

2023

ANNUAL REPORT



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1. INTRODUCTION

WIA-Europe, established in 2009, empowers women in the aerospace sector by creating opportunities and fostering connections across Europe, while advocating for inclusive representation beyond geographical boundaries. Our mission is deeply rooted in the belief that diversity fuels innovation and progress, and we are committed to breaking down barriers and championing equality in the traditionally male-dominated fields of space and aviation.

As a multifaceted organisation, WIA-Europe operates on multiple fronts, each aimed at advancing our overarching goals. Firstly, we strive to provide a platform for women to excel in executive roles within the aerospace industry, challenging stereotypes and paving the way for future generations of female leaders. Through targeted initiatives and advocacy efforts, we work tirelessly to ensure that women have equal access to opportunities for career advancement and leadership positions.

Moreover, we recognise the critical role of education in inspiring the next generation of aerospace professionals. Thus, we are dedicated to motivating young girls to pursue careers in STEM fields by organising outreach programmes, workshops, and educational initiatives aimed at igniting their passion for science, technology, engineering, and mathematics. By instilling confidence and fostering curiosity from an early age, we aim to cultivate a pipeline of talented and diverse individuals who will shape the future of the aerospace industry.

In addition to our focus on career development and education, WIA-Europe places great emphasis on the power of community and collaboration. Our extensive network of over 900 members hailing from 32 countries serves as a testament to the strength of our collective voice. Through networking events, mentorship programmes, and professional development opportunities, we provide a supportive environment where women can connect, learn from one another, and navigate the complexities of the aerospace landscape together.

Furthermore, we recognise that the aerospace sector is not just about technology and innovation—it also has profound implications for society as a whole. Thus, we actively promote the key role that aerospace plays in our daily lives, advocating for policies and initiatives that harness the potential of space exploration for the betterment of humanity. From satellite communication and navigation to Earth observation and scientific research, we highlight the many ways in which space technology enhances our understanding of the world and shapes the future of our planet.

In summary, WIA-Europe is more than just an organisation—it is a movement driving positive change in the aerospace industry and beyond. With a legacy of impactful initiatives and a firm commitment to diversity, inclusion, and innovation, we are proud to be at the forefront of shaping a more equitable and promising future for women in aerospace.

Looking back over the past months, we are delighted to see that the WIA-Europe community is growing and remains firmly connected.

WIA-Europe continues to chart a path of sustainable growth, guided by its commitment to the four pillars of its strategic agenda:

- Sustainable growth in members, corporate members, local groups and partnerships
- Sustainable programmes and activities
- Sustainable communication and outreach
- Financial sustainability and long-term financial planning

As an organisation deeply invested in fostering diversity, inclusion, and innovation within the aerospace industry, we remain dedicated to expanding our reach and impact across these key areas.

In 2023, WIA-Europe witnessed remarkable progress across all fronts, with notable achievements in membership growth and network expansion. Our individual membership base increased to 996 members, marking a significant milestone in our journey toward creating a more inclusive aerospace community. This impressive figure includes 156 new individual members who joined our ranks, representing a remarkable 11% growth compared to the previous year.

Furthermore, our corporate membership programme continues to attract industry leaders and organisations committed to advancing gender diversity and equity in the aerospace sector. With 40 corporate members onboard, WIA-Europe serves as a catalyst for meaningful collaboration and collective action toward achieving our shared goals. Additionally, we are proud to support the growth of startups in the aerospace ecosystem, with 9 innovative startups joining our community in 2023. These startups represent the vanguard of innovation in the industry, and their inclusion underscores our commitment to nurturing emerging talent and fostering a culture of entrepreneurship.

In parallel, the WIA-Europe network, represented through Regional Networks, has experienced robust growth in recent years. Across different locations, our Regional Networks have witnessed a remarkable increase in membership, reflecting the growing momentum and engagement within local aerospace communities.



2. INSTITUTIONAL

2.1 General Assembly

The 14th General Assembly of WIA-Europe was held in the Netherlands and via Zoom on November 24, 2023, with the participation of 5 members of the board of directors and 3 members in good standing. During the General Assembly, WIA-Europe President Luisella Giulicchi presented the association's annual activities, election of new board members and approval of finances took place.

2.2 Board Composition



Luisella Giulicchi
PRESIDENT



Christina Giannopapa
BOARD CHAIR



Anna Gregorio
TREASURER



Arianna Cagliari
SECRETARY



Diana Pueyo
DIRECTOR OF REGIONAL
DEVELOPMENT



Nicholas Peter
DIRECTOR OF
CORPORATE & PARTNERSHIP



Paola Belingheri
DIRECTOR OF
REASERCH



Maria Antonietta Perino
DIRECTOR OF
INTERNATIONAL RELATIONS



Joerg Kreisel
DIRECTOR OF NEW
INITIATIVES

2.3 Farewells

We extend our heartfelt gratitude to our departing board member Marc Heppener, for his invaluable contributions to our organisation. Marc's dedication and commitment have been instrumental in driving the growth and success of WIA-Europe in very critical years of our evolution. His contributions went well beyond his duty as Treasurer and Grants and Awards Committee member: both executed in excellent manner. His strategic contribution has been key to the progress of the association. His support and mentoring to other board members and volunteers are invaluable and rare qualities to find. His impact will be felt long after his departure and we wish Marc all the best for his many commitments and continuous contribution to the Space community at large.

2.4 Executive Committee

The Executive Committee of WIA-Europe consists of: Luisella Giulicchi (President), Christina Giannopapa (Chair), Arianna Cagliari (Secretary), and Anna Gregorio (Treasurer)

2.5 Office

The office of WIA-Europe is located in Noordwijk, Netherlands.

