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# COMMUNICATION AND OUTREACH

The efforts of the Outreach and Communications Office are meant to increase awareness of the research done by CNB scientists and to strengthen our bonds with various elements in the scientific landscape, including other research and academic institutions, private partners of the industrial biotechnology sector, as well as journalists and the media.

During 2015 and 2016, several scientific achievements by CNB researchers caught the attention of the press and society as a result of the submission of **press** releases and a continuous effort to establish relations with the media. Special mention should be made of a monographic one-hour live radio programme broadcast from the CNB for Radio Nacional de España, an initiative by CNB researcher Dr Juan José Sanz, with the support of the press office.

These last two years also stand out for great improvements in our **online communications** channels. A whole new CNB website and a bimonthly newsletter, through which we keep society informed of the centre's latest news, have been implemented by the office. The office also maintains a dialogue with the public through the social networks, which have increased their communities by 20%, to 2,050 and 8,500 followers on Facebook and Twitter, respectively.

The strategic focus of the office in **outreach and education** has moved to increase the CNB's presence in national and international outreach events. 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 and the National Science and Technology Week. The office also coordinates monthly guided visits for secondary school students.

The office acts as a liaison every year for the CNB Seminar Series, CNB Scientific Workshop, PhD Students' Workshop, Workshop Advances in Molecular Biology for Young Researchers Abroad, and the CNB Course on Introduction to Research. We also participate in arranging the training activities for PhD students organized by the CNB Training Advisory Committee, and the Innovation Events conducted by the Technology Transfer Office.

Finally, the CNB participated in **100XCiencia**, the first international science communication forum organized by the Severo Ochoa Centres of Excellence, which served as a platform for the presentation of a new corporate video meant to increase general knowledge of the work done by CNB researchers.

We want to thank specially Alfonso Mora, who managed the office during the first part of this last two-year period and for many years before, raising public awareness of the CNB and of biotechnology in general, as well as Dr Miguel Vicente, whose support, advice and involvement with the office's activities are greatly appreciated.

SCIENCE COMMUNICATION AND OUTREACH MANAGER

**Julía García López**



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COMMUNICATION AND OUTREACH

## Some appearances in print and digital media

### sinc

La ciencia es noticia

MATEMÁTICAS, FÍSICA Y QUÍMICA: Matemáticas

#### Las matemáticas dan fuerza a los desfavorecidos La cooperación, el poder de los débiles

Las comunidades modestas salen más beneficiadas si eligen cooperar que si se someten a los poderosos. Y aún más: los débiles de una red de redes bienen en sus manos el destino del conjunto. Lo prueba un modelo matemático desarrollado por tres investigadores españoles. Las redes de microcrédito en la India, la colaboración entre grupos de investigación y la conservación del oso pardo en los Pirineos son solo algunos de los ejemplos.

SINC | [Twitter](#) | [Facebook](#) | 14 noviembre 2016 11:00



EL PAÍS

ENFERMEDADES RARAS

#### “Curar enfermedades raras ya no es una quimera, es una certeza”

El investigador del CSIC Lluís Montoliu, experto en albinismo, cree que las nuevas herramientas de manipulación del ADN son una revolución para tratar esas patologías

entre otros

08 FEB 2016 - 10:03:22



Hasta el año 2008, la situación de las personas con esta "desordenación" asegura Lluís Montoliu, investigador biotecnólogo del CSIC. Hasta tantas patologías y cada número tan reducido de personas que el sistema sanitario había tenido a bien organizarse para tratarlas. Su punto de partida de ser el pariente. "Ya no eran unas pocas mil enfermedades, sino que sumando a todas ellas había tres

EL PAÍS

neurociencia

#### El sueño de transformar un virus del resfriado para que destruya el cáncer

Los científicos modifican los adenovirus para intentar que ataquen a los tumores más letales



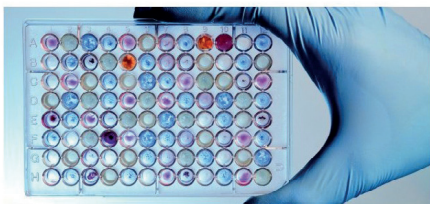
## Cinco Días

VIERNES, 18 DE NOVIEMBRE DE 2016

### Investigando el modelo productivo del futuro

CARLOS GÓMEZ ABAJO | MADRID | 04-07-2016 14:49

Temas relacionados: [Innovación](#) [Ciencia](#) [Publicación científica](#)



rtve

Sábado 20.00h 2

### EL CAZADOR DE CEREBROS

Portada Vídeos Capítulos El programa

Televisión Ciencia y Tecnología El cazador de cerebros



6 N

NOTICIAS SOCIEDAD

LAS ASOCIACIONES ANIMALISTAS RECLAMAN INVERSIÓN EN MÉTODOS ALTERNATIVOS SIN ANIMALES

#### Más de 800.000 animales se utilizan cada año en España para la investigación científica

Un total de 90 instituciones públicas y privadas relacionadas con la ciencia han firmado un acuerdo de transparencia, un compromiso para informar de cómo y por qué se usan animales en la experimentación.



