



## Communication and Outreach

The CNB Communication and Outreach Office works to increase the awareness of the research carried out by CNB scientists and to strengthen the bonds of the Center with other academic institutions as well as with journalists and media. It also acts as the intermediary between the CNB and citizens, through activities of different types such as talks, dissemination events, or training, with the main objective of promoting scientific, technological culture and innovation.

Since April 2022, the CNB is an accredited member of the Spanish Foundation for Science and Technology (FECYT) Network of Scientific Culture and Innovation Units (UCC+I). This UCC+I Network aims to promote the exchange of experiences and the search for synergies between entities, improving the quality of UCC+I products and services and the optimisation of resources.

In addition, the office acts as a link in the organisation of annual scientific activities, such as the CNB Seminar Series, the CNB Scientific Workshop, the training activities for PhD researchers organised by the CNB Training Committee and the Programme for High School Students “4 ESO and Empresa” held in March-April.

COMMUNICATION AND OUTREACH MANAGER

**Susana de Lucas**

VISITING JOURNALISTS

*(CSIC-BBVA Foundation Scientific Communication Awards)*

**Leyre Flamarique**

2021

**Lucía Casas**

2022

POSTGRADUATE STUDENT

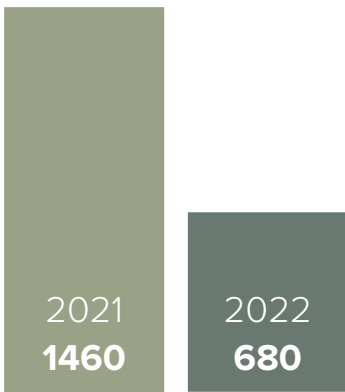
**Mónica Blanco**

*(UAM)*

# Communication

The CNB communication office, in coordination with the CSIC Communication department, serves as a bridge to respond to inquiries from local, national and international media. In the last two years, more than 50 press releases highlighted the scientific achievements made by CNB researchers. We continued to increase the coverage of our research and initiatives in the media, with around 2000

appearances in the 21-22 period. In addition, we have received two young scientific journalists beneficiaries of the first “CSIC-BBVA Foundation Scientific Communication Awards”, Leyre Flamarique and Lucía Casas to learn first-hand about the entire scientific research process, interact with researchers and learn about the development of our scientific projects.



**MEDIA APPEARANCES**



Grupo Noticias (DEIA, Noticias de Navarra, Diario de Álava y Noticias de Gipuzkoa). 28-2-21



EFE Verde. 26-4-21



SINC. 21-3-22



El Diario, 15-6-21



COPE. 5-9-21



Infosalus. 25-4-21



SINC. 23-11-21



National Geographic. 3-1-22



El País. 19-3-22



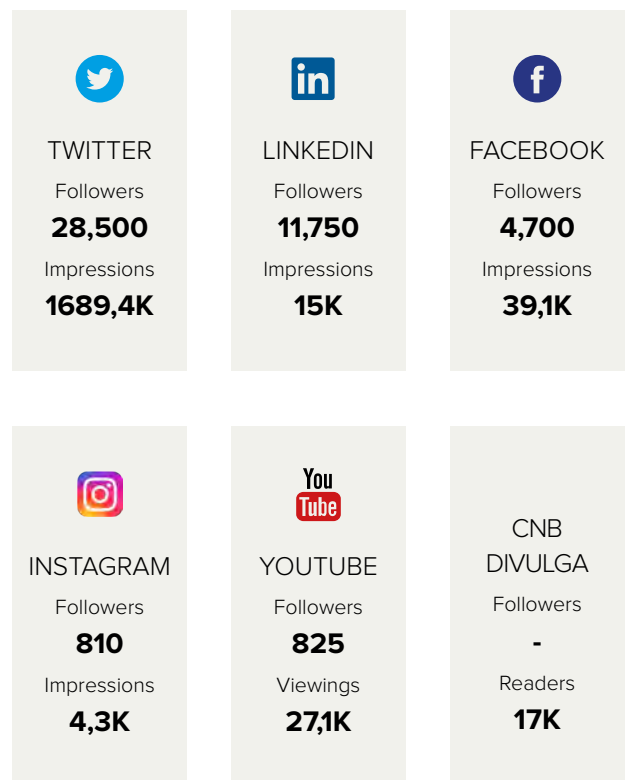
The Conversation. 29-4-22



La Vanguardia. 1-8-22

## Social media

The CNB maintains dialogue with the public through social media, a community that keeps increasing, with more than 4,5K followers on Facebook, 28,5K on Twitter, 11,7K on LinkedIn and 825 subscribers in YouTube, respectively. We have also joined Instagram in 2022, reaching 800 followers by the end of the year. In this time, our YouTube channel has become the adequate scenario to present our activities during the pandemic, when face-to-face events were restricted, reaching more than 27K viewers. In addition, the new 14 posts published in the “CNB Divulga” Blog have received more than 17,000 reads in this time.



iLeon. 13-10-22



## Public engagement

With the invaluable collaboration of the center’s scientists, the office coordinates outreach activities within the framework of the European Researcher’s Night, the National Science and Technology Week, Plant Fascination Day and the celebration of the International Day of Women and Girls in Science (February 11). Despite the challenges posed by the pandemic, we celebrated online talks and workshops for kids and schools in 2021, or adapted our capacity to the restrictive measures imposed during the pandemic.