Women in Aerospace Europe

Kapteynstraat 1,
2201 BB Noordwijk
The Netherlands

2.6 Management & Communications

In 2023, the administrative office consisted of two paid part-time freelance staff members:



Christiane Llaca
(since 2020)

PLANNING & OPERATIONS MANAGER



Xenia Pattberg
(since 2018)

COMMUNICATIONS MANAGER

In 2023, the volunteer expenses amounted to 1800 EUR.

Volunteer Core Team as of 2022:

- Heidi Theimann: Web Content
- Olesya Klyuchenkova: Social Media Coordinator
- Marita Georganta: Events
- Eniko Molnar: Email Outreach
- Rachel Jenkins: Social Media Communications
- Shima Suresh: Operations

In 2023, the activities of the administrative office were coordinated and supervised by WIA-Europe Chair of the Board Christina Giannopapa.

In tight collaboration, the Executive Committee and members of the administrative office restructured operational processes of the association, aiming to increase its efficiency and responsiveness to the needs of our individual and corporate members.

2.7 Partners

In 2023, WIA-Europe continued its partnership with the following organisations:



3. MEMBERSHIP

3.1 Corporate Members

As of December 2023, Women in Aerospace Europe has 49 enthusiastic and valuable corporate members (1 Platinum, 5 Gold, 11 Silver, 13 Bronze, 10 Non-Profit, 9 Startups). In 2023, the association welcomed 4 new Corporate Members and 8 new Startups Members. Astrocale, on the other hand, made an upgrade by becoming a Silver Member.

The association's financial foundation is built on corporate contributions. Because of their dedication, WIA-Europe is able to grow and enhance the European network on a global scale as well as locally. Corporate membership fees also directly support the recipients of the annual WIA-Europe Grant and Award programme in addition to other WIA-Europe programmes designed to develop aerospace talent.

The activities of our corporate members are especially promoted in our communication channels. Corporate members are invited to share their content in a way relevant to the goals of the association. Their stories and announcements appear in WIA-Europe newsletters and bi-weekly digests as well as on the WIA-Europe website.

3.2 Individual Members

In 2023, WIA-Europe membership reached 996 individual members, with an increase of 11 percent over 2022. WIA-Europe members are active in private companies, public and educational institutions.

As we reflect on the achievements of 2023 and look ahead to the opportunities and challenges that lie on the horizon, we are inspired by the dedication and resilience of our members. Together, we will continue to push the boundaries of possibility, elevate voices, and forge new pathways toward a brighter, more inclusive future for women in aerospace and beyond.

3.3 Honorary Members

The association recognises outstanding individuals who substantially contribute to the advancement of female talent in the aerospace sector by awarding Honorary Membership.

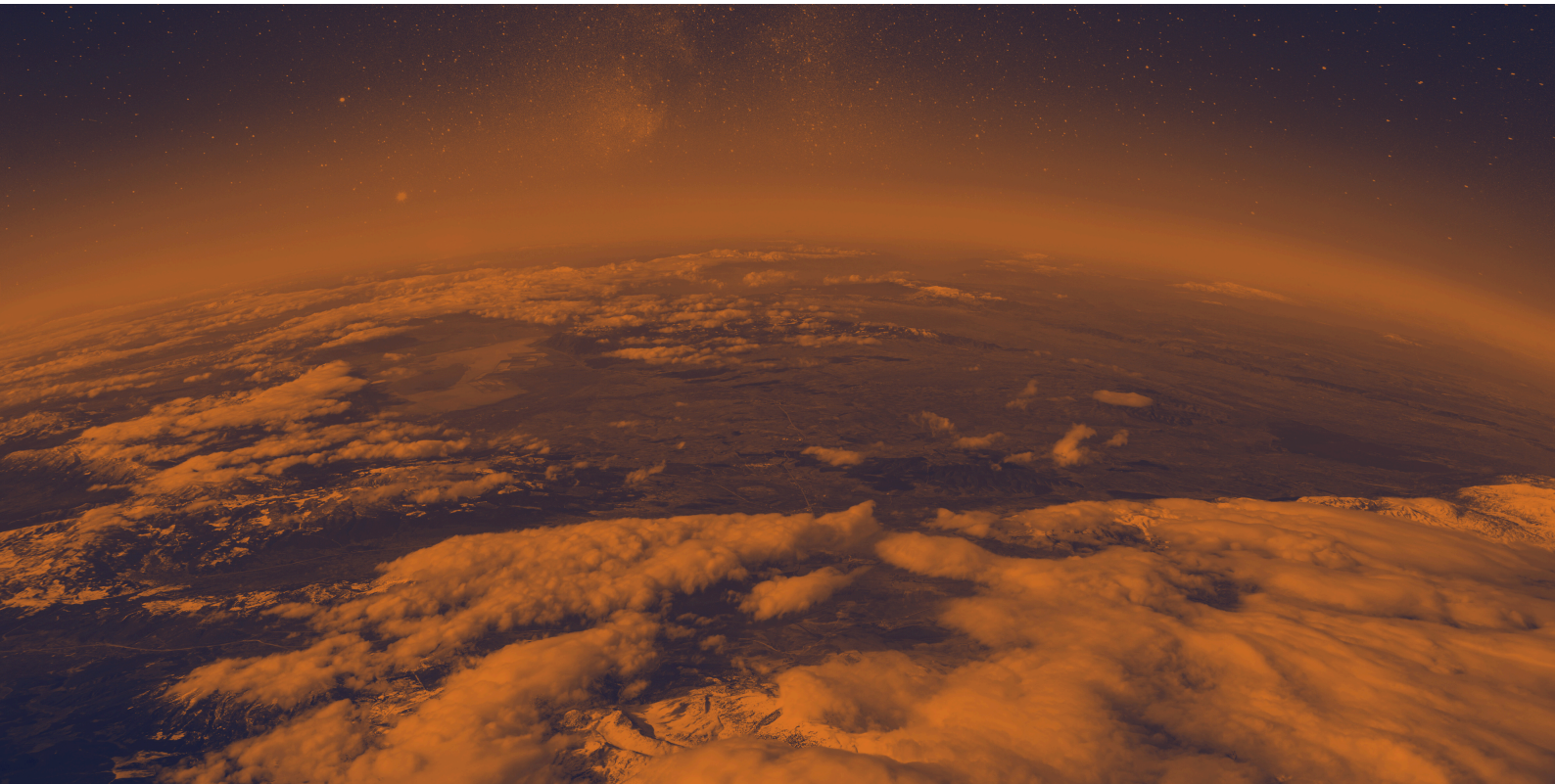
Honorary Members include WIA-Europe founders Simonetta Di Pippo and Claudia Kessler as well as the recipients of the **WIA-Europe Outstanding Achievement Award**: Dr. Anny Cazenave, Ms. Maria Stella Gelmini, Ms. Edernard Buhlman, Ms. Gerda Horneck, Mr. Jean-Francois Clervoy, Ms. Patrizia Caraveo, Ms. Jocelyne Landeau-Constantin, Ms. Candace Johnson, Ms. Claudie Haigneré, Ms. Grazia Vittadini and Dr. Pascale Ehrenfreund.

