ActInSpace®

April, 24th & 25th 2020

Handbook

www.actinspace.org

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Introduction

How will this handbook help you?

This handbook is designed to hosting cities. The aim is to give you the keys to set-up the ActInSpace® local event, the promotion and the recruitment of participants in your city/country.

What will you find in this handbook?

Enclosed you will find the basic information about planning, logistics and communication. You will also find a presentation of the event and of the organizers.

Who is behind ActInSpace®?

ActInSpace® is an international innovation contest initiated by the French Space Agency (CNES). ActInSpace® is supported by ESA (European Space Agency) and the ESA BIC (Business Incubation Centres) network. The CNES and ESA have mandated ESA BIC Sud France, led by Aerospace Valley, for the operational execution of ActInSpace® organization.

General information about ActInSpace®

What is ActInSpace®?

ActInSpace® is an international innovation contest uniting over 100 cities across 5 continents. Designed for student but open to everyone, ActInSpace® is an event targeting creativity and aiming to cultivate student entrepreneurial initiatives. Throughout 24-hours, teams have to imagine and design innovative services and products derived from space technologies and space acquired data. This initiative is designed to consolidate the space sector's vibrant image show how space technologies are supporting applications that reach into all areas of our daily lives.

What are ActInSpace® key goals?

- We want to make people dream bigger and develop their entrepreneurial spirit, especially young people
- We aspire to show people just how amazing the space sector is and how it can positively impact on our daily life
- We're driven to demonstrate the socio-economic potential of the space sector and its ability to boost startup creation
- We look to build a bridge between civil society and space agencies to make patent licensing more accessible
- We believe in #WomenInSpace and want to encourage women to start technical companies

ActInSpace®

Some figures

ActInSpace® is getting bigger and bigger. ActInSpace® will be even more international than in 2020 and will still foster startup creation.
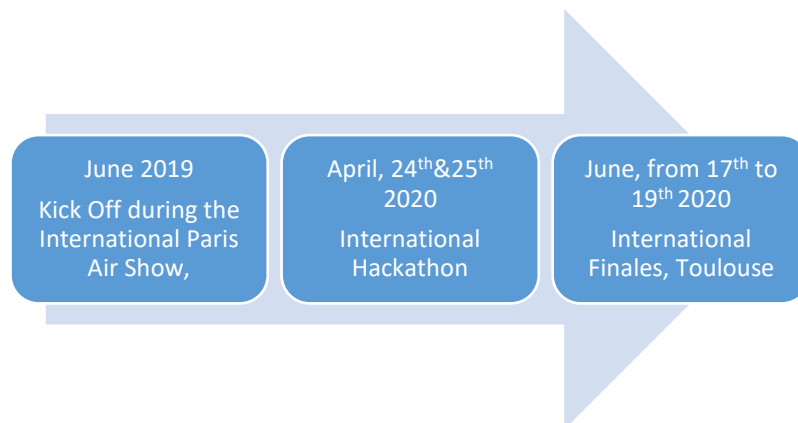
2016
- 12 countries
- 24 cities
- 900 participants
- 14 startups created

2018
- 32 countries
- 54 cities
- 2 200 participants
- 17 startups created

2020
- 50 countries
- 100 cities
- 5 000 participants
- 35 startups

ActInSpace® in movies:

ActInSpace 2018 teaser: https://www.youtube.com/watch?v=q_1OvslycIQ&t=2s

ActInSpace 2018 feedback: https://www.youtube.com/watch?v=Ud-Q4QkrG9U&t=1s

What is the timeline of ActInSpace®?

1- Organizers apply to host ActInSpace from March and December 2019
2- City hosts fill in their local page on ActInSpace® website from April to December 2019
3- Central organization publishes the challenge in February 2020
4- Participants can apply through the ActInSpace® website from February to April 2020
5- 24th & 25th of April, 2020 – local hackathon
6- Countries with several hosting cities organize the national finals (May 2020)
7- International finals take place in Toulouse from June 17th to 19th, 2020

June 2019	April, 24th&25th 2020	June, from 17th to 19th 2020
Kick Off during the International Paris Air Show,	International Hackathon	International Finales, Toulouse

Who can apply to ActInSpace® as hosting city?

