

Asteroids2029 Implementation Plan

Version: 13 July 2026

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0. Documentation

This document describes how the Year is implemented. Other documents include:

- An [Asteroids2029 Vision and Goals](#) document outlines the high-level goals and objectives.
- An [Evaluation Plan](#) describes how the Year is evaluated.
- An [Asteroids2029 Logo Design Brief and Decision Process](#)
- A [Fundraising Plan](#) describes how the organisation raises the funding for the implementation of the Year.
- [The Asteroids2029 Secretariat](#)
- [Asteroids2029 Comms strategy](#)
 - [The Launch Press Release](#)
 - [Asteroids2029 Secretariat Call Press Release](#)
 - [Asteroids 2029 comms plan & schedule](#)
 - [Asteroids2029 Visual Identity](#)
- [National Node Guideline](#)

1. Implementation

The United Nations General Assembly declared 2029 the International Year of Asteroid Awareness and Planetary Defence to take advantage of the close approach of asteroid Apophis. Asteroids2029 is a global peer-led initiative to amplify the scope and reach of the UN-declared International Year. Asteroids2029 is composed of experts from, and supported by, a broad network of organisations spanning aerospace, science and education, bringing together institutions, scientists, educators, communicators, and citizens to promote asteroid awareness, planetary defence and international collaboration in safeguarding our shared planet.

At the global level, the Asteroids2029 Secretariat, governed by a Steering Committee, will act as the central coordinating hub for Asteroids2029, facilitating international collaboration and ensuring that the Year's activities are carried out effectively around the world, with support from National Nodes and in alignment with the initiative's overall Vision, Goals and Objectives. Other Organisational Entities will also play important roles in Asteroids2029.

Specifically, the Organisational Entities involved in Asteroids2029 will:

- Ensure that planned global activities and events reflect the overarching aims of the Year in celebrating asteroids and engaging the public. (The Year will also feature many activities planned and implemented by national, regional, and local entities.)
- Plan, coordinate, execute, and evaluate the global Asteroids2029 activities, projects, and events from early preparation through to final assessment.
- Liaise continuously with the many stakeholders involved — including National Nodes, Organisational Nodes, Cornerstone Projects, Working Groups, Sponsors, Media Partners, and the general public — to ensure smooth communication and progress at all levels.
- Serve the scientific community, media, and broader society with respect to global Asteroids2029 activities and information.
- Fundraise to support activities and initiatives (both cash and in kind)

The [United Nations Office for Outer Space Affairs \(UNOOSA\)](#)¹ is the UN's designated office tasked

¹ UNOOSA is the secretariat to the Committee on the Peaceful Uses of Outer Space (COPUOS) and SMPAG, and the UN's dedicated office

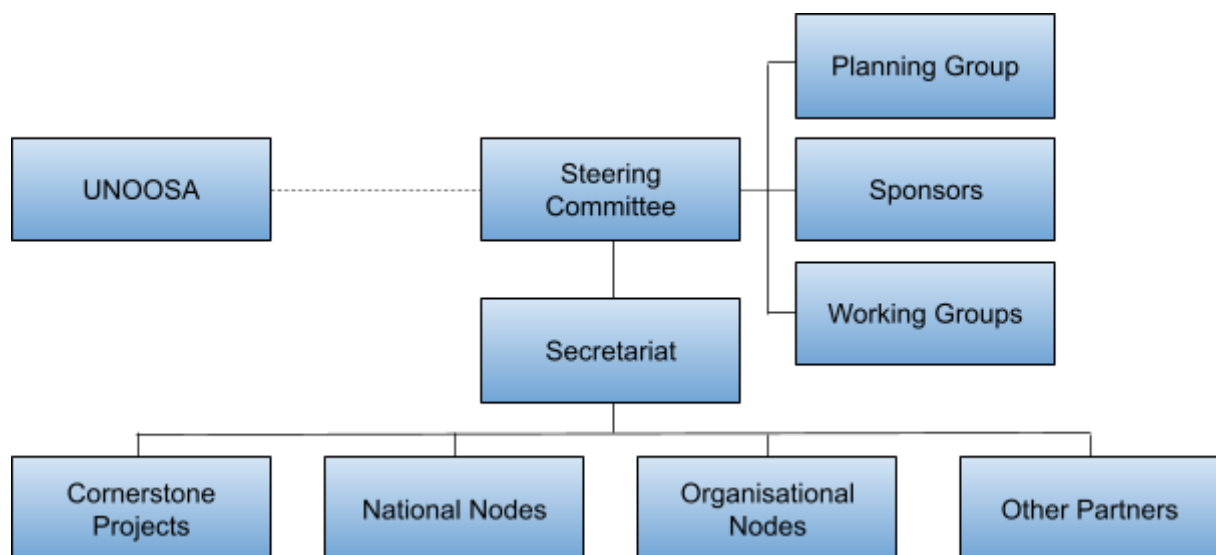
with facilitating the International Year, in collaboration with governments, space agencies, organisations of the United Nations system, international and regional organisations and other relevant stakeholders. Activities of all United Nations organisations and bodies concerned should be coordinated with UNOOSA to avoid duplication of activities.