3.4 Current Corporate Members





EUROPEAN UNION
SATELLITE CENTRE
Analysis for decision making



4. REGIONAL NETWORKS

The association is currently represented by 17 Regional Networks across Europe. WIA-Europe Regional Networks (RNs) advance the association's strategic objectives by fostering connections among its individual and corporate members and actively developing its regional and global event calendar.

Regional Networks plan lectures, publicity campaigns, outings, training sessions, and social events. All members had access to many of the events that Regional Networks offered in 2023 online and in presence. As a result, members all throughout Europe began to collaborate and exchange ideas more actively. Committees and working groups have been established to work on specialised initiatives of interest for the local communities as a result of an increasing number of WIA-Europe members joining regional Regional Networks.

Individual members are encouraged to actively participate in the regional and European activities of WIA-Europe. However, membership in a Regional Network is not required.

By region, the number of WIA-Europe Regional Network members in 2023:

Austria

Individual Members: 21

Corporate Members: Local presence of Beyond Gravity Schweiz, European Space Policy Institute

Leadership: Judith Delany & Marianne Rochling

Launch: 2019

Barcelona

Individual Members: 15

Corporate Members: Local presence of Eutelsat, Qinetiq, Thales Alenia Space & Redwire Space

Leadership: Mireia Colina, Àurea Cors, Gisela Detrell and Marta Lebron

Launch: 2019

Berlin

Individual Members: 11

Corporate Members: Local presence of GMV

Leadership: Marielies Becker

Launch: 2019

Bremen

Individual Members: 29

Corporate Members: Local presence of He-Space, OBH & ZARM

Leadership: Sabrina Melchionna & Antonella Sgambati

Launch: 2009

Brussels

Individual Members: 25

Corporate Members: Local presence of Nereus, Qinetiq, Rhea Group & others

Leadership: Nancy Vermeulen , Luisa Leroy & Ramatha Sorensen

Launch: 2013

Cologne

Individual Members: 16

Corporate Members: Local presence of DLR Germany, ESA

Leadership: Maria Gurlich

Launch: 2014

Darmstadt

Individual Members: 26

Corporate Members: ESA, EUMESAT, Serco & others

Leadership: Véronique Glaude and Olympia Kyriopoulos

Launch: 2017

Leiden

Individual Members: 47

Corporate Members: Local presence of Airbus Defence and Space Netherlands, ESA, EUSPA, HeSpace, Rhea Group, Serco & Tno

Partners: Local presence of The Netherlands Space Society

Leadership: Joanna Ruiter and Sarah Lammens

Launch: 2009

Luxembourg

Individual Members: 9

Corporate Members: Local presence of SES and others

Leadership: Anastasia Nazare and Sabrina Alam

Launch: 2020

Madrid

Individual Members: 40

Corporate Members: Local presence of AIPAS, ALTER Technology TUV Nord, ESSP SAS, Eutelsat, GMV, Hipsat and Thales Alenia Space

Leadership: Eva Ramirez and Rocio Garcia Rubio

Launch: 2021

Munich

Individual Members: 23

Corporate Members: Local presence of DLR Germany and OBH System AG

Leadership: Andrea Jaime Albalat

Launch: 2012

Paris

Individual Members: 235

Corporate Members: Local presence of CNES, ESA, Daher & Eutelsat

Leadership: Céline Bouhey and Claire Elss

Launch: 2013

Rome

Individual Members: 186

Corporate Members: Local presence of Aiko, AIPAS, ASAS, ASI, ESA, Eutelsat, Planetek, Serco, Sital, Telespazio SpA & Thales Alenia Space

Partners: Local presence of Luiss Business School, The Italian Society For International Organization (SIOI & British Interplanetary Society Local Chapter

Leadership: Cristina Valente and Annamaria Nassisi

Launch: 2013

Strasbourg

Individual Members: 58

Corporate Members: Local presence of International Space University (ISU)

