s digital outreach content and will continue to be featured on the project website and official YouTube channel beyond the project’s lifetime. Hosting the videos on these open-access platforms ensures ongoing discoverability, while their inclusion in the “Careers in Space” section of the website reinforces their alignment with the project’s long-term objectives. In addition, the videos may be used as part of follow-up dissemination campaigns and educational activities by partners, further extending the project’s impact across the European space education and research landscape.

### 3. MONITORING AND EVALUATION

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Throughout the implementation of Task 4100, the ASTRAIOS team adopted a flexible and responsive approach to optimise outreach and ensure meaningful engagement with key target groups—namely students, educators, and early-career professionals. A notable adaptation was the shift from the initially planned written testimonial booklet to the production of a dynamic, video-based testimonial series. This decision, jointly taken within the consortium, aimed to enhance visibility, accessibility, and engagement—particularly among younger audiences who are more responsive to audiovisual content. The resulting “Testimonial Series by Space Professionals” was produced using harmonised project branding, animations, and English subtitles, and was disseminated via the ASTRAIOS website and YouTube channel, and widely promoted through the project’s social media accounts on LinkedIn and X. This strategic shift demonstrated the value of embracing digital-first communication formats and confirmed that audiovisual content—when well-produced—can significantly increase reach and cross-border relevance while promoting inclusivity.

Another originally planned activity—the implementation of student competitions—was ultimately not pursued, as the consortium recognised that the outreach objectives could be more effectively achieved through alternative, high-impact formats. The success of the “Testimonial Series by Space Professionals,” the strong engagement in the Info Sessions, and the development of a dedicated “Explore More” section on the ASTRAIOS website collectively offered wide-reaching, inclusive, and sustainable pathways to inspire and inform students across Europe. These approaches not only aligned with the project’s core goals but also proved more adaptable and accessible across diverse academic environments.

These experiences highlighted key lessons for future initiatives: (i) flexibility in delivery formats can enhance impact and engagement, (ii) prioritising accessible, digital-first tools can improve outreach outcomes, and (iii) resource reallocation in response to emerging constraints can still ensure delivery of high-value results when guided by a clear strategic vision.

#### **Progress against Key Performance Indicators (KPIs)**

The progress of Task 4100 was continuously monitored against established KPIs, which align with the broader Communication and Dissemination Strategy of the ASTRAIOS project. Highlights include:

##### **Online Info Sessions**

- 2 dedicated sessions organised in May and June 2025
- Over 60 participants from multiple EU countries and sectors
- Recordings embedded on the project website and ASTRAIOS YouTube playlist

##### **Video Engagement**

- 6 testimonial videos published and promoted on YouTube and LinkedIn
- All videos include English subtitles to ensure accessibility and inclusiveness
- Increasing reach across EU audiences and continued engagement post-publication

##### **Outreach Webpage Performance**

- “Explore More” section launched in February 2024
- Attracted a total of 2,630 unique visits (~219 monthly visits) between February 2024 and December 2025
- Outreach materials reached 65 downloads from the website

##### **Social Media Activity**

- Over 100 posts were published across LinkedIn and X
- Each outreach post reached an average visibility of 4,000+ views
- The project’s social channels gained 200+ new followers during the reporting period

### Diversity and Inclusion

- Gender-balanced representation in testimonial interviews
- Contributors from a variety of EU countries, including underrepresented regions

General communication and dissemination KPIs (e.g., overall website analytics, general social media performance, and participation in external events) are monitored under Task 4300 and are therefore outside the scope of this deliverable.

Task 4100 was designed with long-term impact in mind, ensuring that its outputs remain relevant and accessible beyond the project’s lifetime. Key actions supporting legacy include:

- All outreach materials—leaflets, posters, checklists, and testimonial videos—remain available on the ASTRAIOS website, under the “Explore More” section: <https://www.astraios.eu/>
- Video interviews and Info Session recordings are hosted on the ASTRAIOS YouTube channel, providing ongoing visibility to students, educators, and career advisors
- Materials were designed with reuse in mind and are suitable for integration into career guidance activities, university presentations, and future EU-level education and outreach initiatives

These sustainability measures support the European Commission’s broader goals of promoting science education, enhancing career mobility, and strengthening space-sector skills development across the EU.

## 4. CONCLUSIONS AND REFLECTIONS

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Task 4100 has played a central role in advancing the outreach and visibility objectives of the ASTRAIOS project. By delivering a multifaceted campaign—spanning promotional materials, digital media, testimonial interviews, and online Info Sessions—the task contributed directly to one of ASTRAIOS’ core missions: to inform, inspire, and attract the next generation of Europe’s space professionals.

Through the co-creation of tailored resources and strategic dissemination across academic and digital channels, the task successfully raised awareness about opportunities in the European space sector, demystified complex career paths, and enhanced engagement between students, universities, and the wider space ecosystem.

These efforts align closely with the European Commission’s priorities on education, digital transformation, and innovation, particularly under the European Education Area (EEA) initiative, the Digital Education Action Plan, and Horizon Europe’s objectives for skills development in strategic sectors. The task’s focus on inclusive, accessible, and visually engaging formats reflects current trends in outreach and ensures alignment with EU values of equality, diversity, and opportunity.

Notably, the shift from static formats (e.g., a booklet) to video-based storytelling was a key innovation that enabled wider dissemination and long-term accessibility, via open platforms such as YouTube. This choice not only improved impact and engagement but also introduced a scalable model for future projects aiming to inspire young people to pursue science and space-related careers.

The resources developed under Task 4100—leaflets, posters, checklists, testimonial videos, and Info Session recordings—now form part of the project’s enduring digital footprint. These materials remain publicly accessible through the ASTRAIOS website and YouTube channel, supporting sustained awareness and knowledge transfer beyond the project’s lifetime.

