

SPACE GENERATION ADVISORY COUNCIL  
**ANNUAL REPORT 2010**  
EXECUTIVE SUMMARY





**SPACE GENERATION ADVISORY COUNCIL**  
in Support of the United Nations Programme on Space Applications

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## Table of Contents

Executive Council Members .....	1
Letter from the Co-Chairs .....	2
Output at a Glance.....	3
SGAC Activity Highlights .....	4
SGAC Organisation-Wide Highlights.....	4
Executive Office Highlights .....	6
African Region Highlights.....	6
Asia Pacific Region Highlights .....	7
European Region Highlights .....	7
Middle Eastern Region Highlights .....	7
North, Central American and the Caribbean Region Highlights .....	8
South American Region Highlights.....	8
Space Generation Congress Report .....	9
Speakers .....	9
Topics .....	10
SGC 2010 Evaluation .....	11
Goal Achievement Assessment.....	13
High-Calibre Output .....	13
Strengthened Network.....	14
Robust Administration.....	15
Sponsors.....	17
Partners .....	18

# Executive Council Members

## Chairpersons

Agnieszka Lukaszczyk (USA/Poland)	Chair
Michael Brett (Australia)	Co-Chair

## Executive Office

Ariane Cornell (USA/France)	Executive Director
Julie Rowe (New Zealand)	Treasurer
Maria-Laura Voda (Romania)	Executive Secretary
Oana Sandu (Romania)	Communications and Public Relations Lead
Cem Asma (Turkey)	Projects Coordinator
Tabitha Smith (USA)	Assistant Project Coordinator

## Regional Coordinators

Prosperity Simpemba (Zambia)	Africa
Hubert Foy Kum (Cameroon)	Africa
Yohan Ferreira (Sri Lanka)	Asia Pacific
Muhammad Shafiq (Pakistan)	Asia Pacific
Daniela Petrova (United Kingdom)	Europe
Damian Maria Bielicki (Poland)	Europe
Mahsa Taheran (Iran)	Middle East
Hasan Aziz Kayihan (Turkey)	Middle East
Israel Ojeda Coronado (Mexico)	North, Central America and the Caribbean
Stephanie Wan (USA)	North, Central America and the Caribbean
Nicole Jordan (Colombia)	South America
Ana Alexandra Pérez (Venezuela)	South America

## Letter from the Co-Chairs

Dear members, sponsors and supporters,

As we look back to report on another year of Space Generation Advisory Council (SGAC) activity we continue to be amazed by the growth and success of our individual members as they make their way in study, careers and life. There is a sense of high-energy optimism and ambition amongst SGAC's membership base as we turn a passion for space, in its many delicious flavours, into careers full of meaning and accomplishment.

The measure of SGAC's success is to see more students and young professionals involved in more space events, more often. As Chairs, we have been delighted to see new faces at our annual conference and others around the world, to see ambitious young policy makers from developing economies stand up at COPUOS and make their statements and to see students standing by their first poster session at regional space conferences. Thanks to partners' support SGAC sponsored 30 people to attend the Space Generation Congress (SGC). We were able to provide the Belarusian government with input to the development of their national space policy. We were able to speak on gains and opportunities in women in the workplace. We helped facilitate youth workshops at the Space Conference of the Americas. These highlights and more are provided in detail in this report.

Thank you to everyone who has supported the organisation throughout the year in their own way. Our thanks in particular goes to Ariane Cornell and the executive office for their tireless work running the day to day operations of SGAC – as volunteer youth organisation we are grateful to have the capacity to employ full-time staff to help make us look so good. Thanks to our financial sponsors who help provide the means for SGAC to go about its work. This year SGAC held its first two Advisory Board meetings, which helped to provide a new perspective on organisational governance and strategy. Our utmost appreciation goes to the Advisory Board for their time and continued support.

SGAC is looking forward to a thrilling start to the new decade. The Space Generation Congress, in its tenth year, will be in South Africa is shaping up to be our biggest and most lively ever. We are also looking forward to our first joint event with the National Space Symposium in April further expanding our involvement in the US space community.

Thank you once again for your continued support, we are looking forward to working with you all in 2011 to help turn raw energy and passion for space into dynamic careers in the space community.

We commend this report to you.