Leadership: Kristell Bars and Virginia Wotring

Launch: 2016

Strasbourg

Individual Members: 58

Corporate Members: Local presence of International Space University (ISU)

Leadership: Kristell Bars and Virginia Wotring

Launch: 2016

Switzerland

Individual Members: 21

Corporate Members: Local presence of Beyond Gravity Schweiz And Telespazio SpA

Leadership: Kristell Bars and Virginia Wotring

Launch: 2015

Toulouse

Individual Members: 80

Corporate Members: Local presence of Airbus Defence and Space Netherlands, CNES, Inmarsat, International Space University (ISU) & others

Leadership: Marjorie Bevon and Carolina Fernández Dominé

Launch: 2014

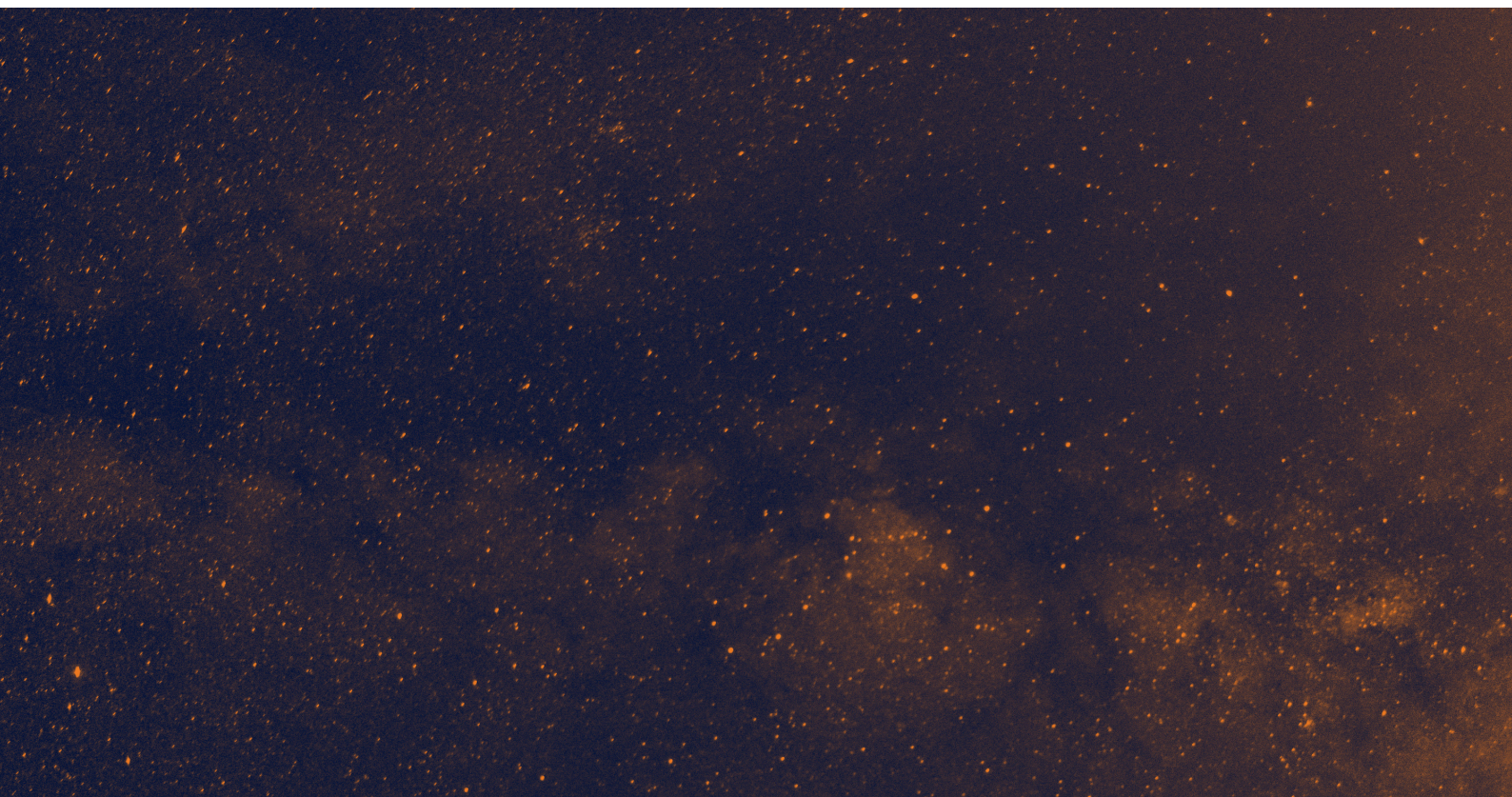
United Kingdom

Individual Members: 112

Corporate Members: Local presence of Airbus, ESA, RAL Space, UK Space Agency, Surrey Satellites Technology, RHEA & others

Leadership: Chiara Palla and Mamatha Maheshwarappa

Launch: 2016



5. GRANTS AND AWARDS

WIA-Europe is committed to providing support to its members through various initiatives that aim to encourage emerging talents and support professionals dedicated to fostering a gender-balanced aerospace community, thereby advancing the aerospace industry as a whole.

The WIA-Europe Grants and Awards programme is designed to support upcoming talent, young professionals and students alike. Applications are open to WIA-Europe members aged 21 to 35, registered as full time students at a European university or employed as a young professional in the aerospace sector in Europe. In the award programme, a prize of €1000 is awarded to a WIA-Europe member. An awards committee of space professionals evaluates and decides on the winners based on the quality of the essay.