2. Organisational Entities

The following sections describe the organisational structure of Asteroids2029.

Some organisations may fall into multiple categories of organisational entities, depending on each organisation's level of involvement in the Year.

Members of Organisational Entities shall disclose any potential conflicts of interest relevant to a decision considered by the entity and should recuse themselves from votes that could result in a direct or indirect benefit to themselves or their affiliated organisation.



2.1 UNOOSA

Description

The United Nations Office for Outer Space Affairs (UNOOSA) serves as the UN focal point for the International Year of Asteroid Awareness and Planetary Defence (Asteroids2029). As the Secretariat to the Committee on the Peaceful Uses of Outer Space (COPUOS) and the facilitating office for the International Asteroid Warning Network (IAWN) and the Space Mission Planning Advisory Group (SMPAG), UNOOSA ensures that Asteroids2029 aligns with existing UN frameworks and international planetary defence activities.

UNOOSA's precise role and partnership related to Asteroids2029 is not yet defined. For the time being no formal agreement exists. The intent is that UNOOSA will work closely with the

for outer space affairs working with IAWN and SMPAG to address the global challenge posed by asteroids.

Asteroids2029 Steering Committee and Secretariat to ensure that activities are inclusive, globally representative, and aligned with the objectives established by the UN General Assembly.

Membership

UNOOSA's work is done by UNOOSA staff and is headed by a Coordinator.

Objectives

- Facilitate coordination across the United Nations system and relevant international organisations.
- Liaise with UN Member State delegations and relevant governmental bodies.
- Promote participation from space agencies, international scientific organisations, and regional networks.
- Support fundraising efforts and encourage contributions from governments, institutions, and foundations.
- Facilitate translation and dissemination of official materials in UN languages.
- Ensure alignment with COPUOS recommendations and international planetary defence frameworks.

2.2 Asteroids2029 Steering Committee

Description

The Asteroids2029 Steering Committee is the primary decision-making body responsible for the strategic direction and guidance of the International Year. The Committee ensures that all major activities reflect the vision and goals of Asteroids2029 and are consistent with the spirit of international cooperation embodied in the UN resolution.

The Steering Committee meets regularly to review progress, approve major initiatives, allocate resources, and evaluate outcomes. Approves all strategies, plans and reports from the Secretariat.

Membership

Membership is tied to an institution, not an individual. Ideal size: 6-10 people:

Membership is both institutional and individual. The Steering Committee should remain of a manageable size to ensure effective decision-making and coordination. Membership may include representatives of UNOOSA, major sponsors, key participating organisations, relevant scientific and planetary defence institutions, space agencies, and other stakeholders with significant responsibilities for the implementation of the International Year. The composition of the Steering Committee should seek to ensure an appropriate balance of expertise, stakeholder representation, and geographic diversity. The Secretariat must participate as a non-voting observer.

Objectives

- Provide strategic oversight for the implementation of Asteroids2029.
- Approve global strategies, operational plans, and major initiatives.
- Support fundraising efforts.
- Oversee the Asteroids2029 budget and financial planning.
- Provide oversight of funding and endorsement decisions made by the Secretariat and approve major funding allocations or strategic endorsements as appropriate.
- Select and approve National Nodes, Cornerstone Projects, Organisational Nodes, Working Groups, Sponsors, and Other Partners.