Agnieszka Lukaszczyk  
Chair



Michael Brett  
Co-Chair

# Output at a Glance

Throughout the year, SGAC supported a number of scholarships, conferences and papers, these are listed below.

## **Scholarships (32)**

- International Association for the Advancement of Space Safety (IAASS) Conference (2)
- IAASS/ International Space Safety Foundation (ISSF) Scholarship to SGC
- Diamandis scholarship
- Move an Asteroid
- German Aerospace Centre (DLR) Delegate Assistance Award (4)
- Event Manager Candidate Travel Scholarships (2)
- SGAC Young Leader Awards (19)
- United Nations / International Astronautical Federation (UN/IAF) Workshop Scholarships (2)

## **Conferences Supported (2):**

- Space Generation Congress
- Space Conference of the Americas Youth Forum

## **Papers and Movies (9):**

- SGC reports (5 session reports plus congress report)
- Haiti earthquake Paper
- Chile earthquake paper
- Space Generations Movie

## **Conferences with Official SGAC Representation and/or Presentation (18):**

- International Astronautical Congress
- National Space Symposium
- American Institute of Aeronautics and Astronautics (AIAA) Aerospace Sciences Meeting
- United Nations Committee on the Peaceful Uses of Outer Space (UN COPUOS)
- Legal Subcommittee of COPUOS
- Scientific and Technical Subcommittee of COPUOS
- UN Workshop in Ethiopia
- UN/IAF Workshop
- Asia-Pacific Regional Space Agency Forum
- Space Conference of the Americas
- Australian Space Development Conference
- International Committee on GNSS (ICG) in Turin
- European Space Agency (ESA)-Euro Commission Exploration Workshop
- International Space University (ISU) Symposium
- International Conference for the Integration of Science and Technology - Korea Advanced Institute for Science and Technology (ICIST-KAIST)
- Berlin Airshow
- National Aeronautics and Space Administration (NASA) Workshop on Education Innovation
- Ethiopian Physics Society

## SGAC Activity Highlights

SGAC continued on a positive track in 2010. SGAC developed organisationally by adding new positions and improving on project and conference outcomes. SGAC has also provided more competitions with scholarships allowing an increased number of members to attend international conferences. Furthermore the quality of SGAC's movies, papers and events have improved throughout the year. We look forward to continuing this in 2011.

### **SGAC Organisation-Wide Highlights**

- The SGAC Space Technologies for Disaster Management Group produced a paper that reviews international efforts by the space sector in disaster management and highlights the recent applications in Haiti following the January 2010 earthquake.
- SGAC's Near Earth Objects (NEO) Working Group's documentary about asteroids was featured on the top rated TV news channel in Romania on the show "Reality Reporters".
- SGAC appointed its first Advisory Board consisting of influential members of the international space community to provide strategic guidance. The members of the Advisory Board are as follows:
  - Adigun Ade Abiodun, Founder of the African Space Foundation
  - Ambassador Ciro Arevalo, Former Chairman of the United Nations Committee on the Peaceful Uses of Outer Space
  - Ben Baseley-Walker, Legal & Policy Analyst for Secure World Foundation & former SGAC Chair
  - Yolanda Berenguer, Space Education Programme Coordinator for the United Nations Educational, Scientific and Cultural Organisation (UNESCO)
  - Lance Bush, Chief Strategy Officer, Paragon Space Development Corporation
  - Sergio Camacho, Secretary General of the Regional Centre for Space Science and Technology Education for Latin America and the Caribbean (CRETELAC)
  - Chris de Cooker, Head of International Relations for the European Space Agency
  - Clay Mowry, President of Arianespace, Inc.
- SGAC appointed its Honorary Board. SGAC's Honorary Board members are people who have already been strong, consistent supporters of SGAC and its goals:
  - Barbara Adde, NASA's Space Communications and Navigation (SCaN) Policy and Strategic Communication Manager

