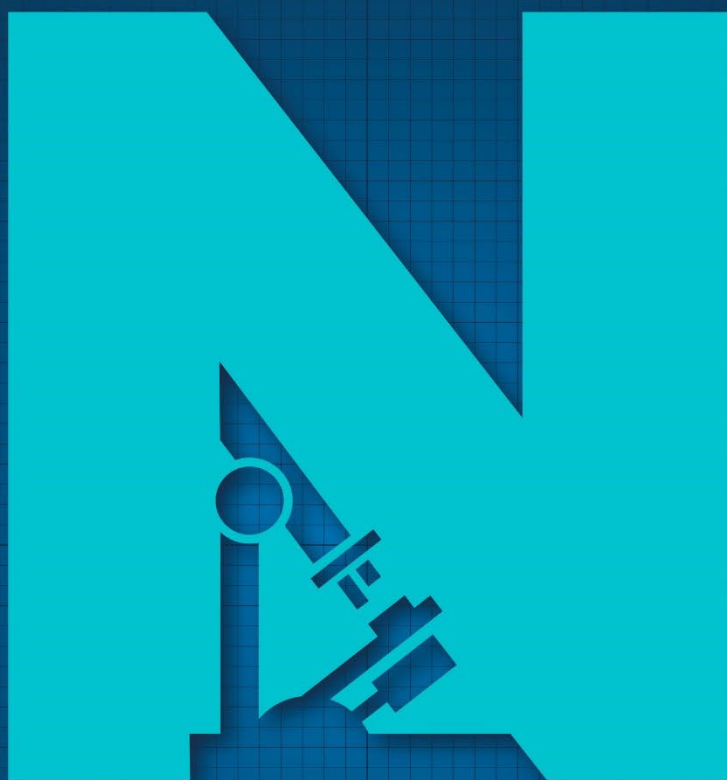


G9-SCIENCE4ALL



This project has been funded with support from the European Commission Horizon Europe Framework Programme under grant agreement number 101162477.

DI.I. Awareness Campaign (1st year)



Universitat de les Illes Balears



Universidad Pública de Navarra
Nafarroako Unibertsitate Publikoa



PROJECT DETAILS

Project name & acronym	G9-SCIENCE4ALL
Project number	101162477
Call	HORIZON-MSCA-2023-CITIZENS-01
Project starting date	Fixed date: 1 April 2024
Project duration	24 months
Project coordinator	University of Cantabria

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Technical report	D1.1
Deliverable name	Awareness Campaign (1 st year)
Nature	Report
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1. INTRODUCCION

G9-SCIENCE4ALL will mark our 5th and 6th consecutive years as one of the consortiums responsible for organizing the European Researchers' Night Spain, as part of an ongoing European project.

This proposal involves hosting "The European Researchers' Night" (the NIGHT) on September 27th, 2024. This event will be carried out simultaneously in twelve cities including those where the eight public universities acting as beneficiaries have their main headquarters.

Table 1. G9-SCIENCE4ALL Partners and cities where they celebrate the NIGHT

	Participant organization name	Short name	Cities
1	University of Cantabria	UC	Santander
2	University of Castilla-La Mancha	UCLM	Talavera de la Reina
3	University of Extremadura	UEx	Cáceres, Badajoz, Mérida & Plasencia
4	University of the Balearic Islands	UIB	Palma
5	University of Oviedo	UO	Oviedo, Gijón
6	University of Zaragoza	UNIZAR	Zaragoza, Huesca & Teruel
7	Public University of Navarre	UPNA	Pamplona, Estella, San Adrián y Villava
8	University of the Basque Country	UPV/EHU	Bilbao

A common thread among these institutions is their affiliation with the Group 9 of Universities (G9), a well-established network founded in 1997 to promote collaborative initiatives in research, education, and administrative domains.



The main objective (O1) of G9-SCIENCE4ALL project is to bring research and researchers closer to the public, increasing awareness of research and innovation activities while boosting public recognition of science and research education. This objective is directly aligned with the European Commission's desire to communicate the core principles and



values of the EU. It's been achieved mainly through a series of educational and entertaining events in which we have invited researchers whose investigation is related to the topic. Additionally, this initiative contributes to achieving two additional objectives:

O2. To showcase the role of researchers in society and the economy, as well as the impact of their work on citizens' daily lives. We have addressed this objective by incorporating creative tasks that demonstrate how researchers tackle real-world problems.