- Ensure activities reflect global diversity and international collaboration.
- Review evaluation reports and lessons learned.

Interim Steering Committee

In order to ensure timely progress in the preparation and early implementation of Asteroids2029, an Interim Steering Committee will be established prior to the formal selection of the permanent Steering Committee members. This Interim Steering Committee (ISC) is composed of ~6-10 people and will primarily make decisions pertaining to the structure and function of Asteroids2029. The ISC will be chaired by the current Planning Group Chair and, initially, members of the ISC will be appointed by the Chair primarily on the basis of a track record of consistent meaningful proactive participation in Asteroids2029 activities to date. Subsequent changes in ISC membership will be determined by vote among the ISC membership. New additions to the ISC will be carefully weighed between keeping the group small and agile and acknowledging consistent meaningful proactive participation in Asteroids2029 activities over a period of at least 3 months. Active involvement is mainly demonstrated by contributing to the ongoing discussions in the document comments, as well as contributing to the Working Groups, which may include taking a more (pro-)active role in them. The ISC will initially meet on a weekly basis, though the Chair may periodically reassess the meeting cadence. Meetings will be virtual. Individual ISC members are responsible for identifying actions that they need to take and following through on them. Individual ISC members will flag a potential conflict of interest and refrain from voting for that particular matter. The chair of the ISC retains their right to vote as a member of the ISC, but generally exercises it only when their vote will affect the outcome.

2.3 Asteroids2029 Planning Group

Description

The Asteroids2029 Planning Group is a broad advisory and coordination body composed of representatives from participating organisations, scientific institutions, outreach groups, educators, and planetary defence stakeholders that are active within the Organisational Nodes, National Nodes, Cornerstone Projects, Working Groups and other participating entities. The group functions as an open forum for collaboration, knowledge sharing, and idea generation.

It acts as a bridge between the global governance structure and grassroots initiatives.

Membership

Membership in the Planning Group is open to interested representatives of organisations or individuals who support the vision, goals, and objectives of the International Year and have relevant experience and skills to share and contribute. Every organisation will have a maximum of two representatives in the Planning Group.

Objectives

- Serve as an incubator for ideas and initiatives related to Asteroids2029.
- Facilitate collaboration among institutions and individuals participating in the Year.
- Share information about planned activities, events, and resources.
- Encourage participation from new regions, communities, and disciplines.
- Identify opportunities for joint projects and coordinated campaigns.
- Recommend potential Cornerstone Projects or Working Groups to the Steering Committee.
- Support the identification and development of National Nodes.

2.4 Asteroids2029 Secretariat

Description

The Asteroids2029 Secretariat is the tactical and operational body responsible for the day-to-day management and global coordination of the International Year of Asteroid Awareness and Planetary Defence. Working under the guidance of the Steering Committee, and in coordination with other organisational entities as needed, the Secretariat ensures that activities are implemented effectively and that communication flows smoothly among the many participating organisations and networks.

The Secretariat supports the planning, administration, coordination, and implementation of Asteroids2029 activities. It facilitates collaboration across a diverse global network of stakeholders — including National Nodes, Organisational Nodes, Cornerstone Projects, Working Groups, Sponsors, Other Partners, and the broader scientific and public communities — ensuring alignment, efficiency, and visibility across all activities. It also manages the operational infrastructure required for Asteroids2029, including project coordination, communications, partnerships, website management, fundraising support, and evaluation.

Membership

The Secretariat is staffed by personnel from the organisation selected to host the Asteroids2029 Secretariat. The Host organisation provides the institutional framework, staffing, and operational infrastructure required to support the Secretariat's functions.

