

SPACEBUZZ

Dear friends of SpaceBuzz,

What a rollercoaster 2021 was again! With one side that crazy virus, which kept surprising the world not once but several times. But on the other hand, 2021 was above all a year in which we have managed to inspire thousands of children and their teachers to become ambassadors for our beautiful yet fragile planet Earth. For the first time, we achieved this with the assistance of two SpaceBuzzes visiting school classes across the Netherlands every day.

The year 2021 was also the year in which, SpaceX – among others – launched the first space tourists. Almost all of them couldn't stop talking about their experience with and the personal impact of the Overview Effect. We at SpaceBuzz are quietly proud to be in a position to offer this life changing, educational experience to children in classrooms every day 😊.

We would like to express our special thanks to all our sponsors. Especially in these times it has been hart warming to experience their ongoing support and confidence in our mission. Thank you for making it possible to keep moving forward!

Please find below our most important milestones reached in 2021!

Team SpaceBuzz

Covid impacted school tours were successfully completed

The year 2021 was still a challenging one for many schools. The dedicated work of teachers, parents and volunteers to provide children with a high-quality education during the lockdown situations has impressed and inspired us. Despite it being a challenging 12 months due to ongoing COVID-19 related restrictions and several pauses in our visits to schools, we were still able to reach thousands of children – in accordance with government guidelines – in primary schools across the Netherlands. From Amsterdam to Drouwen, from Noordwijk to Sittard. All over the Netherlands, a new generation of children has become ambassadors for planet Earth.

We are particularly proud of our collaborations with IMC Weekendschool and the Petje Foundation enabling us to reach children from disadvantaged backgrounds, making the SpaceBuzz program – adjusted where necessary – available to all group 7 pupils in the Netherlands. We would also like to express our gratitude for the unwavering support and enthusiasm of the participating schools, teachers and volunteers. Together, we have offered children an unforgettable experience in this difficult time and in some cases even made the local and national media (newspapers, TV).

2. New formula: SpaceBuzz program at children's science center and/or zoo

In close cooperation with Artis Zoo, we started a pilot for the development of a new SpaceBuzz formula, suitable for a fixed location like a children's science center, Space Center and/or Zoo.

The aim was twofolded. On one hand we wanted to see how we can further deepen our education program using nature as inspiration. The second objective was to test to what extent a fixed location for the SpaceBuzz would help us to expand our reach more effectively. Artis and SpaceBuzz co-created an expedition in the park that challenged children to look at animals, plants and trees to see what they can learn from them. By combining our strengths, Artis and SpaceBuzz want more children to be inspired by our beautiful and fragile planet and make them ambassadors of planet Earth. Eventually we had two pilots in May and November. Teachers, schoolchildren and both education teams of Artis and SpaceBuzz were excited by the results of the pilot. This provides us with a great outlook to a faster roll out of SpaceBuzz in the Netherlands and other countries in the world.

Via this link the RTL talk show Beau who also picked up on this and it was featured in their live TV broadcast:

<https://www.gids.tv/video/340488/zien-beau-van-erven-dorens-geniet-met-volle-teugen-van-ruimtereis-met-andre-kuipers>



3. Fast Company's World changing idea

Fast Company has selected SpaceBuzz as one of the 12 finalists for the Fast Company World Changing ideas 2021 in the Education category. World Changing ideas are groundbreaking concepts that help to solve the major problems we face as humanity.

As SpaceBuzz, with our mission to make children ambassadors of planet Earth, we are very honored to be nominated next to organizations such as Adobe, Unicef, Microsoft and Stanford University. For more information: <https://www.fastcompany.com/90623632/world-changing-ideas-awards-2021-education-finalists-and-honorable-mentions>

4. Successful launch of Rocket O2

A very special moment of 2021 was the official launch of our second rocket on June 29, 2021. With the deployment of this second bus, we have doubled our capacity and we can now reach and inspire 50,000 children per year with the SpaceBuzz education program. This rocket will be deployed both in the Netherlands and abroad. We are seeing increasing international interest in our program from North America to Asia and elsewhere in Europe. In addition, thanks to the Erasmus+ program of the European Union, we will bring the SpaceBuzz education program to Hungary, Italy and France in 2022.



5. European roll out

In January we started the Erasmus+ program in collaboration with three partner organizations in Italy, France, and Hungary. Main goal of this 3 year project is the development of an international education program tailored to the curricula of these countries. For us, this is an

important step as we move toward a global rollout. It is also nice to note that the main reasons for getting this Erasmus+ grant were based mainly upon our innovative approach to STEAM education, coupled with our use of Virtual Reality technology to improve educational quality.

For this project we are collaborating with three local partners: the renowned Center de Culture Scientifique Technique et Industrielle (CCSTI) in Grenoble, France; the bilingual school community Schulsprengel Bruneck in South Tyrol, Italy; and the tech-driven organization Vizuális Torony in Budapest, Hungary.

We give special thanks to the Deloitte Foundation. It is because of the efforts of their various expert teams that we were able to qualify for this grant.



6. Successful launch of the 'Adopt a Classroom' sponsorship programme

This year we launched our 'Adopt a Classroom' donation program, courtesy of Fred Vahlkamp and Gido de Stigter of Manual Masters. This program allows companies to adopt classrooms in their own region, giving schools the opportunity to teach the program to their children for 3 years. Educating a future generation in the field of STEAM & sustainability, coupled with the use of the latest XR technology were the main reasons for them to join as a Friend of SpaceBuzz.

Partly thanks to the donation program, we now reach 22% of the 180,000 children in the Netherlands, we are looking forward to grow this amount to 50% or even all children in the Netherlands in the next 3-4 years!

Link to Testimonial Directrice Titus Brandsma school: https://youtu.be/lcvlk5oCP_8

7. SpaceBuzz inspires employees at their sustainability event

We are increasingly being approached by companies looking for a special experience at sustainability events they organise for their employees and/or customers. In December for example, we were guests at Curtec for their new sustainability strategy launch. This event saw more than 150 employees finally get a chance to view our beautiful yet fragile planet Earth from an astronaut's perspective. It generated great responses and ideas concerning our new strategy.

Thanks to Curtec's accompanying donation, more than 150 children from less privileged schools will participate in the education program next year.

8. Experiencing the Overview Effect leads to learning gains and applies to all children

Prof. Dr. Louwse and his team are supervising a major scientific study into the impact of our learning method. One of the first results is that SpaceBuzz indeed lets children experience the Overview Effect of astronauts! Moreover, our space experience actually leads to impactful 'learning gains'. Another great outcome is that our VR education method is impactful for all learning levels of the children. More information about the research results can be requested via info@spacebuzz.earth.

