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**☐ Impact Consequences**

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**Role of Space Generation Advisory Council in Global Planetary Defense Outreach**

**Smiriti Srivastava**(1)**, Bijaya Luitel**(2)**, Arjun Vijaykumar** (3), **Marco Filipe Menezes Romero**(4), **Pavithra Manghaipathy**(5),**Swaraj Sagar Pradhan**(6)

(1)*Space Generation Advisory Council, India, +91 8318208692, smiriti.srivastava@spacegeneration.org*

(2) *Space Generation Advisory Council, Singapore, +65 81717312, bijaya.luitel@gmail.com*

(3) *Space Generation Advisory Council, India, +91 8652133927, vijayarjungalaxy11@gmail.com*

(4)*Space Generation Advisory Council, Angola, +244 936699898, marco.f.m.romero@gmail.com*

*(5)Space Generation Advisory Council, Sweden, +46 703609580, p.manghaipathy@gmail.com*

*(6)Space Generation Advisory Council, Nepal, +977 984-0873969, swarajsagarpradhan@gmail.com*

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**ABSTRACT**

The formation of the International Asteroid Warning Network (IAWN) and Space Mission Planning Advisory Group (SMPAG) was a response by the United Nations Office for Outer Space Affairs (UNOOSA) to facilitate the global planetary defense efforts and to solve the threats and challenges posed by an asteroid impact. It is recognized that an asteroid impact has wide-ranging and catastrophic consequences which would require significant resources to mitigate and/or prevent. Therefore, the participation and engagement of a global audience is critical to the success of planetary defense. Such outreach is possible through organizations like the Space Generation Advisory Council (SGAC), which has global membership, resources, a history of international collaborations and a dedicated project group that oversees and organizes activities related to planetary defense and Near Earth Objects (NEOs). The main aim of this paper is to analyse the initiatives undertaken by this project group in order to make the domain of planetary defense and NEOs reach wider masses. This paper discusses the international events, activities and projects the SGAC NEO Project Group has organized and participated in, focusing on the impacts of these programs in increasing global participation and awareness. Some of these activities include: Find an Asteroid campaign, Move an Asteroid competition, NEO Renaissance poster competition, planetary defense webinars and participation in competitions like the Mars City State Design. In the Find an Asteroid campaign, participants were from diverse backgrounds; for some, this program was a stepping-stone for understanding what asteroids are, the threats they pose, and the importance of planetary defense, which helped increase awareness of planetary defense efforts. Similarly, the Move an Asteroid competition is a long-running initiative that has focused on some of the more technical aspects of NEOs, an important part of which is mitigation strategies for potential NEO impact threats. In order to involve less technically inclined stakeholders, NEO Renaissance poster competition was organized, attracting people with artistic talents to conceptualize NEOs in a creative manner, many of whom chose to portray defense from planetary threats. Ultimately, the findings from our activities shall be discussed in order to promote a wider outreach program that could be designed to enhance international collaborations and increased participation, while decreasing regional disparities, from all member states of the United Nations.