Objectives

- **Operational Coordination:** Oversee and coordinate the global implementation of Asteroids2029 activities and campaigns.
- **Programme and Project Management:** Plan, manage, and monitor initiatives, including Cornerstone Projects, communication campaigns, and global events.
- **Reporting:** The Secretariat reports to the Steering Committee and provides regular updates on the implementation of its responsibilities, activities, and strategic objectives.
- **Stakeholder Coordination:** Serve as the central point of contact for all participating entities and ensure continuous communication across the global network.
- **Global Communications:** Implement international communication strategies, manage website and media relations, audiovisual production, and develop social media campaigns.
- **Resource and Fund Administration:** Administer procurement processes and the disbursement of seed funding for approved activities, ensuring transparency, efficiency and minimal overhead.
- **Fundraising Support:** Support fundraising efforts and partnership development, including both financial and in-kind contributions.
- **Monitoring and Evaluation:** Collect, analyse, and synthesize activity data to support evaluation and reporting to the United Nations OOSA and to the Steering Committee.
- **Knowledge and Information Management:** Maintain centralized project tracking, documentation, and reporting systems to ensure transparency and continuity.

Organisational Requirements

The organisation selected to host the Asteroids2029 Secretariat shall:

- Act as the **legal and administrative entity** for Secretariat operations
- Be able to **receive and manage funding efficiently**, with low or minimal overhead

- Be able to **disburse funds internationally** in a timely and transparent manner
- Enable **independent financial audit** processes
- Have the capacity to **procure goods and services** required for operations
- Provide the necessary **technical and communication infrastructure**, including:
 - Website hosting and management
 - Social media platforms
 - Digital collaboration tools
- Host and support the **core Secretariat staff**, including at minimum:
 - A full-time Secretariat Manager
 - Administrative and operational support staff

Approach

For maximum effectiveness, the Secretariat should be embedded within a well-functioning communications, public affairs, or outreach environment, enabling rapid and high-quality delivery of global communication and engagement activities.

While serving as the central coordinating body, the Secretariat shall adopt a facilitative and enabling approach. It supports and amplifies the wide range of grassroots, institutional, and national initiatives contributing to Asteroids2029.

The Secretariat ensures coherence without centralization, empowering partners while maintaining alignment with the overall goals of the International Year.

Staffing

The Secretariat will be led by a Secretariat Manager, who serves as the global implementation coordinator for Asteroids2029 and participates as an ex-officio member of the Steering Committee.

Core staffing may include:

- Secretariat Manager (full-time)
- Administrative/Operations Assistant
- Communications Specialist (writing, media relations)
- Social Media/Digital Engagement Officer
- Website/IT Support

Additional roles or contracted support may be added depending on available funding and programme needs. Additional in-kind support from participating organisations may be available. The Secretariat can also call upon the support of dedicated Asteroids2029 Working Groups.

Secretariat Deliverables

1. Operations Plan: A detailed operational plan outlining timelines, responsibilities, and coordination mechanisms for the implementation of Asteroids2029.
2. Executing the communication strategy, covering:
 - a. Key messages and narratives
 - b. Media engagement
 - c. Developing the digital and social media strategy
 - d. Visual and audiovisual content production

Special emphasis will be placed on ensuring the availability of high-quality imagery and video content to support global storytelling.
3. Communications Toolkit: A standardized toolkit for National and Organisational Nodes,

including:

- a. Messaging guidelines
 - b. Media engagement guidance
 - c. Templates for press releases and outreach materials
The toolkit will be designed to support diverse media environments, including regions with limited science communication infrastructure.
4. Global Content and Information Hub
 - a. Maintenance of the official Asteroids2029 website
 - b. Regular publication of news, updates, and opportunities. Press releases should be made available to national and organisational point-of-contacts and other stakeholders well in advance to allow time to translate, adapt and circulate the materials in their home countries.
 - c. Central repository for events, activities, resources and materials
 5. Brand management:
 - a. Establish a Visual Identity with guidelines for the use of Asteroids2029 branding
 - b. Engage National Nodes to utilize available translations
 - c. Communicate the proper use of the brand, logo or tagline
 6. Coordination and Reporting:
 - a. Regular updates to key stakeholders and Steering Committee
 - b. Coordination of global campaigns and events
 - c. Compilation of activity and budget data for evaluation and annual reporting.

Estimated Budget

It is estimated that €1,200,000 will be required to support Secretariat operations from its inception to May 2030.

This funding will support core operations, communication activities, and seed funding for Cornerstone Projects (see section 2.5).

