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**PLANETARY DEFENSE OUTREACH ACTIVITIES IN THE FRAMEWORK OF THE
NEO-MAPP PROJECT FUNDED BY THE EUROPEAN COMMISSION**

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ABSTRACT

NEO-MAPP stands for Near Earth Object Modelling And Payload for Protection. This project is funded by the H2020 program of the European Commission and addresses the topic "Advanced research in Near Earth Objects (NEOs) and new payload technologies for planetary defence" (SU-SPACE-23-SEC-2019).

As part of the project, a work package is dedicated to the dissemination of results and public outreach. This includes the promotion of project results among professional and scientific community peers as well as general Public Relations (PR) activities involving a website presence and outreach on social media platforms to promote the project and to increase the level of awareness of the importance of planetary defense.

The project adopted the Hera mission under development at the European Space Agency as the reference mission. A major part of the NEO-MAPP activities, including the outreach, support the mission preparation and future data interpretation.

NEO-MAPP started in February 2020 and within its framework various events (e.g., public lectures, space cafes) have been organized. Regular contributions to the public website help to raise public awareness of the hazard posed by small celestial bodies and the efforts made to mitigate it. Effective public outreach activities are also performed to inform the public and interested parties of the advances of the various tasks of the project and the Hera mission development, which include press releases of publications by the team in major international peer-reviewed journals, dissemination of information for the public via the project and Hera community websites, collaboration with journalists, coordination of articles for the popular literature, public lectures, interviews for social networks, televisions, radios and other on-line media.

We will expose examples of our efforts to promote the topic of planetary defense and its various areas of study, such as those performed within our project and the Hera

mission preparation, as well as the metrics we use to measure the impact of our planetary defense outreach activities on the public and media.

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