O3. To raise awareness about EU priorities such as the Missions, the Green Deal, Europe's Beating Cancer Plan, and the Sustainable Development Goals. Our strategy to achieve this objective has been organizing activities guided by experts related fields who provide practical exposure to research methodologies.

The "Awareness Campaign" serves as the continuous thread of public engagement leading up to the NIGHT. The cornerstone of this campaign is a series of pre-events that serve as the primary vehicle for public engagement.

In line with the grant agreement, Green Week has been organized at UCLM and UNIZAR while World Oceans' Day was held at UC, UIB, UPNA, and UPV/EHU.

Table 2. Pre-event celebration per partner in 2024

Partner / Event	Pre-event
UC	Ocean Day
UCLM	Green Week
UEx	Green Week
UIB	Ocean Day
UNIZAR	Green Week
UPNA	Ocean Day
UPV/EHU	Ocean Day

In addition, we have fostered specialized training courses for researchers. By nurturing their communication abilities, we aspire to cultivate a community of engaged researchers eager to actively contribute to the various events and initiatives within the project.

This document provides a comprehensive overview of the activities and initiatives in detail.



COMMUNICATION PLAN

We developed a comprehensive communication strategy that outlines the key messages, target audiences, and channels for each pre-event while reinforcing the NIGHT brand.

Key Messages

Emphasize the importance of scientific collaboration and knowledge exchange.
Highlight the EU contributions to addressing societal challenges and promoting sustainable development.

Target audiences

General public. Raise awareness of the project's goals, significance, and societal impact.
Pre-university students: Adapt messages and activities to engage students of pre-university age, fostering interest in science and research related to the 5 missions.

Communication channels

The awareness campaign involves the production of a range of content types, such as websites, social media posts, press releases and posters in multiple languages to ensure broad accessibility. We use various platforms including social media and the project and partners websites to disseminate information and updates about the pre-events.

We are working on the development of the **project's website** that will serve during its duration as the primary platform for showcasing the project's progress and outcomes. Unfortunately, we encountered unexpected technical challenges, and we were unable to meet the original deadline set for setting it, which was scheduled for May the 31st 2024. Considering these challenges, we have requested an extension until August the 31st.

However, the partners disseminate all the information on their websites. Some of the partners hosted the content of the activities on their own Scientific Culture website. Others, have integrated the information on their European Researchers' Night section.

Table 3. Main website partners use to provide information about G9-SCIENCE4ALL activities

Partner	Website
UC	web.unican.es/culturacientifica https://web.unican.es/unidades/cultura-cientifica/feria-cientifica/oceanos https://web.unican.es/unidades/cultura-cientifica/la-noche



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UCLM	https://www.uclm.es/es/misiones/investigacion/uclmdivulga/actividades/noche-europea https://www.uclm.es/global/promotores/organos-de-gobierno/vicerrectorado-de-investigacion-y-politica-cientifica/novedades/uclmdivulga/nocheg9/20240523greenweekuclm1
UEx	https://descubre.unex.es/culturacientifica/nocheEuropa https://descubre.unex.es/culturacientifica/GreenWeek
UIB	culturacientifica.uib.es https://culturacientifica.uib.es/Projectes/2024/II-Concurs-Un-Mar-de-Ciencia/II-Concurs-Un-Mar-de-Ciencia-2024.cid771242
UNIZAR	https://ucc.unizar.es/noche-investigadores-2024/la-noche-europea-de-los-investigadores-e-investigadoras
UO	ucc.uniovi.es https://ucc.uniovi.es/nocheinvestigadores
UPNA	unavarra.es/nocheinvestiga
UPV/EHU	ikertzaileengaua-ehu.org https://www.ikertzaileengaua-ehu.org/dia-de-los-oceanos/

Universities have increasingly leveraged their **social media** platforms to disseminate information and generate interest in pre-events. By strategically utilizing the platforms where they already have a wide audience, these accounts have emerged as powerful tools to enhance the visibility and impact of the pre-event, driving attendance, and fostering meaningful engagement within their communities.