Labor €175k/yr	€700k
Infrastructure etc. €25k/yr	€100k
Cornerstones seed funding	€400k

Total:	€1.2M

Additional funding may be required depending on the scale of activities and partnerships secured.

2.4.1 Interim Secretariat

In order to ensure timely progress in the preparation and early implementation of Asteroids2029, an Interim Secretariat will be established prior to the formal selection of the permanent Secretariat Host Organisation.

The Interim Secretariat will serve as a temporary operational coordination body, enabling the initiative to advance key activities during the initial phases of Asteroids2029. This includes maintaining momentum in planning, stakeholder engagement, communication, and early programme development.

The Interim Secretariat will operate under the guidance of the Asteroids2029 Interim Steering Committee ensuring alignment with the Vision, Goals, and Implementation Plan of the International Year.

Appointment

The Asteroids2029 Planning Group Chair has selected the Asteroid Foundation, based in Luxembourg, as the Interim Secretariat in April 2026.

The selection was based on the organisation's ability to:

- Rapidly establish operational capacity
- Support international coordination
- Provide communication and administrative infrastructure including the interim website
- Operate in alignment with the principles and objectives of Asteroids2029

Role and Responsibilities

The Interim Secretariat will:

- Support the early-stage implementation of Asteroids2029
- Support the development of key documents (e.g. communication plan, fundraising plan, toolkit)
- Support initial communication and outreach activities, including launch communications and website development
- Maintain continuity and coordination across early activities
- Support fundraising for the interim and permanent Secretariat.

In-Kind Contribution

During the interim phase, the Secretariat will operate with a light, enabling structure, supported through in-kind contributions from the Interim Host Organisation and through supporting organisations willing and able to provide resources as well as the Asteroids2029 Working Groups. The Interim Secretariat will focus on establishing the minimum viable operational framework required to ensure continuity, coordination, and early momentum, while avoiding the creation of resource-intensive structures prior to the selection of the permanent Asteroids2029 Secretariat.

Duration and Transition

The Interim Secretariat will operate for a limited period during the preparatory phase of Asteroids2029, until a permanent Secretariat Host Organisation is selected through the formal Call process.

A structured handover process will be implemented to ensure continuity of operations, including the transfer of:

- Documentation and project records
- Partnerships and stakeholder relationships
- Communication platforms and assets
- Ongoing activities and commitments

The Interim Secretariat will support a smooth and efficient transition to the permanent Secretariat.

2.5 Asteroids2029 Cornerstone Projects

Description

Cornerstone Projects are major global initiatives that serve as flagship activities of Asteroids2029. These projects are approved by the Steering Committee and coordinated by the Secretariat.

Cornerstone Projects are designed to have broad international visibility and participation, and they represent the central themes of asteroid awareness, planetary defence, and global collaboration.

Examples could include, but need not be limited to, international observing campaigns, global public engagement events, educational initiatives, multimedia storytelling projects, and coordinated communication campaigns around the Apophis encounter.

Membership

Each Cornerstone Project is led by a Project Lead who is responsible for defining the scope of the project for Steering Committee approval and, if approved, ensuring it is completed on time and budget, in coordination with the Secretariat. Cornerstone Project Leads establish and lead their own teams and management structure to support successful implementation of each Project. Cornerstone Project Leads regularly report progress and activities to the Secretariat.

Objectives

- Manage Project schedule and budget
- Deliver globally visible initiatives aligned with the goals of Asteroids2029.
- Coordinate large-scale international participation.
- Demonstrate best practices in science communication and planetary defence outreach.
- Provide platforms for collaboration among scientific institutions, educators, and communicators.
- Inspire global public engagement around the Apophis close approach.
- Produce lasting resources and legacy materials for continued use after 2029.
- Monitor and evaluate impact and reach.

2.6 Asteroids2029 National Nodes

Description

National Nodes represent the primary coordination bodies for Asteroids2029 activities within individual countries. National Nodes adapt the global goals of Asteroids2029 to national, regional and local contexts, cultures, and audiences while coordinating national participation in international initiatives. National Nodes work with the Asteroids2029 Secretariat.