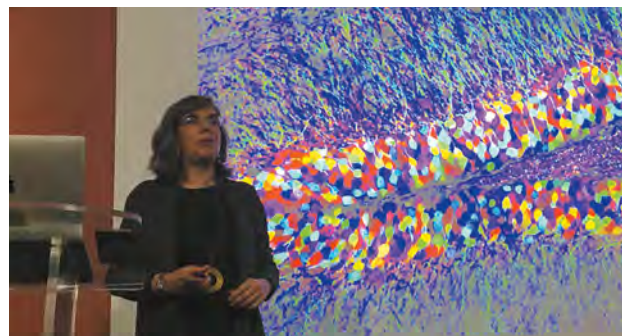
We would like to draw attention to the project “Science and Responsibility against the COVID-19” developed in 2021 with the support from Fundación General CSIC to Susanna’s Manrubia. This proposal contained an exhibition and a video showcasing the SARS-CoV-2 research carried out in our institute. The exhibition featured six CNB’s research projects in comics and six infographics from other historical epidemics such as Variola or HIV that were displayed at the CNB, the as part of 2021 European Researchers’ Night Event and in several schools in collaboration with the CSIC project “Ciencia en el Barrio” (Science in the Neighbourhood). In 2022, we presented the project at ComCiRed, the annual meeting of FECYT Scientific Culture Units.



European Researchers’ Night, 2021



Escape Room, 2021



Science week, 2022

**Fascination of Plants Day 2021**

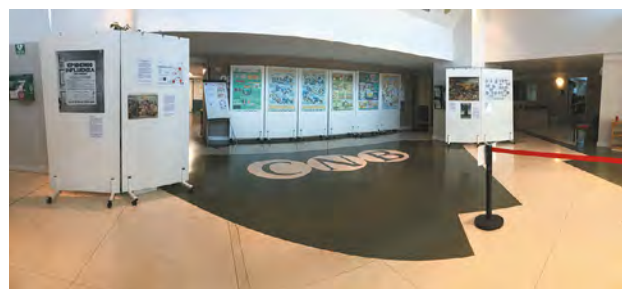
**Webinar**  
**¿Qué hacen en MI desierto estas malditas plantas?**  
 La apasionante historia de las Plantas de Atacama  
**Carlos Pedrós-Alió**  
 CNB-CSIC

Con la colaboración de  
 Antonio Leyva (CNB-CSIC)  
 Cristina Nieto (Centro de Recursos Fitogenéticos, INIA)

(Foto de Csikand Hútapok)

Logos: MINISTERIO DE CIENCIA E INNOVACIÓN, CSIC, CNB, GOBIERNO DE ESPAÑA, INIA, epsa

Plant Fascination Day, 2021



Science and Responsibility against COVID-19, CNB hall, 2021

We also have a fruitful ongoing collaboration with other CSIC neighbouring research institutes located in the same campus to celebrate the European Researcher's Night. To make it easier for citizens to attend, we moved our event to different locations in Madrid city center, such as Madrid-Atocha Train Station Tropical Garden in 2021 or the CSIC headquarters in 2022. This collaboration serves also to vertebrate the “Escape Road: Looking for Female Nobel Prizes”, an exhibition-gymkana to visualise and valorise the research work made by women. This exhibit has been “on tour” in commemorative dates as the International Day for Women and Girls in Science (11F) or the 8th of March, the International Women Day, but not only on those, as during the year it is borrowed by schools to use in their teaching programmes as a transversal activity.



Promotional Flyer for “A Research Night at CSIC” Event



Escape Road at Atocha Train Station Tropical Garden, 2021



Escape Road at CSIC Headquarters, Researchers Night, 2022





Science Week, 2022



Science Week, 2022



Science and Responsibility against COVID-19, IES Arcipreste de Hita, 2022

## Audience reached

11F: INTERNATIONAL DAY WOMEN AND GIRLS IN SCIENCE DAY

2021	2022
<b>306</b>	<b>1952</b>

**TOTAL**  
**2258**

PLANT FASCINATION DAY

2021	2022
<b>198</b>	<b>40</b>

**TOTAL**  
**238**

SCIENCE & TECHNOLOGY WEEK

2021	2022
<b>282</b>	<b>205</b>

**TOTAL**  
**487**

EUROPEAN RESEARCHERS' NIGHT

2021	2022
<b>420</b>	<b>970</b>

**TOTAL**  
**1390**

EUROPA'S DAY (9TH MAY)

2021	2022
-	<b>400</b>

**TOTAL**  
**400**

COVID-19 EXHIBITION (ONLINE/ FACE-TO-FACE)

2021	2022
<b>12239</b>	<b>200</b>

**TOTAL**  
**12439**

COVID-19 VIDEO

2021	2022
-	<b>620</b>

**TOTAL**  
**620**

NOBEL PRIZES ESCAPE ROAD

2021	2022
<b>1470</b>	<b>5772</b>

**TOTAL**  
**25074**