EXPERIMENTACIÓN ANIMAL EN ESPAÑA

UTILIZADOS

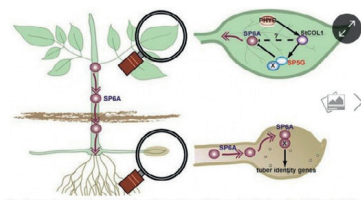
807.018

Público

CIENCIAS INVESTIGACIÓN ESPACIO NATURALEZA TECNOLOGÍA

#### ¿Por qué las patatas crecen mejor en invierno?

Descubren el mecanismo molecular que permite a la planta identificar la longitud del día para comenzar a transformarse en tubérculos.



Mecanismo molecular de detección de las horas de luz a lo largo del día para inducir la formación de tubérculos / Salomé PRAT, CNIB-CSIC

MÁS INFORMACIÓN

> Por qué las salamandras son las reinas de la regeneración de tejidos

05/04/2016 12:10 • Actualizado: 05/04/2016 12:10

el Periódico SOCIEDAD

#### La actividad neuronal después de nacer es clave para conectar las dos mitades del cerebro

El estudio ha demostrado que si se recupera la función de estas proteínas tras el nacimiento, el cerebro es capaz de reconectarse correctamente

EUROPA PRESS / MADRID

VIERNES, 22 DE ENERO DEL 2016 - 11:55 CET

Investigadores del Centro Nacional de Biotecnología (CNB), perteneciente al Centro Superior de Investigaciones Científicas (CSIC), han identificado dos proteínas claves en la actividad del cerebro durante los primeros días después de nacer que resultan esenciales para que las conexiones entre los dos hemisferios se establezcan correctamente.



**Guided visits for secondary school students:** More than 600 students between 15 and 18 years old visited our centre over the last two years.

**National Science and Technology Week (November 8, 2016):** Promoted by the FECYT, every November Spain celebrates a week of science and technology to promote scientific vocations and literacy. At the CNB, the science gymkhana "The Biotechnology Grand Prix" was organized for 40 students from 8 to 12 years old.

## Outreach activities



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COMMUNICATION AND OUTREACH

**8 NOVIEMBRE DE 2016**

**EL GRAND PRIX DE LA BIOTECNOLOGÍA EN EL CNB-CSIC**

[http://www.cnb.csic.es/index.php/en/cultura\\_cientifica/semana\\_de\\_la\\_ciencia](http://www.cnb.csic.es/index.php/en/cultura_cientifica/semana_de_la_ciencia)

Con el patrocinio de:



**Brain Awareness Week (March 16, 2016):** For this occasion, various outreach activities were organized at the CNB to augment society's knowledge of neuroscience. The movie Inside Out was projected and discussed by neuroscience experts, through the initiative of Dr M<sup>a</sup> Rosario Fernández. A temporary exhibit was set up in the main hall to publicize the efforts of the centre's scientists to determine the function of this organ and the diseases that affect it.



**Europeans Researchers' Night (September 30, 2016):** This day, promoted by the European Union, brings the figure of the researcher closer to the citizens. At the CNB, more than 30 participants from 14 to 99 years old had the chance to discover the science behind movies such as Blade Runner, Mars and Avatar in an activity called "Biotech in the movies".





## Scientific meetings

In 2015 and 2016, we held 271 seminars. The organizers of the CNB Seminar Series and the CNB Junior Seminar Series welcomed 45 speakers from internationally renowned institutions to share and discuss their most recent research results with CNB scientists.

CNB scientists also participated in the organization of various conferences, workshops and courses:

### 2015

#### 29 JANUARY 2015 (CNB)

Stem cells: from the basics to the therapy

*Karel van Wely*

#### 2-5 FEBRUARY 2015 (CNB)

Curso puente para la obtención de la categoría C de experimentación animal

*Ángel Naranjo*

#### 23-24 FEBRUARY 2015

MADRID, SPAIN

1st meeting of the Network of Excellence for the exploitation of bacteria with therapeutic purposes

*Esteban Veiga*

#### 23-27 MARCH 2015 (CNB)

V Curso de proteómica cuantitativa

*Alberto Paradela*

#### 8 MAY 2015

MADRID, SPAIN

Regulatory, IPR and ethical aspects in strigolactone applications in agriculture (Strigolactones: biological roles and applications).