Membership

National Nodes are typically composed of several organisations, entities and groups working together depending on the national setup. National Nodes are typically hosted by scientific institutions, science communication organisations, or national space agencies and are self-organized. Each National Node will develop its own procedures and is responsible for welcoming additional members into the Node and for identifying the National Node Point of Contact towards the Asteroids2029 Secretariat.

Objectives

- Coordinate national participation in Asteroids2029.
- Organize national, regional, and local events and activities.
- Coordinate with local government, e.g. national space agency

- Facilitate partnerships among local institutions such as observatories, museums, universities, and science centers.
- Promote public engagement opportunities including observing events, exhibitions, and educational programmes.
- Encourage participation by educators, amateur astronomers, artists, and community groups.
- Support communication with local media and audiences.
- Contribute national evaluation data and reports.
- Conduct regional or local fundraising where appropriate.
- Maintain and update a national Asteroids2029 website
- Support national activities by providing official material in local languages and contexts
- Liaise with the Asteroids2029 Secretariat

2.7 Asteroids2029 Organisational Nodes

Description

Organisational Nodes are regional and international institutions or organisations that wish to participate actively in Asteroids2029 and contribute their own activities, programmes, or resources. It is expected that Organisational Nodes seek synergies with National Nodes where practical.

Organisational Nodes operate their own initiatives while coordinating with the Secretariat to ensure alignment with the goals of Asteroids2029.

Membership

Organisational Nodes may include space agencies, observatories, scientific organisations, science networks, and private-sector partners with regional or global reach. The Steering Committee evaluates applications for membership as an organisational node based on the organisation's ability to contribute to the Year's vision, goals, and objectives.

Objectives

- Develop and implement Asteroids2029-related programmes and activities.
- Share expertise, infrastructure, and resources to support global initiatives.
- Participate in coordinated campaigns such as observing events, educational initiatives, and media outreach.
- Collaborate with National Nodes and other partners.
- Contribute scientific, educational, or communication resources.
- Promote Asteroids2029 through institutional communication channels.

2.8 Asteroids2029 Working Groups

Description

Working groups established temporarily to address specific thematic areas or operational needs within Asteroids2029. These groups bring together experts from relevant fields to develop and implement focused initiatives.

Possible Working Groups may include, but need not be limited to, areas such as communications, education, observing campaigns, digital engagement, evaluation, and planetary defence policy.

Membership

The Steering Committee will identify a Working Group lead, start/end dates of the Working Group, and deliverable(s). The Working Group lead will then advertise the group and select members of the Working Group.

Objectives

- Develop and implement targeted initiatives within specific thematic areas for a limited period of time.
- Provide expert guidance to the Secretariat and Steering Committee.
- Coordinate specialized activities such as observing campaigns or educational programmes.
- Develop resources, tools, and best practices.
- Facilitate collaboration across participating institutions and communities.

2.9 Asteroids2029 Sponsors

Description

Sponsors are organisations that provide financial or significant in-kind support to Asteroids2029 at the global, regional, or national level. These may include governmental bodies, space agencies, private-sector companies, foundations, and philanthropic institutions.

Sponsors play a critical role in enabling the implementation of Asteroids2029 by supporting key activities such as the Secretariat, Cornerstone Projects, global communication campaigns, educational initiatives, and public engagement events.

Sponsors may be recognized at different levels depending on the scale and nature of their contribution and will receive visibility through official Asteroids2029 platforms, events, and communication materials.

Membership

Sponsorship arrangements are coordinated by the Asteroids2029 Secretariat in alignment with the Steering Committee and the UNOOSA Asteroids2029 Office, ensuring transparency, ethical standards, and consistency with the Asteroids2029 and United Nations principles.

Objectives

- Provide financial and/or significant in-kind support for the implementation of Asteroids2029 activities.
- Enable the development and execution of Cornerstone Projects and global campaigns.
- Support educational, outreach, and capacity-building initiatives worldwide.
- Contribute expertise, technology, or infrastructure relevant to asteroid science and planetary defence.
- Enhance the global reach and impact of Asteroids2029 through strategic support.
- Ensure that all Asteroids2029 activities align with UN values, transparency requirements, and ethical standards.
- Collaborate with the Secretariat to maximize the effectiveness and visibility of supported initiatives.

