

# INERTIA



## Omar Samra Launches "Make Space Yours" Project to More than 100 Universities and Schools in Egypt

**Cairo 13 November 2016** – In a press conference today, adventurer and founder of Wild Guanabana, Omar Samra, announced the launch of 'Make Space Yours', a project that aspires to act as a catalyst for the development of STEM education within schools and universities in Egypt.

Targeting over 100 schools and universities across Cairo and Egyptian governorates, 'Make Space Yours' aims at motivating, exciting and raising the interest of universities and schools students in space science and exploration by engaging them in space competitions on a national level.

Commenting on the initiative, Samra said: " 'Make Space Yours' represents a great platform to inspire youth about space science; identify and develop young talents; and eventually develops into a pillar of community outreach and dialogue among industry professionals for space experiments and innovations".

University students will be required to submit experiment ideas to be tested in micro-gravity. The winning experiment will accompany Samra on his space flight aboard the XCOR Aerospace. The competition is designed to last throughout the academic year to allow maximum students' engagement.

Led by Omar Samra, the first phase will launch in Cairo on 23 November, with a team of four including Mohamed Sallam, the only Egyptian and Arab astronaut candidate at Mars One; Ahmed Farid, scientist astronaut candidate at Project PoSSUM; Amr Abdel Wahab, Founder and CEO of Astrotrips; and finally Hamed Gamal, Chapter Head Egypt at The Mars Society.

The team will conduct a series of sessions to introduce the competition to students at the Egyptian universities to create a strong sense of excitement and engagement about space. A road-show will follow targeting Universities in other Egyptian Governorates including Alexandria, Sinai, Suez and Upper Egypt.

School students on the other hand will be required to submit a maximum of 1000-word research paper describing their vision of building a colony or spaceships travelling to other planets and moons. The competition will launch every 3 months; and winning students will participate in a 3-day intensive educational space camp organized by Wild Guanabana and its youth arm Muricata.

"Considering the age group of the target youth, and through Digital Republic as project partner, we have invested heavily in the digital media to maximize our reach and engagement and participation. A dedicated website and social media engines platforms will be developed to guide and update students throughout the project's timeline", added Samra.

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With its initial launch in Egypt, 'Make Space Yours' project hopes to expand to the United Arab Emirates and other regional Arab destinations afterwards.

Lead by Wild Guanabana, the project is supported by XCOR Aerospace, who are providing technical expertise and flying the winning experiment in a payload to space with Samra. NGO Partner Injaz is responsible for school and university outreach and management. Injaz works on promoting the skills of employability and entrepreneurship among Egypt's unemployed youth.

As project partner, Digital Republic is responsible for the project's branding and social content creation and marketing strategy. Digital Republic is a creative digital agency offering integrated digital solutions inclusive of design, development and digital marketing strategies through different platforms.

In reflection to their commitment towards the society and to empower young Egyptian talents to participate in building the country's future, the Commercial International Bank and Inertia Properties are also participating in the project through the competition sponsorship.

Back in December 2013, Omar Samra was the only Egyptian and Arab to win a space flight aboard XCOR's Aerospace, the Lynx II. Since then he has completed Project PoSSUM, a part-NASA funded space-science program that studies climate change. He has also been selected to work with Project PHEnOM, a group of 25 Citizen-Scientist Astronauts who aim to conduct multidisciplinary space research.

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