

SORVEGLIATI SPAZIALI

**AN UNIQUE COMMUNICATION EXPERIENCE
IN PLANETARY DEFENSE AND AS POSSIBLE
STARTING POINT FOR THE ITALIAN INVOLVEMENT
IN THE INTERNATIONAL YEAR OF PLANETARY DEFENSE**

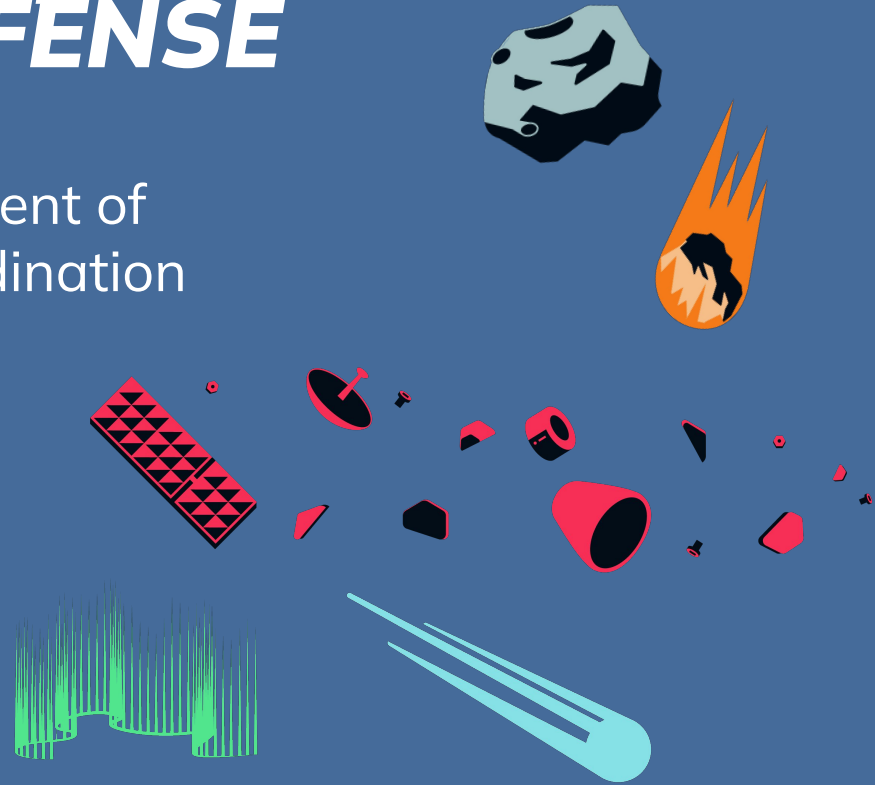
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and D. Coero Borga, M. Galliani, D. Gardiol, P. Soletta

A SCICOMM PROJECT ON PLANETARY DEFENSE

An INAF project with the endorsement of
the NASA Planetary Defense Coordination
Office - Outreach Office