2.10 Asteroids2029 Other Partners

Other types of partners meet specific needs of Asteroids2029 or amplify the Year's reach in innovative ways. These other partners can take many forms, and this section will be expanded as various categories of partners emerge.

2.10.1 Media Partners

Description

Media Partners are organisations that collaborate with Asteroids2029 to amplify its visibility and communicate its key messages to global audiences.

Media Partners play a central role in storytelling, helping to translate complex scientific topics related to asteroids and planetary defence into engaging, accessible, and culturally relevant narratives. They support the dissemination of information about Asteroids2029 activities, including major milestones such as the close approach of asteroid Apophis.

Membership

Media Partners may include international and regional media outlets, science communication platforms, broadcasters, digital media organisations, and content creators. Media partnerships are coordinated by the Asteroids2029 Secretariat to ensure consistency of messaging, scientific accuracy, and alignment with the goals of the International Year.

Objectives

- Amplify global awareness of Asteroids2029 and its activities through diverse media channels.
- Support accurate, clear, and engaging communication about asteroid science and planetary defence.
- Collaborate on storytelling initiatives, including features, documentaries, digital content, and live coverage of key events.
- Promote major milestones of the International Year, particularly the Apophis close approach.
- Reach diverse global audiences through multilingual and culturally relevant content.
- Support coordinated global communication campaigns led by the Secretariat.
- Help combat misinformation by promoting scientifically accurate and responsibly framed content.
- Support the creation of trusted sources of information recognised by the public

3. Timeline

The preparation and implementation of Asteroids2029 will take place over multiple phases, beginning several years before the International Year and continuing beyond 2029 to ensure lasting impact. These phases allow for strategic planning, global coordination, and sustained engagement.

3.1 Phase 1: Initial Planning and Mobilization (2025–2026.8)

Following the proclamation of the International Year by the United Nations General Assembly,

initial organisational structures are established and early planning begins.

Key activities include:

- ☐ Establishment of the
 - ☒ Asteroids2029 Interim Steering Committee
 - ☒ Planning Group, and
 - ☐ Secretariat, and
 - ☐ Steering Committee.
- ☐ Engagement with UNOOSA, COPUOS member states, and planetary defence organisations including IAWN and SMPAG.
- ☐ Identification of early institutional partners and sponsors.
- ☐ Development of the
 - ☒ Vision and Goals,
 - ☒ Implementation Plan,
 - ☒ Evaluation Plan, and
 - ☒ Fundraising Plan.
 - ☒ First official communication
 - ☐ National Nodes Guidelines
 - ☐ Evaluation Plan
 - ☐ Website
- ☐ Identification and preliminary planning of potential Cornerstone Projects.

3.2 Phase 2: Programme Development and Global Coordination (2026.9–2027)

During this phase, the global programme of Asteroids2029 activities is developed and international coordination expands.

Key activities include:

- Establishment of National Nodes and Organisational Nodes across participating countries and institutions.
- Creation of Working Groups for specific thematic areas such as communications, education, observing campaigns, and evaluation.
- Selection and development of Cornerstone Projects.
- Development of global communication and outreach strategies.
- Launch of initial public awareness campaigns introducing Asteroids2029.
 - press release
 - initial outreach to space agencies, scientific organisations, educational institutions, and science communication networks
 - outreach at conferences, workshops etc.
- Recruitment of Other Partners, and sponsors.
- Coordination with museums, science centres, observatories, and educational networks worldwide.

3.3 Phase 3: Global Engagement and Implementation (2028–2029)

In the lead-up to and throughout 2029, Asteroids2029 activities are implemented worldwide with a particular focus on the close approach of asteroid Apophis on 13 April 2029.

Key activities include:

- Global communication campaigns highlighting asteroid science and planetary defence.
- Worldwide public engagement events, including observing opportunities, exhibitions, lectures, and educational programmes.
- Implementation of Cornerstone Projects and coordinated international activities.
- Global observing campaigns involving professional and amateur astronomers.
- Major media and storytelling initiatives highlighting asteroid science and planetary defence.
- International events marking the Apophis close approach, serving as a focal moment of the International Year.
- Ongoing collaboration with space agencies conducting spacecraft missions to Apophis.