- James D. (Jim) Burke, US Naval Aviator and NASA Jet Propulsion Laboratory
- Carolin C. (Lin) Burke, Teacher and Arts in Space Advocate
- Gernot Grömer, Professor and Researcher of human Mars exploration at the University of Innsbruck
- Johannes Ortner, Former President of the Austrian Space Agency and of the International Astronautical Federation
- Kai-Uwe Schrogl, Director of the European Space Policy Institute
- Loretta Hidalgo Whitesides, Flight Director for ZERO-G
- SGAC organised its third annual Move an Asteroid Competition with the support of A.C. Charania and SpaceWorks Commercial. The winner – Ben Corbin (United States of America) wrote a paper titled, "Implementing Advanced Technologies and Models to Reduce Uncertainty in a Global, Cost-Effective Asteroid Mitigation System".
- In 2010, SGAC attracted a record 226 applications for the Space Generation Congress, this was a 25% increase from last year. This year's SGC's 100 delegate slots were sold out and attracted delegates from 40 different countries.
- SGAC supported a record breaking 30 scholarship to delegates from 22 countries attend SGC 2010 in Prague.
- SGAC, in a partnership with the University of Nebraska, released a short feature film "Space Generations: From Sputnik, to Today to Tomorrow". The film shows the history, present and future of human space exploration produced by Andy Bacon (United Kingdom) and Art Anisimov (Belarus).
- SGAC solidified a partnership with *Space News* by signing a memorandum of understanding. The two organisations are working together to promote space to the young generation and to promote the young generation to the worldwide space community. Additionally, SGAC members are receiving a highly discounted subscription rate to the space publication.
- SGAC went live on a completely new website which offers clear, easily navigable information on SGAC and SGAC's members.
- SGAC created a translation team to translate important news in all six UN languages.
- SGAC awarded scholarships for the SGAC-IAASS Space Safety Paper Competition to present at the 4th Annual IAASS Space Safety Conference.
- SGAC appointed two new representatives to the United Nations Economic and Social Council, Wajahat Nassar (Pakistan) and Jose Rojas (Spain).
- SGAC Chair, Agnieszka Lukaszczuk, presented at the 5<sup>th</sup> meeting of the International Committee on Global Navigation Satellite Systems in Turin, Italy.



## Executive Office Highlights

- Ariane Cornell, SGAC Executive Director, presented SGAC's general statement as well as SGAC's "Youth Space Vision for the Next Decade" to the Scientific and Technical (S&T) Subcommittee of the UN COPUOS. The general statement covered the highlights of SGAC's successes in 2009 while the "Youth Space Vision for the Next Decade" presentation reviewed SGAC's 10 Year Anniversary Conference and the findings.
- SGAC contributed to the 53<sup>rd</sup> Session of the UN COPUOS in Vienna. SGAC Executive Director, Ariane Cornell, explained broadly the activities that SGAC has engaged in during the past year since the previous COPUOS meeting.
- Agnieszka Lukaszczyk, SGAC Chairperson, has contributed, on behalf of SGAC, a chapter, "Youth Contributions to the Debate on Space Security", to the recently released book, *Fair and Responsible Uses of Space: An International Perspective*.
- Ariane Cornell, SGAC Executive Director, participated on a panel sponsored by the Women in Aerospace's European branch at the Berlin Airshow at Schoenefeld Airport. The panel covered the topic of women in aerospace and ways to develop diversity in the space sector's demographics.
- Ariane Cornell, SGAC Executive Director, presented the youth's perspective at a closed ESA-European Commission workshop in Strasbourg, France on exploration.

## African Region Highlights

- African Regional Coordinator (RC), Prosperity Simpemba of Zambia, along with Zambian National Point of Contact (NPoC), Misheck Mutuzana, visited the Mpelembe Secondary School and introduced SGAC to students.
- Agnieszka Lukaszczyk, SGAC Chairperson, visited the facilities and met the team of eSystems Africa, SGAC's IT pro bono services provider. Based in Addis Ababa, Ethiopia, eSystems Africa is one of the leading information technology companies in the country.
- Former African RC, Nyeng Gyang of Nigeria, who is now a Scientific Officer for The African Regional Center for Space Science and Technology Education in English (ARCSSTE-E) in Nigeria, carried out space education and outreach activities in two schools' space education workshops.
- SGAC Chair, Agnieszka Lukaszczyk, and NPoC for Ethiopia, Bekele Erko, attended the UN-SPIDER Regional Workshop, "Building Upon Regional Space-based Solutions for Disaster Management and Emergency Response for Africa".
- Kevin Mohee, NPoC for Mauritius, took part of the Doctors' Academy summer school in Manchester, England and also presented the field of space medicine and SGAC's potential for those interested in engaging in the field.