- Near Earth Objects
- Space debris
- Space weather
- Meteors & Meteorites

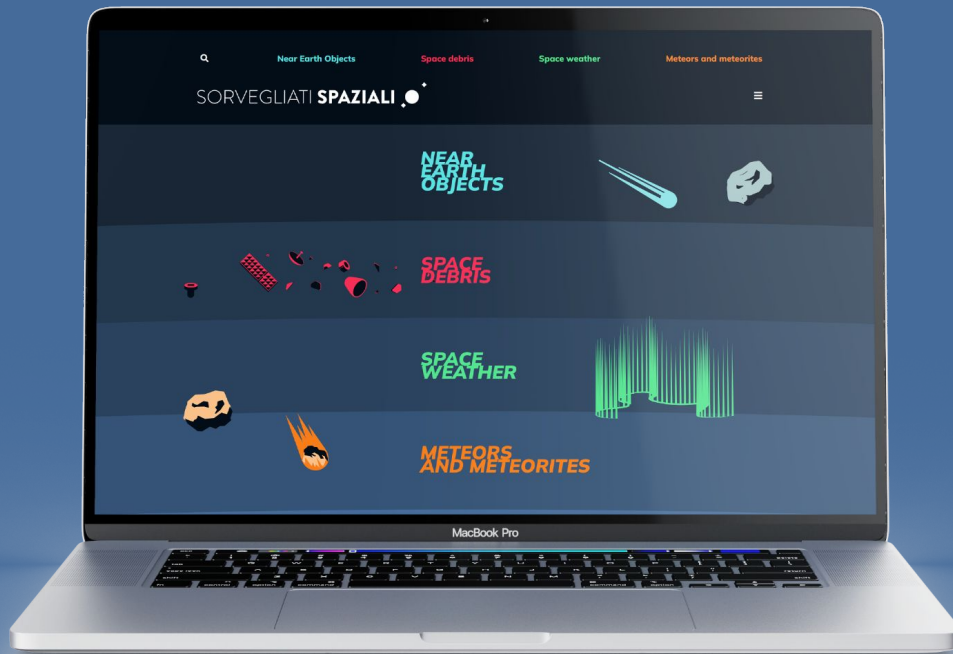


GOALS & OBJECTIVES



- realize the first coordinated public awareness campaigns on Planetary Defense in Italy
- develop multimedia state-of-the-art outreach products
- realize a strong brand identity

SORVEGLIATISPAZIALI.INAF.IT



in collaboration with
demarka

online since Oct 2021

SORVEGLIATI **SPAZIALI** 

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in collaboration with
demarka

20.000 visitors
<time> on site 2 min

online since Oct 2021

SORVEGLIATI **SPAZIALI** 

OUR FIRST PUBLIC EVENT

hybrid one -afternoon event in 2022

- meteorites exhibition and documentary "*Cavezzo - storia di una meteorite*" 2021, C. Ottavi Fabbrianesi
- round table + screening of *Don't look up* (in person/streamed)
- aperitif & gadgets
- 120 attendees & 30.000 viewers via live stream
- II edition in 2023 in Bologna downtown

ASTEROID DAY
30 JUNE

ISTITUTO
NAZIONALE DI
ASTROFISICA

SABATO
2 LUGLIO 2022
16:00 - 19:30

presenta

Centro Visite M.Ceccarelli
via Fiorentina 3403, Medicina (BO)

SORVEGLIATI SPAZIALI

ASTERIODI FASTIDIOSI
E COME AFFRONTARLI

MOSTRA DI METEORITI

DOCUMENTARIO SULLA METEORITE
DI CAVEZZO (MO)

APERITIVO

TAVOLA ROTONDA CON PROIEZIONI
DEL FILM DON'T LOOK UP (2021)



INGRESSO LIBERO
PRENOTAZIONE OBBLIGATORIA



WHAT'S NEXT

- updating website content
- brochure in AR (online & printed) - *demarka*
- recorded theatre short videoclips -
theatre company *Il Piccolo Teatro d'Arte*



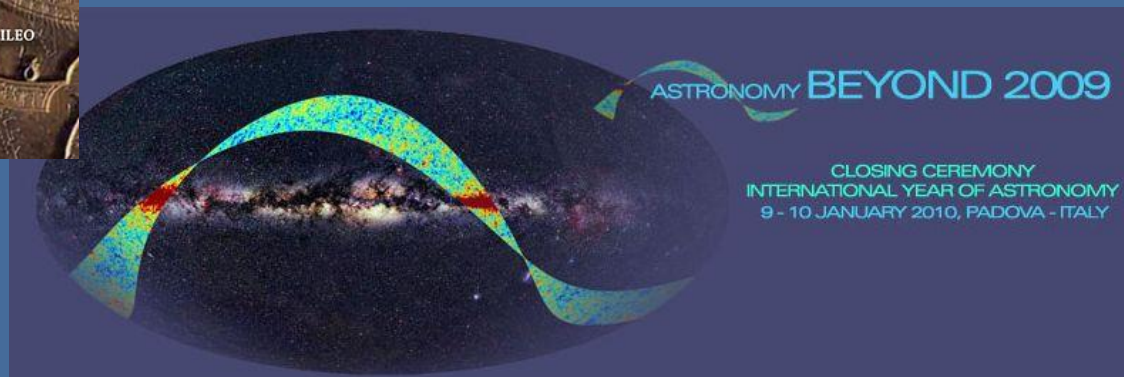
WHAT ABOUT THE IYA ON PLANETARY DEFENSE?



IAU played the main role under the coordination of Pedro Russo

INAF Communication Office was the single point of contact for Italy

BEST PRACTICES TWENTY YEARS LATER...



ONE RECOMMENDATION LET'S CHANGE THE NAME



Planetary Safety?

Planetary ... ?

THANK YOU FOR YOUR ATTENTION

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