3.4 Phase 4: Evaluation and Legacy Development (2030)

Following the completion of the International Year, activities will shift toward evaluation, reporting, and ensuring the long-term legacy of Asteroids2029.

Key activities include:

- Collection and analysis of evaluation data from National Nodes, organisational Nodes, and global activities.
- Preparation of the official Asteroids2029 Evaluation Report.
- Presentation of results to the United Nations General Assembly, as requested in Resolution 79/86.
- Documentation of best practices, lessons learned, and recommendations for future international science initiatives.
- Development of long-term legacy initiatives and resources.

4. Partnerships and Stakeholder Engagement

The success of Asteroids2029 depends on the active participation of a broad network of stakeholders across scientific, governmental, educational, cultural, and communication sectors. The initiative is designed as a collaborative global effort that welcomes participation from organisations and individuals around the world.

Key stakeholder groups include:

- United Nations organisations, particularly the United Nations Office for Outer Space Affairs (UNOOSA), which facilitates the International Year.
- National governments, space agencies and major observatories, which contribute scientific expertise, missions, and policy coordination.
- International scientific organisations, including astronomical societies, planetary science institutions, and observatories.
- Educational institutions, including universities, schools, and teacher networks.

- Museums, science centres, and planetariums, which play a central role in public engagement.
- Amateur astronomy organisations, which provide global observing capabilities and public outreach opportunities.
- Science communication professionals and media organisations, which help bring asteroid science to global audiences.
- Non-governmental organisations, particularly those working in science education, disaster preparedness, and international collaboration.
- Artists and cultural institutions that contribute creative perspectives and new ways of engaging audiences with planetary science.
- Private-sector partners, including technology companies, aerospace organisations, and media platforms.
- Mainstream companies, and civil society groups that promote international cooperation and the idea of humans working together for a better future.

5. Global Communication Strategy

Communication and storytelling will play a central role in achieving the goals of Asteroids2029. The initiative will use a coordinated international communication strategy to reach audiences around the world and inspire engagement with asteroid science and planetary defence. See the [Asteroids2029 Communication Strategy](#) for more details.

6. Vision and Goals

Asteroids2029 will feature a wide range of coordinated global, regional, national, and local activities designed to engage audiences of all ages and backgrounds. The most prominent and important of these are designated Cornerstone Activities. Education and capacity building are central elements of Asteroids2029. The International Year will support initiatives that promote scientific literacy, inspire students to pursue careers in science and technology, and strengthen planetary defence expertise worldwide. Activities implemented should align with the vision and goals of Asteroids2029, which are described in detail in the [Vision & Goals document](#).

8. Inclusivity and Global Participation

Special attention will be given to ensuring that communication materials are accessible, culturally inclusive, and available in multiple languages. Asteroids2029 seeks to engage people from all regions of the world and from broad cultural, social, and professional backgrounds. Ensuring inclusive participation is essential to the success of the International Year.

The initiative will actively promote:

- Global geographic representation, including participation from developing countries.
- Participation of Indigenous communities and inclusion of traditional sky knowledge.
- Accessibility for audiences with different educational backgrounds and abilities.
- Multilingual communication and resource availability.

By embracing broad perspectives and participation, Asteroids2029 will reflect the shared responsibility of humanity to understand and protect our planet.

9. Risk Management and Coordination

Given the global scale of Asteroids2029, effective coordination and risk management will be essential for successful implementation.

The Secretariat, under the guidance of the Steering Committee and in coordination with UNOOSA, will monitor progress and address potential challenges.

Areas of focus include:

- Coordination among international partners to avoid duplication of efforts.
- Ensuring accurate and responsible communication about asteroid impact risks.
- Maintaining transparency in fundraising and financial management.
- Managing global communication campaigns to prevent misinformation.
- Supporting equitable participation across regions and institutions.

10. Code of Conduct

The [Code of Conduct](#) applies to all individuals and organisations participating in Asteroids2029.

11. Revisions

This implementation plan may be revised from time to time by consensus of the Steering Committee and Secretariat in order to reflect the current needs of the Year as planning and implementation advance.