- Bekele Erko Tujuba, NPoC for Ethiopia, presented SGAC at the annual conference of the Ethiopian Physical Society (EPS) held at Jimma University in Jimma, Ethiopia.

### **Asia Pacific Region Highlights**

- Patthara Limsira, NPoC for Thailand, attended the sixteenth session of the Asia-Pacific Regional Space Agency Forum, under the main theme entitled "Space Applications: Contributions towards Human Safety and Security" in Bangkok, Thailand.
- SGAC elected Michael Brett of Australia as the new Co-Chair of the Space Generation Advisory Council.
- SGAC announced that Julie Rowe, NPoC for New Zealand, was selected as the new Treasurer of the organisation.
- Ariane Cornell, SGAC Executive Director, was invited to lecture at the International Conference for the Integration of Science and Technology into Society at the Daejeon, Korea campus of the Korean Advanced Institute of Science and Technology.
- Yohan Ferreira of Sri Lanka, RC for Asia Pacific, was selected for the 2010 Peter Diamandis Scholarship by SGAC.

### **European Region Highlights**

- Damian Maria Bielicki of Poland was elected RC for Europe. A professional of law, he is a Ph.D. Candidate in the Department of Public International Law and European Law with specialisation in Air and Space Law.
- Trond Krovel of Norway, long-time SGAC member, presented the recommendations from SGAC's 10 Year Anniversary Conference and represented SGAC in a panel debate at the International Space University Symposium, "The Public Face of Space".
- Artiom Anisimov, NPoC for Belarus, presented SGAC to top Belarusian officials overseeing the implementation of the National Space Programme of Belarus.
- Representatives of SGAC and DLR selected four German students for the third annual DLR German Delegate Assistance Award, which provided the winners with full scholarships to attend the SGC and the International Astronautical Congress (IAC) in Prague.

### **Middle Eastern Region Highlights**

- SGAC appointed a Project Coordinator, Cem Ozan Asma of Turkey. He will be in charge of working with SGAC project leads to develop and execute work plans for SGAC's year-round projects.
- Aziz Kayihan from Turkey was elected RC for the Middle East region. Since 2004, he has been studying Astronomy and Space Sciences researching the Augustinian and Planck era.
- RC for the Middle East, Mahsa Taheran of Iran, produced a short article for Ada Lovelace Day to commemorate women in the history of aerospace.

**North, Central American and the Caribbean Region Highlights**

- Ariane Cornell, SGAC Executive Director, represented SGAC at the largest annual American Institute of Aeronautics and Astronautics (AIAA) meeting. Ariane addressed the AIAA's Student Activities Committee and the Young Professionals Committee, introducing SGAC to the young AIAA community.
- SGAC appointed a new Assistant Project Coordinator, Tabitha Smith of the United States. Tabitha will assist Project Coordinator, Cem Asma, in helping SGAC project leads to develop and execute work plans for SGAC's year-round projects.
- Israel Ojeda Coronado from Mexico, RC for North, Central American and the Caribbean, was featured as a guest on Mexican "Radio Red 88.1", a national news radio station. He presented SGAC and SGC as well as the benefits of space applications for Mexico.
- Ariane Cornell, SGAC Executive Director, was invited to be the Master Moderator for the first day of the National Space Symposium, one of the premier annual space conferences, held in Colorado Springs, USA, where a key focus in 2010 was the New Generation of the space sector leaders.

**South American Region Highlights**

- Victoria Alonsoperez, SGAC NPoC for Uruguay, together with eight other members were the first foreign team to participate at the Revolutionary Aerospace Systems Concepts-Academic Linkage (RASC-AL) forum. The project team was awarded with prizes for "Most Innovative Architectural Design" and "Best Title".
- SGAC started offering regional blogs beginning with the South American region. The first posts came from Nicole Jordan of Colombia, RC for South America, who is shared her experiences from the Space Conference of the Americas in Pachuca, Mexico.
- SGAC helped drive the Youth Forum Recommendations and actively participated during the Sixth Space Conference of the Americas in Pachuca, Mexico.