Within the Grants & Awards programme, WIA-Europe provides grants to cover attendance at aerospace workshops and conferences and is intended to support new and young colleagues with their first experiences in presenting a paper in an international context.

Applications submitted during the annual round of the WIA-Europe Grants/Awards programme are assessed and a grant/award allocated to the winner according to predetermined criteria by a committee of aerospace professionals.

Members of the committee in 2023 were: Maria Antonietta Perino, Diana Pueyo, Vasilis Zervos, Christiane Llaca, Natacha Callens and Marie-Claire Salome.

WIA-Europe 2023 Essay Award winners are: Serena Campioli and Natalia Lemarqui.

WIA-Europe Young Professionals Conference Grant winners are: Evgenia Yvonne Tseloni and Ariane Mansard.

3.1 Awards

WIA-Europe Award applicants are expected to submit an essay, discussing the relevance of studying and working in the aerospace sector as well as their view on their future role in this field. Candidates need to indicate what they intend to do with the prize money and which experience they expect to gain. The successful candidate is expected to share their learning outcomes.

3.1 Grants

The WIA-Europe Grants programme provides grants to cover attendance at aerospace workshops and conferences and is intended to support new and young colleagues with their first experiences in presenting a paper in an international context. Applicants submit their CV and an abstract of their paper which has been accepted by the conference in which it is supposed to be presented.



6. RESEARCH ACTIVITIES

During 2023, the WIA-Europe research Directorate has focused its attention on equity, diversity and inclusion practices in the space sector. Two main studies are being developed, which will be published in international journals and edited books during 2025. The work is a collaborative endeavour, written by representatives of several of the WIA-E White Paper working groups, all recruited through the WIA-E network.

The New Space Economy is fostering novel approaches to business and innovation, supported by evolving funding models for space-related endeavours. Projections suggest that Commercial Space may reach a valuation of up to \$1 trillion by 2030. However, realising this growth hinges on the industry's ability to attract and retain a skilled workforce, which is currently proving to be a challenge. The industry's success depends on its capacity to engage talented individuals, appealing to underrepresented groups, such as women and new generations that prioritise equitable compensation, inclusive policies, work-life balance and transparency. Equity, Diversity, and Inclusion (EDI) principles have been proposed as a potential solution to various systemic issues. Still, their application within commercial space requires further exploration. By examining the benefits of EDI and barriers towards its implementation, through the lens of gender equity, this paper/chapter aims to substantiate the argument that EDI practices are essential for cultivating a commercial space sector that is not only richly creative and innovative, but also economically sustainable. Recognizing that EDI is not monolithic, the chapter underscores the necessity of coordinated efforts across multiple actor groups to achieve meaningful outcomes. We draw in particular on Clark's Triangle of Coordination theory, that indicates how achieving systemic change depends on concerted action by academia, companies, and institutions - the same actors shaping commercial space. We then expand this framework with specific insights into the space sector. This chapter therefore argues that EDI initiatives, when implemented through a coordinated effort across industry, institutions, and academia, can effectively address the workforce challenges faced by the commercial space sector in Europe, the UK, and the US, potentially enhancing recruitment, retention, innovation, and overall firm performance.

A further analysis, stemming from this book chapter, has been initiated on new actors that are shaping narratives and contributing to a more equitable space sector: the media and influencers. Many factors influence the desirability to work in the space sector and the perceived accessibility of space careers, but this often starts with awareness of opportunities in the industry among increasingly diverse audiences. This awareness starts with education and outreach activities, but it cannot be limited to this. Media narratives can inspire public fascination, which can demystify STEM and space, influencing individuals' aspirations and motivation to enter the space field. Social media, in particular, has given a voice to a wider range of stakeholders in the space economy. It has enabled space enthusiasts, scientists, engineers, technicians, social scientists and entrepreneurs, to share their views and engage in discussions about space exploration and exploitation. In this context, social media influencers play an important role in reaching out to the public and bringing communication to the next level with concrete synergy effects for space outreach. This study aims to assess the current approach to communication and outreach within the space sector and to evaluate its effectiveness and suitability considering the new market trends and demands. Testimonials from influencers and experts in the field are used to investigate the importance of diverse role models to attract the young generation towards space and to better understand how outreach, social media and branding can help increase individual and company visibility, bridging the gap between the space field and prospective employees, especially from younger generations. Through this analysis, we identify the most successful communication strategies, and which improvements are necessary for the development of a more equitable, diverse and inclusive space workforce.



7. ACTIVITIES

7.1 WIA-Europe Events

In 2023, we kept our members in touch throughout the year by continuing to use virtual tools. We maintained a rich calendar of activities that provided opportunities for our members to learn and interact. Most of the activities, including workshops, webinars, networking events and group work sessions, were conducted with Zoom. This allowed us to create even stronger ties and a tighter collaboration between our members across Europe. In addition to virtual events, we also held in-person meetings regionally and during trade shows to facilitate the networking and to promote the association.

The annual WIA-Europe events programme consists of events organised by our Regional Networks, individual members as well as the central office. 72 WIA-Europe events were held in 2023.

Among the events organised by WIA-Europe:

One of the highlights of our year was the *'Leadership Workshop'* held on March 18-19, 2023. This important event took place in the city of Prague.

The workshop was attended by representatives from all WIA-Europe entities, including:

- The WIA-Europe Board
- Regional Networks
- Various Committees
- The Honorary President
- Chairs of the Working Groups

The event served as a significant platform for networking, skill development, and fostering collaboration among women in the aerospace sector. It provided an opportunity for members to engage in meaningful discussions, share best practices, and develop strategies to further the mission of WIA-Europe.

