

Is there life out there? - A new series for the ESA's Web TV

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Abstract

The European Space Agency, ESA, is studying a new outreach project: a series of short videos for the ESA's Web TV dedicated to the search for life in the Universe.

The rationale of this pilot project is to use stunning images to attract attention with a scientific content accessible to people of varying ages, education levels and cultural outlook. We plan to work with scientists across Europe in order to bring the public on a journey from the boundaries of the Cosmos to the Earth looking for the ingredients necessary for life to emerge and evolve. The main objectives of the project are to share discovery, curiosity and sense of adventure by i) inviting the public being a player in the discovery, ii) educating and engaging different target audiences about ESA planetary exploration, iii) creating and sustaining awareness of long-term European space science activities, iv) providing a window for the public to witness work at the leading edge of science exploration and v) encouraging international partnerships.

The first trailer realised with two scientists, André Brack, Astrobiologist, Honorary Director of Research at the CNRS, Orleans, France and Gian Gabriele Ori, Research professor in Geology, and Director of the IRSPS, International Research School of Planetary Science, Pescara, Italy, will be presented. This first presentation will give an overview of the "exobiological" places beyond the Earth and highlight the importance of comparative planetology for a better understanding of our planet.

It is important for us to share ideas and advises in order to produce and diffuse this series in the most efficient way.