# Space Generation Congress Report



The Space Generation Congress is SGAC's annual conference held in conjunction with the International Astronautical Congress. Held September 23-25 in Prague, Czech Republic, SGC 2010 was a resounding success for the organisation. The number of delegates this year (101) was a considerable increase in comparison to last year (75), a fact that demonstrates that SGC is becoming stronger with every year, as it gathers together representatives from all corners of the world. Delegates from 40 countries and six continents, divided into five groups, shared their knowledge while discussing pertinent space topics within themes that mirrored those of the IAC. SGAC would like to thank its primary SGC supporters: our anonymous donor, NASA, the Secure World Foundation, Lockheed Martin, and the European Space Agency.

## Speakers

Barbara Adde	<i>Policy and Strategic Communications (PSC) Manager for NASA's SCaN Programme</i>
Charles Bolden	<i>NASA Administrator</i>
Ben Corbin	<i>Aerospace Engineering and Planetary Science Masters Student at the Massachusetts Institute of Technology (MIT)</i>
Chris De Cooker	<i>Head of the International Relations Department at the European Space Agency</i>
Berndt Feuerbacher	<i>President of the IAF</i>
Mike Kearny	<i>Chairman and General Secretary of Consultative Committee for Space Data Systems (CCSDS)</i>
John Logsdon	<i>Professor Emeritus at George Washington University's Elliot School of International Affairs</i>
Clayton Mowry	<i>President of Arianespace, Inc.</i>
Dumitru Prunariu	<i>Chairman of the UN COPUOS</i>
William Watson	<i>Executive Director of the Space Frontier Foundation</i>
Ray Williamson	<i>Executive Director of the Secure World</i>

Jim Zimmerman  
*Foundation  
President of International Space Services, Inc.*

## **Topics**

Each year the delegates attending SGC take part in one of five working groups on the key space topics listed below. Each working group discusses topics of high relevance to the current space industry, these mirror the topics addressed at the IAC. The delegates gain an in-depth understanding of the topics through pre-reading materials and support from subject matter experts. Each working group develops a presentation and a report outlining their discussions and recommendations. These recommendations are presented to conferences in the year following the Congress.

### **Industry: The New, Increased Role of the Private Industry in the Space Sector**

The conference delegates discussed the prospects, challenges and potential hindrances of the development of the new generation of commercial space activities.

### **Agency: Global Navigation Satellite Systems (GNSS) for Disaster Management**

Delegates discussed current challenges and suggested practice and policy changes to improve the effectiveness of GNSS to aid in all phases of disaster management.

### **Climate: Enhancing Global Climate Data Exchange to Better Monitor Climate Change and to Empower Policymakers, Scientists, and the Community**

The participants of the group discussed the current challenges of Earth observation data collection both from traditional remote sensing as well as community remote sensing. The group examined the data collection as well as how the exchange of thesedata can be improved.

### **Exploration: Examining the Feasibility of a Mission to Mars from the Perspective of the Young Generation**

The group shared opinions on the development of human space exploration and provides an in-depth analysis of what is necessary for a mission to Mars.

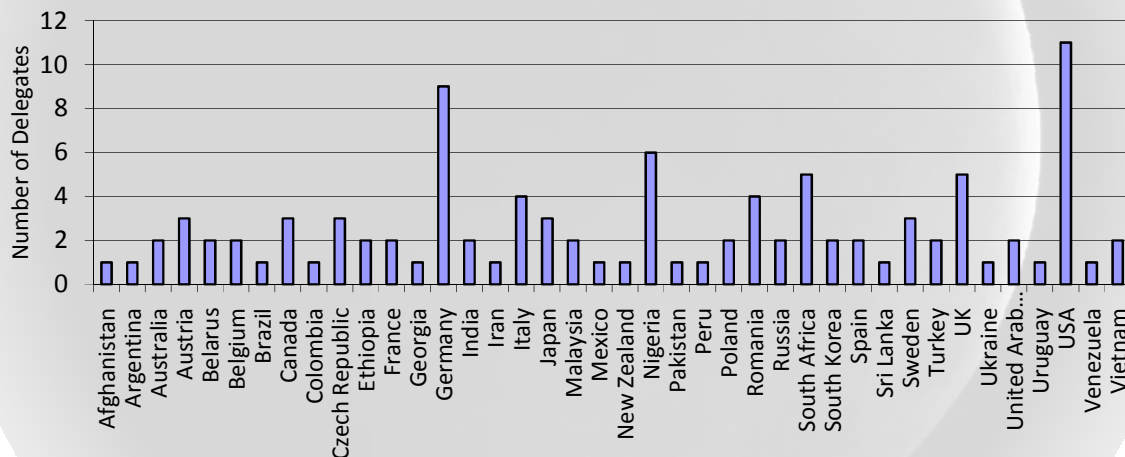
### **Outreach: Development of Science and Technology Education and Careers for the New Generation**