'Women in Aerospace Europe Symposium 2023'

Between May 15th and May 17th, 2023, a series of online events took place, focusing on future-proof skills in the aerospace industry. The event line-up featured:

- *"Nurturing Diverse Talent: 10 Things You Might Be Doing Wrong"*
- *"A career at the European Space Agency! – All you want to know in a live Q&A with Lucy van der Tas, Head of ESA Talent Acquisition"*
- *"Skills Summit 2023: Exploring the Future of Aerospace"*

A panel session offering insights into current research, initiatives, and challenges in growing and future-proofing the European talent pool. This discussion catered to recent graduates, seasoned professionals considering career shifts, HR specialists, job seekers, educators shaping academic programs, and anyone interested in the future of Learning & Development.

- *"Workshop: If you think you're not burning out, she is. Now what?"*

A workshop addressing burnout prevention in the post-pandemic era, with a focus on diversity and inclusion policies and their impact on well-being, particularly among female professionals. The session was led by Lucia Klestincova, an expert in feminine leadership and burnout prevention.

- *"PADAWANS: STEM Outreach at Schools"*

A session dedicated to inspiring the younger generation to pursue careers in STEM fields, featuring insights from SGAC's PADAWANS project, the recipient of the 2022 WIA-Europe Outreach Award: ESA x Barbie Bursary. Educators, parents, and individuals were invited to discover engaging activities aimed at fostering interest in STEM among children.

'WIA-Europe Rome: Regional Network 10 Years Celebration'

On December 1st, 2023, the WIA-Europe Rome RN celebrated its 10-year anniversary at the ASI Auditorium, marking a decade of achievements at its headquarters. The WIA-Europe Rome Regional Network expressed gratitude to WIA-Europe Corporate member ASI for generously providing the venue for the event and extending a warm invitation to all attendees.

Established in October 2013 with the aim of enhancing presence in the region, the event served as a platform to showcase the numerous studies, research endeavours, collaborations, and other activities undertaken over the past decade. The close-knit and cohesive group behind WIA-Europe Rome RN reflected on their successful initiatives and status as pioneers of innovative ideas. Additionally, the anniversary celebration served as an opportunity for networking, fostering connections within the aerospace community and gathering ideas for future development.

7.2 Events

WIA-Europe:

May 15th, 2023 - *'Mind The Skills Gap: Uncovering Industry Skills'*

October 24th, 2023 - *'A Career with GMV'*

December 1st, 2023 - *'Mindfulness Workshop for Women in Aerospace'*

WIA-Europe Austria:

November 6th, 2023 - *'Launch Event: Empowering Women'*

WIA-Europe Barcelona:

March 4th, 2023 - *'Entre galàxies: A new podcast from WIA-E Barcelona'*

WIA-Europe Bremen:

November 13th, 2023 - *'Bremen: Dinner invite @Space Tech Expo'*

WIA-Europe Cologne:

February 13th, 2023 - *'Battling Imposter Syndrome'*

October 13th, 2023 - *'Get Together'*

WIA-Europe Darmstadt:

November 23rd, 2023 - *'EUMETSAT Diversity and Inclusion Network: Building Together'*

WIA-Europe Luxembourg:

March 10th, 2024 - *'#IamRemarkable Workshop'*

WIA-Europe Madrid:

October 19th, 2023 - *'Course Opening Event'*

WIA-Europe Paris:

December 12th, 2023 - *'Afterwork - Présentation WIA-Paris'*

November 20th, 2023 - *WIA-E Paris - WIApéro*

December 26th, 2023 - *'Dureabilité Spatiale, L'Approche De L'ONG Cosmos For Humanity'*

WIA-Europe Rome:

February 15th, 2023 - *'Virtual Aperiquiz'*

December 1st, 2023 - *'Local Group 10 Years Celebration'*

December 12th, 2023 - *'From STEM to Stars with Anthea Comellini'*

WIA-Europe Toulouse:

March 8th, 2023 - *'WIApéro Special Edition'*

September 18th, 2023 - *'How to enhance your professional image?'*

September 21st, 2023 - *'WIApéro in Toulouse'*

October 19th, 2023 - *'Women for Future – Act now to go forward'*

December 5th, 2023 - *'WIA-Europe Toulouse: End of Year Afterwork'*

WIA-Europe U.K.

March 17th, 2023 - *'At a glance: WIA-Europe UK at the International Women's Day Event'*

October 17th, 2023 - *'Visit to RAL Space'*

November 22nd, 2023 - *'Women in Space – Exploring the future beyond STEM'*

7.3 WIA-Europe Working Groups

In 2021, it was introduced a new collaborative initiative that aims to gather insights, strategies, and recommendations to suggest ways forward in a range of issues relevant to the objectives of our association and our community.

The project was initiated and coordinated by the Director of Regional Development in tight collaboration with the Communications Manager. The Working Groups consist of WIA-Europe individual members and include members of WIA-Europe Regional Networks, corporate members and partners. The specific activities of each Working Group are being coordinated internally by individual WG team members.

The first White Papers were presented during a series of round tables within the programme of the World Space Week 2021. This year, two new white papers have been published.

- STEM Education in Europe (2021)
- Skills Gap in the Aerospace Sector (2021)
- Women in the C-Suite (2021)
- Smart Working (2022)
- Visibility of Female Experts in Media and Public Debate (2022)

This initiative will continue on a regular basis and will contribute to establishing WIA-Europe as the reference point for collective expertise regarding gender diversity & inclusion best practices for the aerospace sector. White papers are available on WIA- Europe website.