Table 4. Universities' users in social media

Partner	X	Facebook	Instagram
1 UC	@UCDivulga @unican	@universidaddecantabria	@universidaddecantabria
2 UCLM	@uclm.es @UCLMdivulga	@uclm.es @uclmdivulga	@uclm.es @uclmdivulga
3 UEx	@UExDivulga	@culturacientifica.uex	@culturacientifica.uex
4 UIB	@UIBuniversitat @InvestigacioUIB	@universitatuib	@uibuniversitat
5 UO	@UOdivulga	@uodivulga	@universidad de oviedo ; @uodivulga
6 UNIZAR	@UCCUnizar @unizar	@UCCUnizar @unizar	@uccunizar



				@universidaddezaragoza
7	UPNA	@cultUPNA @upna.nup	@upnauniversidad	@upna.nup @cultUPNA
8	UPV/EHU	@upvehu	@upvehu	@upvehu_gara
9	UR	@unirioja	@unirioja	@unirioja

To coordinate both the messages and the time of delivery partners adapt the joint press releases are being produced and a calendar is being followed to spread the news.

All G9-SCIENCE4ALL partners have the compromise to include the logo of the project, the emblem of the European Union and the G.A. number on their websites and posters to acknowledge the support received under the EU program.

WORLD OCEAN DAY

As a pre-event to the European Researchers' Night 2024, a special occasion was organized to coincide with World Oceans Day on June 8th. This event aimed to raise awareness among the public about the Ocean Mission and how the EU has set itself between now and 2030 is to restore the health of our waters and oceans to ensure that this much-needed resource remains sustainable and accessible to all people. The researchers emphasized the importance of ocean conservation and marine biodiversity.

During the activities the researchers focused on the significance of healthy oceans for both environmental balance and human well-being, inspiring participants to take action to protect these vital ecosystems.

World Ocean Day at University of Cantabria (UC)

On World Oceans Day, the University of Cantabria organized a series of activities aimed at raising awareness about marine ecosystems and promoting their protection and restoration.

The participants who have been invited to these activities are groups of students who won the Oceans Mention at this year's UC's Science Fair 2024. The 2024 Scientific Fair, held on April 23, was not initially included in the G9-SCIENCE4ALL project. However, it's worth noting that in this fair, which involved 150 students, more than 50 teachers and was visited by another 100 people, a special mention award for oceans was proposed for those groups presenting projects related to water resource conservation.

June the 4th 2024. Educational Adventure in the Bay of Santander

Researchers Beatriz Echávarri Easun and Ana de los Ríos Gutiérrez, from Instituto de Hidráulica Ambiental de Cantabria (IH Cantabria), accompanied a group of primary school students on a trip where they discussed the biodiversity of the Bay, the protection of marine ecosystems, and the importance of controlling water pollution. The



students learned about the diverse marine life in the Bay, the significance of preserving ecosystems, and the detrimental effects of pollution on water bodies.

June the 5th 2024. Nocturnal Marine Safari in La Maruca

In this activity, a group of secondary school students had the opportunity to explore one of the most astonishing and diverse ecosystems in the region. During this nocturnal experience, they discovered the secrets of the area while learning about marine adaptations to darkness and silence. This safari aimed to deepen their understanding of the complexity and beauty of marine ecosystems. Viola Bruschi researcher at the UC, was responsible for highlighting the significant geological importance of the environment during this activity, emphasizing the relevance of research for the protection of this natural environment.

June the 5th 2024. 3D Printing for Marine Ecosystem Recovery

During this guided tour, students had the opportunity to witness the 3D printer in action, manufacturing artificial reefs that promote biodiversity in degraded marine environments such as ports. This activity aimed to showcase the innovative approaches being developed to restore and protect our oceans using advanced technology. This activity involved the participation of UC researchers Elena Blanco Fernández and Eva Cuesta Astorga.

World Ocean Day at University of Balearic Islands/Universitat de les Illes Balears (UIB)

A Sea of Science Contest. Submission of works: until May the 31st 2024

The University of the Balearic Islands/Universitat de les Illes Balears organized the second edition of the contest 'A Sea of Science', in which students, through art and writing, exposed their vision regarding the conservation of marine ecosystems.