The working group discussed how to improve space outreach, which includes changing stereotypes about space sciences.

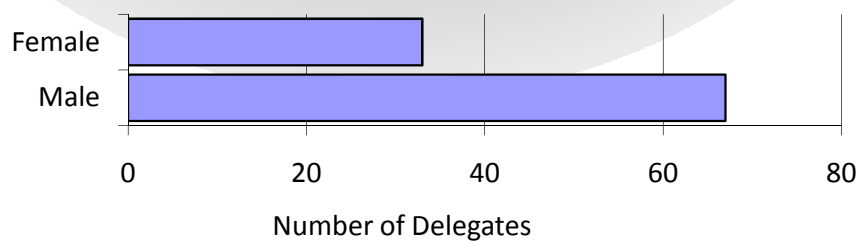
## SGC 2010 Evaluation

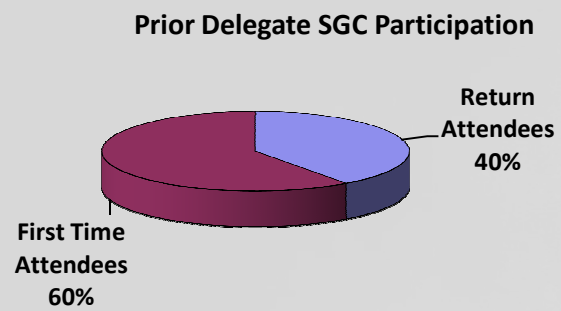
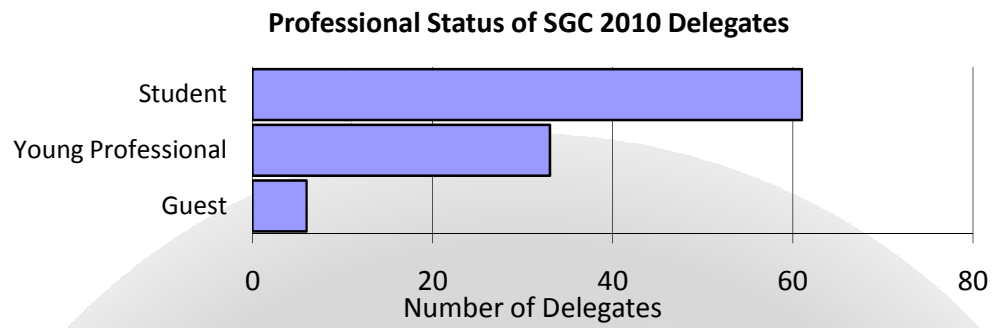
The organising of SGC 2010 was a challenge as SGC 2009 had been a resounding success in terms the record-breaking 21 scholarships awarded and the content. The organising team of 20 people from 15 countries delivered, though, an even improved Congress in 2010. 30 scholarships were awarded this year to delegates from 22 countries. The speaker line-up consisted of the space sector's top international leaders from the opening speech of UN COPUOS Chairman, Dimitru Prunariu, through the closing speech of NASA Administrator, Charles Bolden. More press attended the event including television station, France 5, and spaceref.com, which had extended coverage of SGC. Last but certainly not least, SGC produced reports that were improved in intellectual quality thanks to the preparations of SGC's staff. SGC 2011, SGC's tenth anniversary, will look to lessons learned from SGC 2010 to continue the Congress' positive development.

**Citizenship of SGC 2010 Delegates**



**Gender of SGC 2010 Delegates**





# Goal Achievement Assessment

At the beginning of 2010, the Space Generation Advisory Council set nine strategic goals to achieve during the year in three areas: high-calibre output, strengthened network and a robust administration. Below is the SGAC Executive Office's evaluation of the success in achieving these goals over the year.