*Pilar Cubas*

#### 11-13 MAY 2015

GODOLLO, BUDAPEST, HUNGARY

Training School on Large Animal Genome Engineering

*Lluís Montoliu*

#### 28 APRIL-01 MAY 2015

LEICESTER, UK

Minisymposium Molecular Evolution and Fitness Landscapes in the framework of the conference "Modelling Biological Evolution 2015"

*J. Aguirre*

#### 8 JUNE 2015 (CNB)

Targeting tumour angiogenesis with antibody-based technologies

*Luis Ángel Fernández*

#### 8-20 JUNE 2015

HEIDELBERG, GERMANY

EMBO practical course – synthetic biology in action

*Víctor de Lorenzo*

#### 19 JUNE 2015 (CNB)

First CNB PhD student workshop

*Juan José Sanz-Ezquerro, Yolanda Carrasco, Alfonso Mora*

#### JUNE 29-JULY 1 2015

SEVILLE, SPAIN

XVI Congress SEBC (Sociedad Española de Biología Celular)

*Inés Antón*

#### X29 JUNE-3 JULY 2015

ALCALÁ DE HENARES, SPAIN

First I2PC hands on course on image processing applied to the structural characterization of biological macromolecules

*José María Carazo*

#### 6-31 JULY 2015 (CNB)

III CNB course on introduction to research

*Alfonso Mora*

#### 16-18 SEPTEMBER 2015

CÓRDOBA, SPAIN

XL Congreso de la Sociedad Española de Genética

*Pilar Cubas (scientific committee)*

#### 2 OCTOBER 2015

MADRID, SPAIN

First Albino Day in Spain

*Lluís Montoliu*

#### 3-4 OCTOBER 2015

MADRID, SPAIN

IX Jornadas de la asociación ALBA, de ayuda a personas con albinismo

*Lluís Montoliu*

#### 7-8 OCTOBER 2015

LA PALMA, SPAIN

100 x Ciencia - Communicating Frontier Science

*Peter Klatt (scientific organizing committee)*

#### 7-8 OCTOBER 2015

MADRID, SPAIN

1st Meeting of the B Cell Network (Net-B) "B cells: Latest progress in basic and clinical research"

*Yolanda Carrasco*

#### 20-22 OCTOBER 2015

FLORENCE, ITALY

Instruct biennial structural biology meeting

*José María Carazo (scientific organizing committee)*

#### 26 OCTOBER 2015 (CNB)

Synthetic biology meets metabolic engineering: a KRIBB-CNB/CSIC workshop on advanced approaches to designing smart cell factories

*Víctor de Lorenzo*



### 26-28 OCTOBER & 2-4 NOVEMBER 2015 (CNB)

Técnicas inmunoquímicas: caracterización y cuantificación de proteínas mediante anticuerpos

*Leonor Kremer*

### 23 NOVEMBER 2015

MADRID, SPAIN

Dialogues between the cortex and hippocampus

*Marta Nieto*

### 23 NOVEMBER 2015

BARCELONA, SPAIN

International Symposium- Understanding human disease: new tools for new challenges, CIBERER

*Lluís Montoliu*

### 25 NOVEMBER 2015 (CNB)

Global I+T

*Ana Sanz*

### 27 NOVEMBER 2015

MADRID, SPAIN

VI Jornada Científica de la Sociedad de Inmunología de la Comunidad de Madrid

*Yolanda Carrasco*

### 3-4 DECEMBER 2015 (CNB)

2nd Immunothercan Symposium: Inflammation and immunity in cancer

*Santos Mañes*

### 16-17 DECEMBER 2015 (CNB)

XXIII CNB scientific workshop

*Julia García*

### 22 DECEMBER 2015 (CNB)

XXIII Workshop – advances in molecular biology by young researchers abroad

*Domingo Barber, Yolanda Carrasco, Julia García*

## 2016

### 15 JANUARY 2016

MADRID, SPAIN

Jornada Técnica. Modelos animales en Terapia Celular

*Antonio Bernad*

### 19-20 JANUARY 2016

SEVILLE, SPAIN

Workshop: Global spread of carbapenemase-producing gram-negative bacilli: a major challenge for treatment and infection control

*Jesús Blázquez*

### 20-23 MARCH 2016

PRAGUE, CZECH REPUBLIC

13th Transgenic Technology Meeting, ISTT, TT2016

*Lluís Montoliu*

### 7-8 APRIL 2016

MILAN, ITALY

III European Days of Albinism, 3EDA

*Lluís Montoliu (scientific committee)*

### 15-16 APRIL 2016

LA GRANJA, SEGOVIA, SPAIN

Second Retreat of the European Academy of Microbiology

*Miguel Vicente*

### 18-19 APRIL 2016 (CNB)

First Adenonet meeting

*Carmen San Martín*

### 26 APRIL 2016 (CNB)

The value of intellectual property for the biotechnological industry

*Ana Sanz*

### 2-5 MAY 2016

OEIRAS, PORTUGAL

CombStruct2016 workshop: integrating X-ray crystallography and scattering with electron microscopy

