



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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UNOOSA PR BRIEF

Reframing Space Governance as shared infrastructure for life on Earth and beyond.

A Young Lions brief for the United Nations Office for Outer Space Affairs, developed in partnership with the PVBLIC Foundation.

Background

What happens above Earth increasingly shapes life below it.

Space is no longer a distant frontier. It is foundational infrastructure. From climate intelligence and disaster response to navigation, connectivity, food systems, finance and humanitarian action, space-based systems quietly underpin modern civilisation and will increasingly shape humanity's future, on Earth and beyond.

The United Nations Office for Outer Space Affairs is the only United Nations entity with a mandate exclusively dedicated to ensuring the peaceful, safe and equitable use of outer space. Working across governments, UN agencies, industry and civil society, UNOOSA provides global governance, coordination and access frameworks that allow space science, technology and applications to benefit all countries, particularly those historically excluded from the space economy. Protecting outer space – like other global commons such as the high seas and Antarctica – requires coordinated governance under frameworks such as the United Nations.

Space technologies already contribute directly to more than 40% of the Sustainable Development Goals. Yet for most people, space remains abstract, largely unbranded, and poorly understood. The systems that govern it, and the institution that safeguards its shared use, are largely invisible. Meanwhile, satellite numbers could rise from roughly 15,000 to as many as 100,000 by 2030, intensifying risks such as space traffic congestion, debris, and the loss of dark and quiet skies.

UNOOSA exists to close that gap, translating space from an unseen backbone into a shared global asset that supports sustainable development and the long-term future of humanity.



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The Challenge

The United Nations Office for Outer Space Affairs does not lack importance.

It lacks visibility tied to the idea that space governance is about people's lives, not about space.

Space already shapes daily life on Earth and will increasingly shape the future of humanity, on this planet and beyond it. Yet public understanding of how space is governed, protected and made accessible for sustainable development has not kept pace with the scale of its economic, societal and civilisational impact.

You must reframe space from a distant frontier to critical infrastructure – making the invisible visible. This is not about explaining policy. It is about shifting perception, for the benefit of all.

Key ask: Reframe space as shared infrastructure that people depend on daily and make its governance feel visible, relevant and worth caring about.

Target audience

Primary audience

Cultural translators shaping how the future is understood – including creators, journalists, educators, technologists and young professionals.

They turn complex systems into stories, decide what enters mainstream conversation and influence how people interpret progress, risk and responsibility. If space governance becomes relevant to them, it becomes relevant to culture.

Secondary audience

Globally connected citizens aged 18–45.

Digitally native and increasingly engaged with issues like climate, inequality and systemic risk but largely unaware of how space infrastructure underpins these challenges and solutions.



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Psychographics

Curious, future-focused and selectively engaged.

They are sceptical of institutions until relevance is made tangible. They respond to ideas that feel participatory, human and culturally meaningful, not technical or top-down.

They are more likely to care when they feel something is theirs to shape, not something being explained to them.

Insight

We only fight for what we feel belongs to us – what we see, understand and feel connected to.

Because the systems that govern space and distribute its benefits operate largely out of sight, people largely do not feel responsible for them.

When space is understood not as a distant frontier, but as shared infrastructure that sustains modern life and future development, curiosity turns into care, and care turns into stewardship.

It becomes something worth protecting.

Visibility is the missing link between space as a technical domain and a shared responsibility.

Strategy

Make the invisible systems of space visible, human, and culturally relevant. Do this by:

- connecting space to lived human outcomes (food, climate, safety, connectivity)
- framing stewardship as collective participation, not institutional authority
- creating clarity and human interest that invites cultural conversation and creator participation



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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- making UNOOSA visible, not as a brand, but as the steward enabling governance remains peaceful, accessible and sustainable for all.

The work should feel:

- globally adaptable
- platform-neutral
- creator-scalable
- credible under UN authority

Key message

Space shapes life on Earth. How we share it shapes our future.

Personality

Tone

Clear, confident and authoritative without being technical, promotional or didactic.

Character

Think trusted global institution meets cultural translator.

A trusted global steward and quiet backbone of the space domain. Forward-thinking, inclusive by design and grounded in real-world impact rather than aspiration.

Energy

Calmly urgent. Inspiring without hype. Serious about the future of humanity while remaining culturally fluent and accessible.