## High-Calibre Output

1. Produce a number of select, high-calibre projects which are significant contributions to the international space policy debate.

In 2010, SGAC decided to focus on quality over quantity of projects choosing three areas of interest:

- a. **Space Technologies for Disaster Management Working Group** – In mid-2009, the SGAC Group on Space Technologies for Disaster Management was initiated to create greater awareness of space technologies and space-derived information in disaster relief efforts. In 2010 group members produced two quality papers regarding recent natural disasters in various parts of the world: [Space Applications for Disaster Relief: The Haiti Earthquake Brief](#) (February 2010), [Space Applications for Disaster Response: The Chile earthquake and Tsunami Brief](#) (April 2010). These activities have helped the disaster management community and general public better understand the increasing need for the integration of space-based technologies into traditional disaster preparedness, response, recovery and mitigation practices.
- a. **The NEO Working Group** – This group is dedicated to helping the worldwide planetary defence community to meet one of nature's greatest challenges. The group provides a youth perspective to planetary defence through annual reports, competitions, conference attendance and public outreach projects related to Near Earth Objects. In 2010, the NEO working group organised SGAC's third annual "Move an Asteroid" Technical Paper Competition; contributed to the development of a UN Legal Framework for International NEO Cooperation through COPUOS' Action Team 14; and has already launched a student competition in support of the May 2011 Planetary Defence Conference in Bucharest, Romania.
- b. **YGNSS** - YGNSS is a team of university students and young professionals who aim to help bring the maximum benefits of the [Global Navigation Satellite System \(GNSS\)](#) to society. In 2010, the group was actively involved with the International Committee on GNSS ICG Prep meetings ([YGNSS intent to support GNSS](#));



produced the SGC 2009 SGC Agency report related to GNSS uses in developing countries ([SGC 2009 Agency Report](#)); supported the 2010 Space Generation Congress's Agency session on GNSS for disaster management; gathered the opinions from international delegates on the best uses for GNSS and presented them at the ISU Symposium ([Paper](#) at ISU Symposium 2009 and [poster](#)); developed the online YGNSS Education Portal ([Paper](#)); and completed a YGNSS Flyer - Who We Are and What We've Done ([Flyer](#)).

2. Build on success of the Space Generation Congress 2009 in Daejeon, Korea for the Space Generation Congress 2010 in Prague, Czech Republic

The organising of SGC 2010 was a challenge as SGC 2009 had been a resounding success in terms the record-breaking 21 scholarships awarded and the content. The organising team of 20 people from 15 countries delivered, though, an even improved Congress in 2010. 28 scholarships were awarded this year to delegates from 22 countries. The speaker line-up consisted of the space sector's top international leaders from the opening speech of UN COPUOS Chairman, Dimitru Prunariu, through the closing speech of NASA Administrator, Charles Bolden. More press attended the event including television station, France 5, and spaceref.com, which had extended coverage of SGC. Last but certainly not least, SGC produced reports that were improved in intellectual quality thanks to the preparations of SGC's staff. SGC 2011, SGC's tenth anniversary, will look to lessons learned from SGC 2010 to continue the Congress' positive development.

**Strengthened Network**

3. Rejuvenate NPoC and RC network

This goal has been carried across from the 2009 strategic priorities as further work was required. The NPoC and RC network was not performing to the standard needed by SGAC. To improve this, though, the organisation first needed to revitalise its communications infrastructure in order to provide the support to the RCs and NPoCs in developing their portfolios, networks and projects. SGAC is now in a much stronger position and has the opportunity to re-engage with these members and provide them with the structures and incentive to perform. This is due to some improvements made in 2010 including recruiting of top young leaders in the sector, giving out scholarships to its most active members and recognising those who show commitment to the organisation. SGAC is now in a much stronger position and has the opportunity to re-engage with these members and provide them with the structures and incentive to perform. That being said SGAC realises that it will have to continue to work on strengthening networks for many years to come.

