

BRAND NARRATIVES AND VALUES

THE VALUES THAT SET ESA APART

HUMAN

ESA serves humankind by working to secure and improve the lives of all people in Europe and across the planet with actions and programmes that are always undertaken with peaceful intentions.

VISIONARY

ESA uses its unique expertise to push boundaries and increase the world's understanding and knowledge of space.

EUROPEAN

ESA embodies the collective and cooperative work, commitment and ambition of everyone involved in space in Europe.

THE KEY CHARACTERISTICS OF ESA'S IDENTITY

PASSIONATE

With their ambition to be world-class and world-leading, the people of ESA strongly believe in the importance of their work and in sharing their knowledge and expertise.

INNOVATIVE

ESA embraces the dynamism and speed of the modern innovation mindset as it works to enable a green, digital, safe and inclusive Europe and world.

TRUSTED

ESA is an experienced, reliable and trusted partner.

SUSTAINABLE

ESA uses resources and technologies responsibly, in all phases of research & exploration, internally as well as with partners and suppliers.

DIVERSE & INCLUSIVE

ESA brings together differing perspectives from across Europe, and is diversifying its pool of talent and partners to include even more voices.