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22-26 JUNE 2026

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Campaign dos and don'ts

DO

- Emphasise peaceful use, shared stewardship and equitable access to space for all
- Make space feel present and consequential by linking it to tangible outcomes
- Translate complexity into culture fluency through storytelling, symbols, and relevance
- Design ideas that are globally scalable and culturally adaptable
- Invite over instructing
- Highlight stewardship over control

DON'T

- Frame space as elite, militarised, extractive or dominated by a few countries or companies
- Default to science fiction aesthetics, futurism for its own sake or abstract “wonder” with no real-world relevance
- Use fear-based or dystopian narratives as the primary driver of attention
- Reduce UNOOSA to a logo placement or generic awareness slogan
- Overcomplicate the idea with jargon, policy detail, or insider terminology
- Turn UNOOSA into a commercial brand

Additional information

1. **Budget** - US\$1,100,000 – Scalable campaign driven by earned media and institutional distribution.
2. **Timeline** – Launch on 12 July. The campaign launches a month before the 81st Session of the United Nations General Assembly in New York, USA, timed with the solar eclipse on 12 August.
3. **Duration** – 5 to 6 months (global rollout).
4. **Scale** – Global by design, adaptable to local contexts



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22-26 JUNE 2026

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5. **Partnerships** – The initiative is informed by the participation of Brian Cox (UN Champion for Space by UNOOSA), Aarita Holla-Maini (Director of UN Office for Outer Space Affairs), Dr Sian Proctor (astronaut professor and author) and Dhar Mann (storyteller and Forbes #2 Top Creator 2025).

Competition submission requirements

Each team will be submitting the following for the PR competition:

1. **A 10-slide presentation** – including images and English text. It should bring your idea and campaign to life in response to the brief. This will be presented to the Jury.
2. **A digital presentation image** – a visual overview of your work, including images and English text. It should concisely summarise the brief, execution and results.
3. **A four-part written submission** to give more context to your work. This includes:
 - a. **background** (150-word limit) – overview of the brief, objectives and situation
 - b. **creative idea** (150-word limit) – how the idea was designed to earn attention from the target audience
 - c. **PR strategy** (150-word limit) – explain the insight, key message, target audience
 - d. (consumer demographic, individuals, organisations), creation and distribution of assets
 - e. **PR execution** (150-word limit) – explain the implementation, timeline, and scale.

[END OF BRIEF]



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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APPENDIX – Humanity’s most consequential frontier

Table of Contents

- I. Defining Terms
- II. UNOOSA
- III. Media/Links

I. Defining Terms

Climate intelligence: Space-based climate intelligence uses satellite data to monitor Earth’s systems and track environmental change. It provides consistent measurements of variables such as temperature, greenhouse gases, and ice cover that enable evidence-based decisions and support global climate action.

Disaster response: Space systems enable disaster preparedness and response through rapid imagery, early warnings and real-time situational awareness. They help assess damage, coordinate relief and support resilient recovery after crises.

Navigation: Satellite navigation delivers precise positioning, navigation, and timing essential to transportation, logistics, and emergency operations. It underpins modern infrastructure and enables safe movement across air, land and sea, including autonomous systems.

Connectivity: Satellite connectivity extends communications to remote and underserved areas beyond terrestrial networks. It enables access to digital services, information and emergency communications, supporting inclusive development and global cooperation.

Food systems: Earth observation satellites monitor crops, soil moisture, water and land conditions at scale. This data improves agricultural planning, anticipates shortages and strengthens global food security.



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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Humanitarian action: Humanitarian organisations use satellite data and communications to operate in complex, fast-moving crises. These tools help map vulnerability, coordinate aid and maintain connectivity where infrastructure is disrupted.

II. UNOOSA

The United Nations Office for Outer Space Affairs ([UNOOSA](#)) promotes international cooperation in the peaceful use of space, serving as secretariat to the [United Nations Committee on the Peaceful Uses of Outer Space \(COPUOS\)](#) and helping countries – especially developing nations – apply space technology for sustainable development. It combines technical support, capacity-building, and policy guidance to expand access to space, strengthen governance and coordinate global efforts on emerging space challenges. Learn more about UNOOSA on [Facebook](#) or on [X](#).

- Supports disaster response, climate monitoring, navigation and sustainable development using satellite data
- Builds global capacity through training, fellowships and programmes like Access to Space for All and UN-SPIDER (enables governments to integrate satellite imagery and navigation data into disaster management)
- Advises on space law and policy, including sustainability and space debris mitigation
- Facilitates global coordination by maintaining the UN space object registry and advancing asteroid warning and global navigation satellite systems interoperability

III. Media/Links

[Space For Our Everyday Lives: The Role of the UN in Space \[VIDEO\]](#)

[The Race to Save Space \[un.org\]](#)

[PVBLC Foundation and the UN Office for Outer Space Affairs Partner to Leverage Space Technologies for Sustainable Development \[pvblic.org\]](#)



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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[Brian Cox: TED Talks \[VIDEO\]](#)

[Sian Proctor: First Black woman to pilot a spacecraft opens up \[nationalgraphic.com\]](#)

[Dhar Mann: YouTube \[youtube.com\]](#)

PUBLIC Foundation serves as the platform for cultural translation, partnership coordination and potential activation of winning ideas aligned with United Nations values and frameworks. Led by **Executive Chairman Sergio Fernandez de Córdova**, an internationally recognised entrepreneur and philanthropist, it has catalyzed US\$250m in donated media to advance public interest, working across nature, technology, capital, and diplomacy. The foundation has been a sponsor and supporter of Cannes Lions for the last three years with the United Nations.