4. Redefine what it means to be a member of SGAC

Whilst there are certain general network benefits of SGAC, what exactly it means to be a member of our network has been at times somewhat unclear. During 2010, the Executive Office took on a task to clearly define the nature of membership, the role of members and the benefits that are associated with membership. SGAC Bottom-up Revamp: Members/Leadership Expectations and Communications Proposal has been presented to the Executive Committee and the Advisory Board. The goal of this exercise was to have a better understanding of the organisation and membership which will enable us to focus the direction and leverage our access and networks more effectively for the benefit of all members. In addition, SGAC developed a new website where the organisation can better profile its members and keep a current database of those who are active within the organisation.

5. Provide increased support for country level activities

Through developing more positions, the Executive Office has by the end of 2010 just entered into a position where it can more effectively support the organisation's work at the national and regional levels. Previously, the organisation has not had the resources or structures to effectively incubate projects at the state and local level. SGAC considers this grassroots work critical for positioning SGAC as an effective contributor to the global space sector. Providing state and regional support is a point of development which will continue to improve faster in 2011 along with execution of the SGAC Bottom-up Revamp discussed above.

**Robust Administration**

6. Consolidate the SGAC brand

The SGAC brand has been enhanced in 2010 with the continued expansion and strengthening of our communications team. SGAC has developed a new website, which is clear, informative and better organised than the previous. The organisation has worked very hard to make sure that SGAC's logo is more widely recognised in the international arena. Through various strategic partnerships we have been able to showcase our brand internationally.

7. Develop effective tools for external and internal communication

The organisation is in a position to analyse and develop an effective suite of tools and methods for our members to communicate with the organisation and with each other. Simplicity will be a guiding principle in this process. Given that many of our members live in countries with limited internet services, we have aimed to create simple systems that maximise effectiveness without being too technically complex. There is, however, still significant ground to be covered. The members' area of the website needs to be improved in order for the SGAC website to be a

useful tool in communicating, information exchange, networking, education, etc. SGAC sees this as a key growth area.

8. Consolidate and improve fundraising and budget-cycle processes

In 2010, SGAC has made significant gains in organisational and financial consistency. The organisation aims to build on these successes and focus on long-term financial stability. With this mind-set, SGAC has in 2010 worked on this long-term sustainability by working to strengthen already established partner relationships. Additionally, SGAC has been able to attract new sponsors and supporters, reflecting the growth of SGAC's global recognition and quality output. This relationship building is key to SGAC as it allows the organisation to continue its work with the international youth and provide them with unique opportunities.

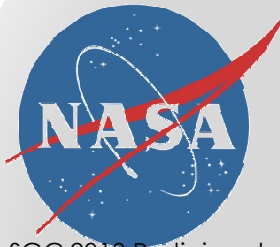
9. Continue with the incorporation of SGAC USA

In continued attempts to streamline SGAC organisationally and operationally, the decision was made two years ago to realign SGAC USA directly under the global SGAC organisation. The process has been long as a key, challenging part has been spinning Yuri's Night off as its own, mature non-profit organisation. In 2010, Yuri's Night was officially established in the United States as a 501(c)3 organisation and the two organisations were legally and financially separated. SGAC is particularly proud of this achievement as Yuri's Night's spinoff represents the potential of projects started and incubated in SGAC.

## Sponsors

The Space Generation Advisory Council is very grateful once again for the generous support of our sponsors and partners. This year our sponsors and partners expanded their financial and intellectual (e.g., data, subject matter experts, speakers, etc.) contributions. Both types of contributions have played important roles in the improved quantity and quality of SGAC's products in 2010. SGAC would like to thank them for their contributions to one of the most successful years in SGAC history.

### PLATINUM



Anonymous



### GOLD



Cynda Collins  
Arsenault

LOCKHEED MARTIN



### SILVER



SAAO  
South African  
Astronomical Observatory



Peter Diamandis

James Moody

Juergen Schlutz

George Whitesides

## Partners

The Space Generation Advisory Council is fortunate to have partner organisations who work in collaboration with our organisation sharing their solidarity in spirit and resources. These organisations both support proactively the mission of SGAC as well as provide special opportunities for SGAC and our members. SGAC is very appreciative to have worked in 2010 with the following organisations.





## **SPACE GENERATION ADVISORY COUNCIL**

**in Support of the United Nations Programme on Space Applications**

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