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COMMUNICATION AND OUTREACH

The Communications and Outreach Office works to increase the awareness of the research carried out by CNB scientists and to strengthen the bonds of the Centre with other academic institutions, as well as with the media and the general public.

During 2019 and 2020, we have issued more than 50 press releases highlighting the scientific achievements by CNB researchers. Since 2017, we have observed a steady increase in the media coverage of our research and activities, from around 75 appearances in 2017, to 400 appearances in 2019, and more than 1,500 in 2020. This extraordinary increase is mostly due to the involvement of many CNB researchers with long-standing experience in virology and immunology in new COVID-19 studies, from vaccine candidates to diagnostic solutions, treatments, and pandemic evolution. The CNB Communications office, in coordination with the CSIC Communications department, has served as a bridge to respond to inquiries from local, national and international media in these challenging times.

The office also maintains dialogue with the public through social networks, with a community of 4,400 followers on Facebook, 23,500 on Twitter, 5,600 on LinkedIn and 610 subscribers in YouTube, respectively. Our videos in YouTube have been visited by more than 60,000 viewers and the posts in the Blog “CNB Divulga” have received more than 9,000 reads in the last two years.

With the dedicated and indispensable collaboration of the centre’s scientists, the office coordinated 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 11th), and participated in the 100xCiencia.4 meeting (San Sebastián, November 2019), an international forum for scientific communication organised by the Severo Ochoa Centre and María de Maeztu Units of Excellence (SOMMA). The office also coordinated monthly guided visits for high school students. Although 2020 has been a challenging year for public engagement, we managed to celebrate online events such as virtual visits, talks and workshops for kids and schools at the European Researcher’s Night and the National Science and Technology Week that were attended by more than 700 people.

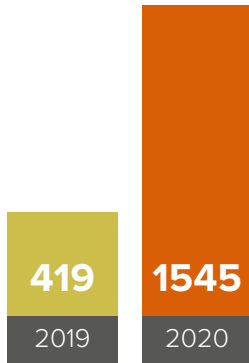
In addition, the office acts as a link with the Scientific Activities Committee, the CNB Training Advisory Committee to organise the CNB seminars, workshops and training activities for PhD students and with the Knowledge Transference Office to promote Innovations events.

We would like to acknowledge the support and involvement of Miguel Vicente, Peter Klatt and Susanna Manrubia in the office’s activities.

COMMUNICATION AND OUTREACH MANAGER

Susana de Lucas

Selected media appearances



El País 16-4-2020



ABC, 6-5-2019



Onda Cero, 11-6-2019



El Periódico, 17-6-2019



El Diario, 24-6-2019



20 minutos, 20-8-2019



Infosalus, 8-10-2019



SINC, 22-11-2019



SINC, 30-4-2020



Madr+d, 8-5-2020



El Independiente, 21-5-2020

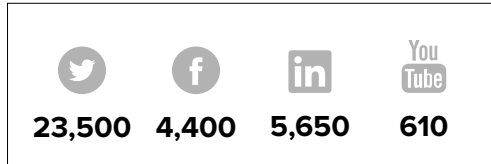


SINC, 29-6-2020

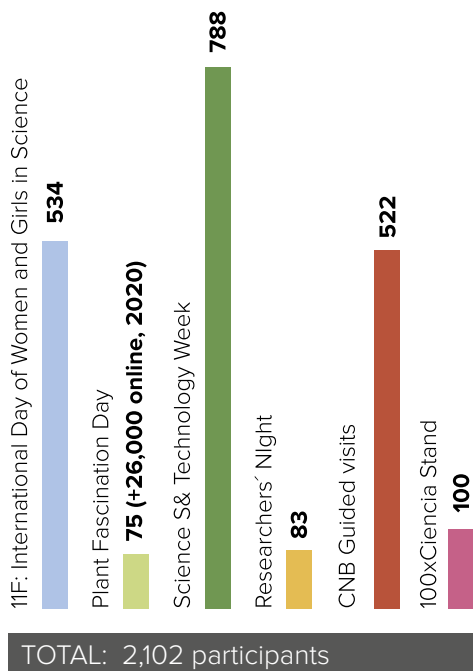


SINC, 5-8-2020

Outreach activities



Social Media Followers



Guided visits for secondary school and university students. More than 500 students visited our facilities in 2019 and 2020, including students from schools in the new CSIC program “Ciencia en el Barrio”.

International Day of Women and Girls in Science. In the last 2 years we have developed activities to celebrate the 11F in collaboration with other CSIC centres from the Cantoblanco Campus as well as our own.



100xCiencia 4, San Sebastian. We brought a stand to 100xCiencia Science Fair “How is Science helping us?”, celebrated within the frame of the international Science Communication forum by the Severo Ochoa Centre and Maria de Maeztu Units of Excellence (SOMMA).



Researchers Night. The CSIC centres from Cantoblanco celebrated the joint event “Research with CSIC at MediaLab Prado”, where the institutes offered workshops for schools, families, and the general public in the city centre.

• FASCINATION OF PLANTS DAY •

PLANTS LOVE BIOTECH

• 13-18 DE MAYO DE 2019 •

Seminario
Plantas útiles y Conservación
Manuel Pardo Santayana
Universidad Autónoma de Madrid

Exposición
El Arte de la Botánica
Colección del Real Jardín Botánico

Visita escolar
Actividades con nuestros científicos

LA LUZ Y LAS PLANTAS
Descubre cómo saben las plantas cuando se hace de noche o llega la primavera.

FÁBRICAS VEGETALES
Aprende a producir medicamentos en plantas de una forma barata y sostenible.

FITORREMEDIACIÓN
Limpiemos los suelos contaminados con la leñaza de agua (*Leñaza spp.*)

Logos: CSIC, CNB, FASCINATION OF PLANTS DAY 2019, biovegen, BAYER

Plant Fascination Week In 2019, we organised an exhibition in our hall with pictures from Madrid Botanic Garden, developed two workshops based in Plant Biotechnology and invited Dr Manuel Pardo de Santayana from the UAM. In 2020, to overcome lockdown, we organised an online campaign, where researchers from the Genetic Plant Department explained their fascination with plants in short divulgative videos that were distributed in our social media, reaching 26,000 impressions in Twitter and Facebook.



National Science and Technology Week, every year we offer a broad spectrum of activities, from guided tours to our facilities to divulgative talks, workshops and even an Escape Room. All our activities in 2020 have become virtual, allowing the attendance of a wider audience.