By maintaining this open-access outreach environment, ASTRAIOS helps ensuring that:

- Students and educators continue to benefit from high-quality, relevant resources;
- Career advisors and institutions can integrate these tools into guidance and training;
- Policymakers and stakeholders can reference ASTRAIOS as a good practice model in space-sector outreach.

By combining digital-first approaches with human-centred storytelling, Task 4100 demonstrated how creative, accessible, and well-coordinated outreach can amplify the visibility of space-sector careers across Europe. The task successfully engaged a geographically and demographically diverse audience, showcasing the power of cross-partner collaboration and adaptability in shaping effective communication strategies. Moving forward, these methods can serve as blueprints for replicable, open-access outreach across other STEM disciplines.

### Recommendations for future initiatives

To scale and sustain similar efforts in future EU-funded programmes, we offer the following reflections:

- Integrate testimonial-style storytelling at an early stage of project planning, leveraging personal narratives to bridge the gap between technical content and real-life impact.
- Prioritise inclusive, multilingual formats, such as subtitled videos, to ensure accessibility across Member States and audience types.
- Combine digital content with interactive formats, including webinars, live Info Days, and hybrid events, to maximise outreach impact.

- Engage target groups in co-design, involving students, young professionals, and educators in the creation and testing of outreach materials.

These actions can help ensure that space-sector education and awareness efforts are sustainable, scalable, and student-centred, building a stronger, more diverse talent pipeline for Europe’s future space workforce and contributing to long-term competitiveness and innovation capacities across the EU.

Further consolidation of these reflections and a proposed sustainability action plan are included in the final conclusions of the overall WP4000 report (D4.4).



## ANNEX A – AGENDA OF ASTRAIOS INFO SESSION #1

### ASTRAIOS Info Session

16<sup>th</sup> of May 2025  
13:00 - 14:00 CET



*Analysis of Skills, Training, Research,  
And Innovation Opportunities in Space*

### Discover Space Opportunities: Study, Work & Research Across EU-27 & UK

*Moderator: Silva Kerkezian (EASN-TIS Team)*

#### Agenda

Time	Agenda Item	Details
13:00-13:05 CET	Welcome & Group Photo	Opening remarks and virtual group photo with participants
13:05-13:15 CET	Introduction to ASTRAIOS	Overview of project goals, scope, and target groups
13:15-13:25 CET	The Space Sector Landscape & Career Paths	Insights into the evolving job market, key sub-sectors (e.g. satellites, AI), and career paths in engineering, policy, business, and research
13:25-13:40 CET	Finding Your Path: Academic & Research Opportunities	How to explore space-related degree programmes, research opportunities, and continuing education using the ASTRAIOS web catalogue
13:40-13:50 CET	Women in Space: Sharing Personal Journeys	Short talk from a successful professional in the sector, sharing experiences and advice
13:50-14:00 CET	Q&A and Closing Highlights	Open Q&A with speakers and final remarks  Brief update on upcoming ASTRAIOS Info Sessions, future opportunities, and how to stay connected via our channels and platform



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## ASTRAIOS Info Session

16<sup>th</sup> of May 2025  
13:00 - 14:00 CET



*Analysis of Skills, Training, Research,  
And Innovation Opportunities in Space*

### ➤ Registration process:

Please register via Eventbrite to attend the session and access the Teams link:

[Discover Space Opportunities: Study, Work & Research Across EU-27 & UK](#)

### **Please note:**

*The Info Session will be recorded and later uploaded on the official [ASTRAIOS YouTube channel](#) for wider dissemination.*

*Only the presenters' video recordings and audio will be included in the final published version. Attendees' video recordings and names will **not** appear in the recordings of the webinar shared on our YouTube channel.*

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## ANNEX B – AGENDA OF ASTRAIOS INFO SESSION #2

### ASTRAIOS Info Session

6<sup>th</sup> of June 2025

13:00 - 14:00 CET



*Analysis of Skills, Training, Research,  
And Innovation Opportunities in Space*

### Your Gateway to Space: Exploring Mobility, Skills & Career Opportunities

**Moderator:** *Silva Kerkezian (EASN-TIS Team)*

#### Agenda

Time	Agenda Item	Details
13:00-13:05 CET	Welcome & Introduction to the ASTRAIOS project	Opening remarks and brief overview of the project's goals and scope
13:05-13:15 CET	Breaking Barriers: Entering the Space Sector from a Non-Traditional Background	Insights from the European Commission - How individuals with diverse academic backgrounds can build careers in the space industry
13:15-13:25 CET	Space Sector & Career Paths Overview	Job market trends and emerging fields (engineering, policy, satellites, AI, etc.)
13:25-13:40 CET	Student Mobility & Exchange Opportunities	An overview of EU mobility programmes, including Erasmus+, with insights into funding options and academic exchange pathways across Europe
13:40-13:50 CET	Women in Innovation: Sharing Career Experiences	A brief talk by professional in the space sector, offering personal insights, lessons learned, and advice for aspiring talent
13:50-14:00 CET	Q&A and Closing Highlights	Open Q&A with speakers and final remarks  Brief update on upcoming ASTRAIOS events, future opportunities, and how to stay connected via our channels and platform



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## ASTRAIOS Info Session

6<sup>th</sup> of June 2025

13:00 - 14:00 CET



*Analysis of Skills, Training, Research,  
And Innovation Opportunities in Space*

### ➤ Registration process:

Please register via Eventbrite to attend the session and access the Teams link:

[Your Gateway to Space: Exploring Mobility, Skills & Career Opportunities](#)

### **Please note:**

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## LET'S CONNECT HERE!

 01.01.2023  36 months

 <https://astraios.eu>

 [info@astraios.eu](mailto:info@astraios.eu)   



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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101082636

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