

The Communication and Outreach Office works to increase the awareness of the research carried out by CNB scientists and to strengthen our bonds with other academic institutions, private partners of the industrial biotechnology sector, as well as journalists and the media.

During 2017 and 2018, several press releases have been issued regarding the scientific achievements by CNB researchers in our continuous effort to establish relations with the media.

A new CNB Blog has been implemented by the office in 2017 as a channel to keep society informed of the centre's latest news. The office also maintains a dialogue with the public through the social networks, which have increased their communities to 2,800 and 12,500 followers on Facebook and Twitter, respectively.

The presence of CNB in national and international outreach events has consolidated in the last two years. With the dedicated and indispensable involvement of the centre's scientists, the office has coordinated activities in the framework of the European Researcher's Night, the National Science and Technology Week and the celebration of the International Day of Women and Girls in Science (11 February). The office also coordinates monthly guided visits for secondary school students.

The office acts as a liaison in the organisation of the annual CNB Seminar Series, CNB Scientific Workshop, PhD Students' Workshop, Advances in Molecular Biology by Young Researchers Abroad Workshop, and the CNB Course on Introduction to Research. In addition, the office collaborates in arranging the training activities for PhD students organised by the CNB Training Advisory Committee, and the Innovation Events conducted by the Knowledge Transfer Office.

Finally, the CNB participated in 100XCiencia 2 and 3 meetings, the international science communication forum organised by the Severo Ochoa and María de Maeztu Centres and Units of Excellence (SOMMA). We are particularly indebted to Julia García, who managed the office for most of the last two years period, for her invaluable contributions to increase the centre's visibility and improve the quality of its outreach and training activities. We would also like to acknowledge Dr Miguel Vicente's support, advice and involvement in the office's activities.

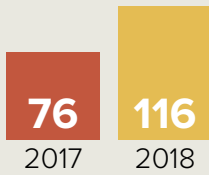
Communication and Outreach

COMMUNICATION AND OUTREACH MANAGER

Susana de Lucas (since October 2018)

Julia García (until July 2018)

Media appearances



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Diario Médico, 17-05-2017



SINC, 01-06-2017



Diario Médico, 06-03-2017



Vozpopuli, 09-05-2017

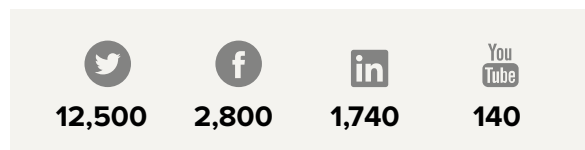


Cadena Ser, 10-12-2017



El País, 17-07-2017

Social media followers

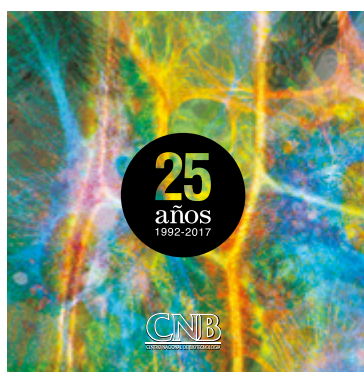


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Publications



Blog CNB Divulga. Since 2017 we have published more than 20 blog posts sharing news, interviews and life at CNB with the aim to promote scientific culture and interest in society.



CNB 25th Anniversary celebrations included the edition of the brochure "25 years (1992-2017)" illustrating CNB research since its opening.



CNB Newsletter. From 2016, we have issued a regular newsletter with relevant information from CNB. We have more than 500 subscribers.

 Structure of phage proteins: Mark J. van Raaij 467 visualizaciones • Hace 1 año Subtítulos	 Microscopía confocal: Sylvia Gutiérrez Erlandsson 539 visualizaciones • Hace 1 año Subtítulos	 Sistemas evolutivos: Susanna Manrubia 289 visualizaciones • Hace 1 año Subtítulos	 Laboratorio de nivel 3 de contención biológica: 773 visualizaciones • Hace 1 año Subtítulos	 Bioinformática para genómica y proteómica: Juan 720 visualizaciones • Hace 1 año Subtítulos
 Cromicroscopia electrónica: Rocío Arranz 541 visualizaciones • Hace 1 año Subtítulos	 Biotecnología para optimizar procesos industriales: Daniel 387 visualizaciones • Hace 1 año	 La proteína p38 en enfermedades inflamatorias 716 visualizaciones • Hace 1 año	 Plantas para descontaminar el medioambiente: Antonio 713 visualizaciones • Hace 1 año	 Inmunoterapia contra el cáncer: Esteban Veiga 1 mil visualizaciones • Hace 1 año

10 minivideos explaining our researchers' work were produced with the support of FECYT and have received more than 6,000 views in a year.

Outreach activities

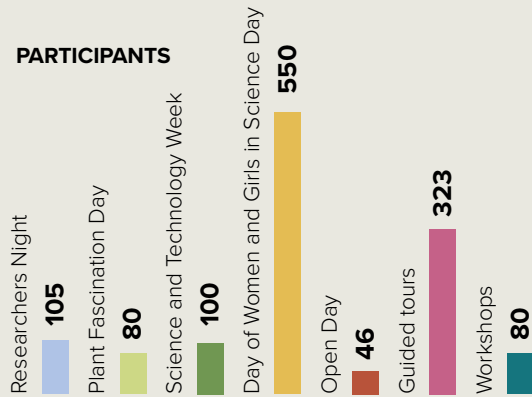


Guided visits for secondary school students. More than 300 students visited our installations in 2017 and 2018, including students from schools in the new CSIC program "Ciencia en el Barrio".



As part of the 2017 **National Science and Technology Week**, we held an **Open day** visited by more than 50 people.

PARTICIPANTS



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European Researchers' Night 2018. "Tricks not to get lost in a sea of information" More than 20 researchers from CNB collaborated in this event with talks and practical workshops to exercise critical spirit and to recognise (mis)information.



Workshop to bridge science and society.



2018 International Day of Women and Girls in Science. In collaboration with RNE and Principe de Asturias School, we recorded a radio program with interviews to researchers women from CNB. In addition, CNB researchers collaborated in the activity "Adventurous women researchers" held in "La Casa Encendida" reaching more than 300 primary school students.



Brain Awareness Week