The contest was open to students in the fourth, fifth and sixth years of primary school, as well as in the first and second years of secondary school. Participation was always by class or group. The contest included two modalities:

- Writing. Essays, stories, poems, reports and any type of text where the word is the main element, although it may be accompanied by photographs, videos or other audiovisual format.
- Artistic creation. Drawings, sculptures and other formats were included in this category.

Award ceremony

UIB organized a ceremony to award prizes, recognition and gratitude to all participants.

Activities with the winners



The University of the Balearic Islands/Universitat de les Illes Balears declared two winners, one for each category of the competition (Writing and Artistic Creation). The prize awarded by the UIB consisted of a proposed activity scheduled based on the winners' hometown, to be specified in accordance with the school center involved.

World Ocean Day at Public University of Navarra (UPNA)

A Sea of Science Contest. Submission of works: until May the 24th 2024

At the Public University of Navarra, they also carried out their second edition of the contest 'A Sea of Science' with the same two modalities as UIB.

June the 7th 2024. Award ceremony

The winners were able to receive the prizes at UPNA

June the 7th Water agent's activity

The winning students became detectives for the science and health of our rivers, participating in research and observation activities related to the sustainability of our rivers and groundwater.

All the information can be checked on the [website](#) and the [photos gallery](#).

World Ocean Day University of País Vasco (UPV)

A Sea of Science Contest. Submission of works: until May the 31st 2024

At the University of the Basque Country/Euskal Herriko Unibertsitatea, they have also launched the 'A Sea of Science' competition, where young participants will contribute literary and artistic works, thus sharing their vision on the importance of ocean conservation and conveying this message to their families, elders, and teachers.

June the 8th. Award ceremony

On the celebration of the International Day of the Oceans, a public award ceremony, recognition, and gratitude to all participants were held. This event took place at the Bioterra fair in Irún, and representatives of the UPV/EHU attended.

The winning students enjoyed the following activities with their school group:

- **June the 17th 2024. Discover Arboretum**

Guided tour by a researcher from the UPV/EHU through an immersive botanical experience where you can discover the flora of the five continents.-

- **June the 13th 2024. Sea outing through the cliffs of Jaizkibel**



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Navigation aboard the MATER boat from Pasaia San Pedro to enjoy the natural landscape of the coastline.

June the 7th. Knowledge Fair

During the event in Bilbao, the awards for the "Attention! Don't Crush Me!" contest were presented. This collaborative effort involves the UCC+I of UPV/EHU and receives funding from the Spanish Foundation for Science and Technology. Researcher Nerea Jaureguizar engaged over 400 participants, emphasizing the importance of the ocean mission during the event.

GREEN WEEK

In alignment with **World Environment Day**, celebrated on June the 5th, we hosted a variety of activities. Through these activities, participants gained a deeper understanding of their role in preserving our planet's health. In conjunction with the **World Bicycle Day**, observed on June 3rd, we promoted eco-friendly transportation and healthy lifestyles. Our activities encouraged participants to explore the benefits of cycling, contributing to reduced carbon emissions and improved well-being.

Green Week at University of Castilla-La Mancha (UCLM)

June the 6th 2024. Green Week has been held at the University of Castilla-La Mancha with an open day at the Faculty of Environmental Sciences in Toledo. An activity that has brought together more than twenty students from different parts of the province of Toledo. Specifically, the Grouped Rural School of the towns of Los Cerralbos, Lucillos, Montearagón and Las Vegas de San Antonio. Whose students, between eight and nine years old, corresponded to students in the 3rd and 4th year of Primary Education.

The young people participated in various activities organized by the UCLM research faculty, who in addition to showing them the Campus and the faculty itself, also involved them in dissemination activities on the conservation and behavior of swifts. This activity is a project called "Fly your swift", whose main objective is the rescue and breeding of common swift chicks, a protected bird that nests in summer using the gaps in the facades of buildings.

Green Week at University of Extremadura (UEx)

The University of Extremadura has organized visits to water treatment facilities in Badajoz and Cáceres, along with talks with researchers about water resilience in Badajoz, Cáceres and Plasencia. The EU GREEN European University Alliance (project funded by the European Union in the framework of the Erasmus+ program under grant agreement number 101089896) has also collaborated in the Green Week, with separation of costs between both projects.