8. COMMUNICATIONS

Communication is the backbone of the association and follows an annual communication plan, which guides the activities of the organisation throughout the year. In 2023, the communications team consisted of the Communications Manager and Social Media Coordinator, supported by a digital volunteer team.

The goals of WIA-Europe Communications are:

- to create greater visibility of the association and its goals
- to increase the involvement of target groups and key industry players into the activities of the WIA-Europe network

The main channels used by the communications team in 2023 were: WIA-Europe Website, LinkedIn, Instagram, Email Newsletters & Digests, as well as digital and printed communication materials provided to individuals and Regional Networks representing the association during regional and international events.

From 2022, WIA-Europe offers individuals from across Europe the possibility to support the communications team and the back office activities as part of the Digital Volunteer programme. The tasks include social media activities, outreach, events, media, administrative support and more. Volunteer opportunities are offered for a particular period of time and are connected to particular projects. The programme is coordinated by the Communications Manager.

8.1 Newsletters

In 2023, WIA-Europe published 2 newsletters containing information about progress, past and upcoming activities of WIA-Europe and its network. Newsletters are sent out via email to all interested audiences, stakeholders and target groups, and published on the WIA-Europe website as well as through other channels (social media, partner networks).

Publication dates 2023: 19 July, 22 December

8.2 Digests

In 2023, WIA-Europe released 18 digests. They contain an overview of our weekly virtual meetings and activities as well as an overview of free online professional development opportunities, relevant industry news, and other membership benefits. All digests of 2023 are available on the WIA-Europe website and will remain there for further reference. On the website and WIA-Europe social media channels, individual stories from the digest were published as standalone posts.

Publication dates: Every other Thursday, with a Summer break for July/August, and a Winter break in December

8.3 Social Media

In 2023, WIA-Europe actively used LinkedIn (WIA-Europe), Instagram (@wia.europe) and a YouTube channel with currently more than 90 videos. The YouTube channel includes recordings of some of the WIA-Europe events. The Facebook channel (wiaeurope) and Twitter (@WIA_Europe) have been archived for the time being.

Our social media activities are growing and reaching an increasing number of followers. Below are the relevant engagement numbers for LinkedIn, comparing 2022 and 2023:

LinkedIn Growth Rate:

Increase rate in followers: 32%

December 2022: 3999

December 2023: 5300

This growth rate suggests effective outreach and engagement strategies.

LinkedIn Total Impressions:

Given the niche nature of the aerospace industry, reaching over 180 000 impressions indicates a significant reach within this market. The industry's professional and technical focus typically results in lower engagement numbers compared to more consumer-oriented sectors. For a non-profit organisation, this level of impressions also suggests a solid effort in outreach.

LinkedIn Engagement Rates:

The drop from 7.8% in 2023 to 6.9% in 2022 represents approximately an 11.5% decrease in engagement. While this is notable, a 6.9% engagement rate is still above the average LinkedIn engagement rates (typically between 2% to 6%).

Instagram:

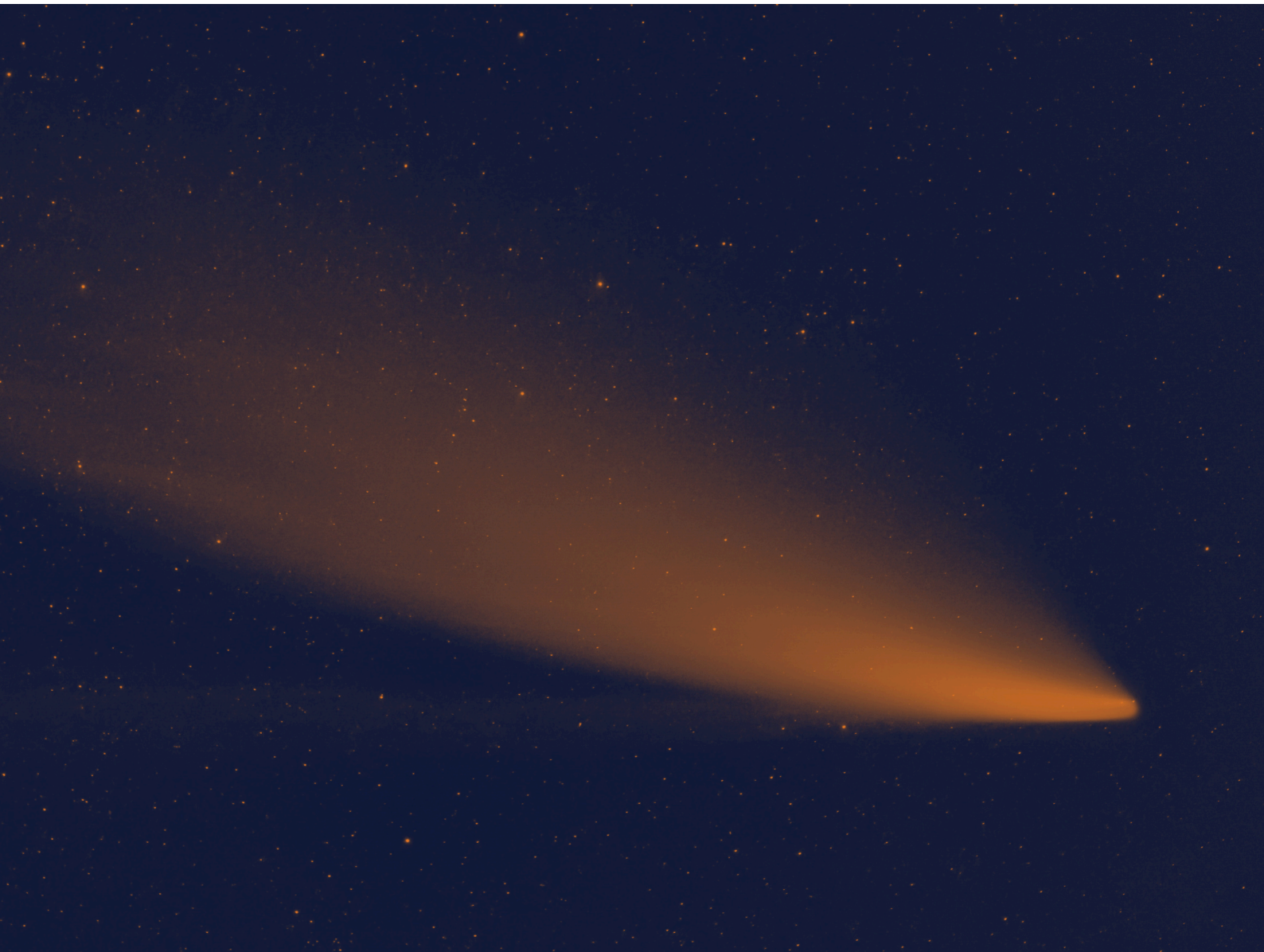
WIA-Europe Instagram account was revived in August 2022 and a growth rate of nearly 78.08% until December 2023 suggests successful content that resonates with our audience.