Any organization (university, incubator, space agency, company) can apply to become an ActInSpace® organizer by contacting the central organization (contact@actinspace.org). A meeting will be set up to evaluate your experience in organizing this kind of event, to well understand how involve you are in your ecosystems and your abilities to attract participants to apply to ActInSpace®.

Preparation for the hackathon

What services can ActInSpace® central organization provide to local organizer?

ActInSpace® central organization has a wealth of experience in providing support to local organizers to ensure your local ActInSpace® is a success. A project manager will be there at each steps to advice you.

ActInSpace central organization will:
- Provide Marketing material (flyers, posters, teaser, …)
- Organize social media campaign
- Provide an access to the international website including an interactive "to do list" and a shared folder with plenty of guides and documents
- Provide an application for participants to ask question to experts during the hackathon
- Organize international finals
- Take in charge accommodation during international finals in Toulouse for the winning team

What is expected from you?

Welcome on boad, ActInSpace® is an amazing adventure but with some rules:

- Respect the marketing guide
- Keep in touch with the central organizer and let us know if you are on schedule
- Fill in your local city page on ActInSpace website
- Use the registration platform provide on ActInSpace Website
- Keep ActInSpace free for participants
- Organize the local event (find a place, provide catering, set up a jury, recruit coaches and experts)
- Promote the event locally
- Find funds to take in charge travel fees for the winning team to Toulouse to attend International Finals

Communication

It's important to spread the world about the event though different channel (social media, university mailing list, press release …)

We will provide content and visual but you are more than welcome to create our own material as far as your respect the marketing guideline

Challenges

The challenges are under the CNES's responsibility. They will be published on the ActInSpace Website before the event. Are you interested to provide a Challenge? Contact us: contact@actinspace.org

Registration

The registrations have to be done on the international website. They should be opened in February 2020. With your access codes you will be able to download the list of applicants of your city.

You will be able to stop whenever you like, some cities leave it open till the last second, others stop at other times. Just keep in mind that approximately 30% of applicants won't show up.

The Warm Up session

The warp up is an optional event organized approximately a week before the hackathon. The point is to offer a slot to future participants for chatting and getting to know each other over a drink.
It's not an obligation to organize it, we however do strongly advise to do so. It's a good way to promote the event and it will simplify and streamline the hackathon itself (share practical things like, getting to know each other, forming teams, asking question about and exchanging first ideas about the challenge can be done at that moment).

Logistic

For organizing the local ActInSpace you have to take about a few thinks. Please find here the main points you have to keep in mind:
- Find a venue, including
  - Multiple smaller rooms or one large hall for running the hackathon
  - A dedicated place for coaches
  - A rested place with catering available along the event
  - A conference room for pitch in front of the jury
- Catering (coffee breaks, Friday dinner and Saturday breakfast & lunch, Final cocktail, …)
- Works tools (Paperboard, paper, Post-it note, pens, pencils, marker pens, …)
- Find people to animate the hackathon:
  - speakers for welcoming message
  - coaches and experts (business, creative, technical, …)
  - an "ice-breaker" (a person that will get the participants talking and moderate the evening)
  - Juries (this is preferably a diverse jury, with representatives of technical branches, commercial aspect, business side, etc...)
- Find prizes to award the most promising team
- Think about multimedia
  - Free access to Wi-Fi
  - Video projection for pitches
  - adaptor
- Communication: book a photographer and/or cameraman, decide who will be in charge of communicate on social media
- Think to details like marking, security, parking, …

Proposed Agenda for the hackathon

The hackathon will take place from April 24th to 25th, 2020. Our advice is to stick to the following agenda:

- **1:00 PM to 3PM → starting up of the event**
  o Welcoming message and reminding of the competition rules
  o Coaches introduction
  o Teams creation

- **From Friday 3:00 PM to Saturday 3:00 PM → Hackathon**
  o Group work with each team, with helping of experts groups
  o Duration : 24 hours

- **4:00 PM → Pitch in front of the jury**
  o Team pitch in front of the jury.
  o 7-10 minutes for each team

- **5 :00 PM May 26th → Award Ceremony**
  o Result announcements and comments on each team
  o award ceremony
  o Cocktail