Activities in Badajoz

June, the 4th. Within the framework of the Green Week of the G9-Science4all project of the European Researchers' Night, a radio program open to the public was held on June 4: [WATER, SCIENCE AND SOCIETY. THE ROAD TO WATER RESILIENCE](#). The radio program addressed what water resilience is; how to respond to future challenges; how to guarantee water quality in a sustainable way and what are the best scientific and technological practices and research being carried out in Extremadura. The podcast can be listened to here: <https://open.spotify.com/episode/06EHaKEppgrkXZgl0UvX3P?si=aM6lxMzNSkGPQy2h9hCm7Q>

Researchers from the Department of Chemical Engineering of the UEx and the Water Treatment Research Group: Ana Rey Barroso, Ana M^a Chávez Águedo and Pedro M. Álvarez. On behalf of the Innovation and Technology Department of water supply company Aqualia company, the researcher Miriam Tena Villares and on behalf of province Council Promedio, Pedro Martín de la Vega Manzano, head of the R+D+i unit of Promedio and Maria Isabel Fernández Fernández Fernández, Laboratory Analyst.

June, the 5th. Visit to water treatment facilities in Badajoz. A group of people, mainly students from the university of senior citizens, learned how water is treated in our cities as well as the technology behind it.

Activities in Cáceres

June the 3rd. Visit to water treatment facilities in Cáceres and Guadiloba river.

During this visit, a group of citizens was able to learn about the water supply system of the city of Cáceres, as well as the water purification process and the facilities of the company in charge of this supply.

June the 4th. University researchers talks open to the public.

In those talks, different topics related to water conservation were discussed from a variety of scientific disciplines:

- “The impact of pollution from cigarette butts”: Research M. José Arévalo from Department of Organic and Inorganic Chemistry of UEx.
- “Water quality measured with remote sensing techniques”: Research Aurora Cuartero from Department of Graphic Expression of UEx.
- “Urban ecology”: Research Santiago Fernández from University Research Institute for Sustainable Territorial Development of UEx.
- “Water as a source of hydrogen production”: Research Antonio Gordillo from Department of Electric Engineering, Electronics and Automatics of the UEx.
- “The symbolism of water in art”: Roberto Díaz, art curator from Helga de Alvear Museum.

Activities in Plasencia



June the 5th, University researchers talks open to the public at the University Center of Plasencia. Round table "Forestry and Water; the role of the agroforestry sector in water management". Under the moderation of the researcher Juan Carlos Giménez Fernández, representatives of the projects CLIMAFORREST and Growing water, as well as the Forestry Research Group of the UEx and the University Research Institute INDEHESA.

Green Week at University of Zaragoza (UNIZAR)

June the 6th. Discovering the Ebro River as true geologists

Workshop to Communicate the Formation of the Ebro River, Water and Sediments, and Water Quality. In this workshop, participants will explore the formation of the Ebro River, focusing on water, sediments, and water quality. Attendees will have the opportunity to analyze the waters of the Ebro River using harmless reagents and search for aquatic insects and invertebrates.

June the 14th. Activities at Campus San Francisco de Zaragoza

The following activities were part of a Circuit with 5th or 6th-grade children who rotated in small groups through the following activities:

- **Eco-Treasure Hunt to Save Planet Earth.** This treasure hunt will lead children through a series of challenges and activities that will raise awareness about the importance of caring for the environment and how they can contribute to saving planet Earth from the effects of climate change, greenhouse gases, plastics, etc.
- **What do you know about Bioplastics?** The EcoThinkLab project will attempt to answer these questions: What is compostable material? And bioplastics? What types exist? What is the correct and appropriate way? What life cycle do materials follow? and provide information about compostable and biodegradable plastics.
- **Shall We Play the Circular Economy?** Through a game about the textile sector's impact on water and oceans, participants will test their knowledge about the Circular Economy's Rs.
- **Challenges in the Battle Against Climate Change.** How do renewable energies work? What is the circular economy? What is more polluting: a boat or a plane? Are the planet's resources finite? Discover by playing with us these and other questions. Additionally, we will show you the challenges of a recycling process and what the circular economy consists of.
- **Trees That Tell Stories.** Trees are fascinating living beings. Capable of developing their life cycle in the same location for centuries and sometimes millennia, they store in their annual growth rings signals that, conveniently decoded, inform us about the environmental but also social history of the environment in which they have lived. The evolution of the terrain, flood events, and forest fires, through



the history of the climate or the ecological relationships of forest systems with it, can be studied and dated through the annual rings that the tree generates.