8.4 Event Promotion

WIA-Europe events are announced in targeted communication via all channels to ensure that a high number of people sign up and participate in the regular and single WIA-Europe (virtual) events. Visuals and announcement posters are created or edited upon request of event organisers. Events and activities of WIA-Europe corporate members, partners and other affiliated organisations are shared in the same way when relevant to the goals of the association.

8.5 Communication Material

WIA-Europe events are announced in targeted communication via all channels to ensure that a high number of people sign up and participate in the regular and single WIA-Europe (virtual) events. Visuals and announcement posters are created or edited upon request of event organisers. Events and activities of WIA-Europe corporate members, partners and other affiliated organisations are shared in the same way when relevant to the goals of the association.



9. FINANCIAL

In 2023, WIA-Europe made significant progress in expanding its reach and impact while navigating financial challenges. Our total assets at the close of the year amounted to €139,919.92, reflecting a decrease of €24,755.36 compared to 2022. This reduction is attributed to our expanded activities, particularly the resumption of in-person events such as the General Assembly and our Leadership Workshop, which was held in Prague with the active participation of representatives from most of our Regional Networks.

The Leadership Workshop in Prague provided a unique platform for collective learning and collaboration across our diverse regions. With leaders from Brussels, Rome, Barcelona, Cologne, and other regions, the event focused on enhancing leadership capabilities, sharing insights, and fostering innovative thinking within our community. This initiative underscored our commitment to strengthening regional networks and improving collaboration across all levels of our organisation.

Our income for the year, supported by corporate memberships, individual memberships, and startup memberships, provided a solid foundation. However, significant investments were made to support our strategic initiatives. Key expenditures included salaries and overheads and the leadership workshop. These outlays reflect our commitment to empowering women in aerospace through targeted programmes that foster leadership and innovation within our network.

The Leadership Workshop was a highlight of the year, offering a structured agenda aimed at fostering collaboration and unity among our regional leaders. Participants engaged in discussions around building bridges through effective teamwork, reflecting on successful collaboration strategies, and exploring opportunities for future projects. This workshop emphasised the importance of collective learning, sharing best practices, and improving leadership abilities across the board, thus creating a stronger, more cohesive network.

As we look ahead, we are actively developing strategies to further support our corporate members, startups, individual members and regional networks. These efforts aim to foster growth and increase collaboration, ensuring that we continue to have a positive and lasting impact on our individual members across Europe. We remain committed to balancing operational costs with innovative initiatives that provide value to our members and propel our mission forward.

9.1 Financial Report

Balance Financial Year	Balance/Profit & Loss 2023	
	Opening Balance	Closing Balance
1100-PayPal Account	€6,538.20	€2,133.48
1100-Bank Account	€38,748.99	€18,420.15
1200-Savings Account	€119,388.09	€119,366.29
Total Assets	€164,675.28	€139,919.92
Result		-€24,755.36

Concept	Budget Code	Credit	Debit
Salaries & Overheads	A1		-€61,832.92
General Assembly	B3		-€2,172.19
Research	B4		-€1,600.00
Conferences/Events	C5		-€190.84
Leadership Workshop	C6		-€17,562.08
Bursary Award	C7		-€5,000.00
ClubCollect	D1		-€2,109.34
Eventbrite	D2	€384.30	
Exact	D3		-€47.19
Bank Fees	D4		-€443.79
Insurances	D7		-€423.40
PayPal	D8	€6,000.00	-€4,404.72
Design, Print & Video	D9		-€99.20
Website	D11		-€1,300.00
Last Years Costs	D15		-€387.10
Office Costs	D16		-€580.80
Essay Award	E12		-€2,000.00
Conference Award	E13		-€1,000.00
Individual Memberships	F1	€9,266.00	
Corporate Memberships	F2	€64,300.00	
Startup Memberships	F3	€1,124.98	
Brussels RN	G4		-€428.55
Rome RN	G6		-€1,527.76
Paris RN	G7		-€47.52
Cologne RN	G9		-€484.20
UK RN	G11		-€335.88
Barcelona RN	G13		-€905.58
Toulouse RN	G14		-€277.58
Austria RN	G17		-€670.00
Result		€24,755.36	
Total		€105,830.64	€105,830.64

10. CONTACT DETAILS

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2023

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