*José María Carazo*

### 17-20 MAY 2016 (CNB)

Instruct course: from 2D images to 3D structures - a practical course on electron microscopy single particle analysis

*José María Carazo*

### 17-20 OCTOBER 2016

MADRID, SPAIN

First I2PC-FEI “hands on” course on image processing applied to the structural characterization of biological macromolecules.

*Jose María Carazo*

### 23-27 MAY 2016 (CNB)

VI Curso de proteómica cuantitativa

*Alberto Paradela*

### 8-10 JUNE 2016

MADRID, SPAIN

“The protein multiverse” 2nd Meeting

*Víctor Muñoz*

### 23 JUNE 2016 (CNB)

XIII Workshop del Grupo Interdisciplinar de Sistemas Complejos (GISC)

*J. Aguirre*

### 27 JUNE 2016 (CNB)

II CNB PhD student workshop

*Yolanda Carrasco, Juan José Sanz-Ezquerro, Julia García*

### 4-29 JULY 2016 (CNB)

IV CNB course on introduction to research

*Julia García*

### 10-15 JULY 2016

MIRAFLORES DE LA SIERRA, SPAIN

XXIII International Summer School “Nicolás Cabrera”: The physics of biological systems - from biomolecular nanomachines to tissues and organisms

*Víctor Muñoz*

**5-8 SEPTEMBER 2016**

SALAMANCA, SPAIN

Workshop Investigador Emergente

*Fernando Moreno***5-8 SEPTEMBER 2016**

GIRONA, SPAIN

Fuerzas y Túnel 2016 conference

*Fernando Moreno (scientific committee)***23-25 SEPTEMBER 2016**

EL PUIG, VALENCIA

X Jornadas de la asociación ALBA, de ayuda a personas con albinismo

*Lluís Montoliu***26 SEPTEMBER 2016 (CNB)**

Old and new perspectives in virology – symposium in honour of Juan Ortín

*Mario Mellado***26-29 SEPTEMBER 2016 (CNB)**

Career orientation workshop: opportunities beyond academia

*Julia García, Ana Sanz***14 OCTOBER 2016 (CNB)**

EMBO research ethics session

*Lluís Montoliu, Víctor de Lorenzo***17 OCTOBER 2016 (CNB)**

From science to business

*Ana Sanz***17 OCTOBER 2016**

VALENCIA, SPAIN

BioComunica16, II Congreso de la Asociación de Comunicadores de Biotecnología.

*Lluís Montoliu***17-19 OCTOBER 2016**

BAEZA, SPAIN

Chaperones in the maintenance of cellular proteostasis

*Jose María Valpuesta***19 OCTOBER 2016**

GIRONA, SPAIN

Workshop at SEBD-2017 on Genome Editing: CRISPR and beyond

*Lluís Montoliu***19-21 OCTOBER 2016**

MADRID, SPAIN

iNEXT - 1st Annual User Meeting

*Jose María Carazo***19-21 OCTOBER 2016**

MADRID, SPAIN

2nd meeting of the Network of Excellence for the exploitation of bacteria with therapeutic purposes

*Esteban Veiga***19-21 OCTOBER 2016**

GIRONA, SPAIN

11th Meeting Spanish Society for Developmental Biology

*Pilar Cubas (scientific committee)***24-26 OCTOBER 2016 (CNB)**

Técnicas inmunoquímicas: caracterización y cuantificación de proteínas mediante anticuerpos

*Leonor Kremer***11 NOVEMBER 2016**

MADRID, SPAIN

II Simposio sobre herramientas para edición génica: estrategias y aplicaciones, CIBERER-CIEMAT

*Lluís Montoliu***18 NOVEMBER 2016**

MADRID, SPAIN

VII Jornada Científica de la Sociedad de Inmunología de la Comunidad de Madrid

*Yolanda Carrasco***23 NOVEMBER 2016 (CNB)**

Global I+D

*Ana Sanz***3-4 DECEMBER 2016**

MADRID, SPAIN

Workshop Rheumatoid Arthritis: from basic mechanisms to therapy

*Mario Mellado***20-21 DECEMBER 2015 (CNB)**

XXIV CNB scientific workshop

*Julia García***22 DECEMBER 2016 (CNB)**

XXIV Workshop – advances in molecular biology by young researchers abroad

*Domingo Barber, Yolanda Carrasco, Julia García*