- **Water as a Heritage Element of Aragon.** The Aragon community has needed, throughout history, certain efforts and ingenuity to bring water to its entire territory (and maintain it). In this activity, the different ways in which this has been achieved will be explored.
- **Smart Cities.** Spatial Diversity Through Interactive Maps This demonstration is an invitation to discover spatial diversity in our cities. This diversity, as a key variable in urban design, influences the sustainability and inclusivity of the urban fabrics in which we live. Through several interactive maps, participants will be able to recognize how this diversity manifests in their own homes or neighborhoods, and thus understand the importance of building more diverse cities.

2. TRAININGS

The training courses aim to enhance the communication skills and competencies of our researchers, encouraging them to engage with non-research audiences, particularly pupils and students. Participants are encouraged to take part in the Night, pre-events, and Researchers at Schools initiatives. Additionally, they will be informed that the European project G9-SCIENCE4ALL is focused on communicating the missions of the European Union to the public. The courses offered by each partner cover various aspects of science communication, such as creating effective science communication resumes and interacting with the media. The table below provides a summary of the courses implemented since the beginning of the project to date.

Table 5. Training sessions planned per partner from April the 1st to July the 31th 2024

Partner	Dates	Title	Duration (hours)
UC	June the 26 th and 27 th	From Atoms to Emojis: Communicating Science with Style	6
UCLM	April the 15 th	How to create a good science communication resume	10
	May the 13 th	How to create a good science communication resume	10
	June the 10 th	How to create a good science communication resume	10
UIB	April 2024	Communicating science: explaining your research or working as a journalist?	12
UEx	June the 5 th and 6 th	Strategies for Scientific and Tech. Outreach	9



	June the 12 th and 13 th	Strategies for Scientific and Tech. Outreach	9
UO	April the 19 th	Course on Communication and Scientific Outreach Techniques for Researchers	4
	June the 18 th	Course on Communication and Scientific Outreach Techniques for PhD Students	4
UPV/EHU	June the 20 th and 27 th and July the 4 th 2024	Researchers at the microphone	25
UNIZAR	June the 4 th	Scientific communication forum. New channels to disseminate science	3
UPNA	May 20 th and 21 st 2024	Tell the science	12

June the 26th and 27th 2024. From Atoms to Emojis: Communicating science with style.

This 6-hour course, led by UC and presented in Santander, is designed to train PhD candidates in science communication and public outreach techniques. The program encompasses a range of methods to enhance the organization of in-person activities such as talks and demonstrations. Additionally, it will cover the strategic use of digital formats, including social media outreach and audiovisual content creation. The multidisciplinary approach of the curriculum aims to equip participants with a set of skills that enables them to convey their research in an engaging and sometimes even entertaining manner.

April the 15th, May the 13th and June the 10th 2024. How to create a good science communication resume.

This 3-hour course, led by UCLM was presented in Ciudad Real, Toledo and online with the aim of equipping future researchers with the necessary tools to disseminate their findings to society through a better understanding of science journalism, which is essential for explaining and justifying the work of the scientific community to the public. Additionally, the course provides an overview of the latest developments in the field of science communication and its recognition in the advancement of a research career.

More info:

https://www.uclm.es/estudios/eid/novedades/formacion_trasversal_eid/comunicar_ciencia_medios_2024



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April the 15th to the 29th 2024. Communicating science: explaining your research or working as a journalist?

This hybrid online-onset 12-hour course, led by UIB in Palma, aimed to train, guide, and provide guidelines for researchers at UIB regarding science communication and outreach. The training of research staff is one of the strategic objectives of the Unit of Outreach and Scientific Culture at UIB, given the need to leverage the knowledge and research conducted at UIB to reach society through various knowledge transfer channels. This training is also one of the planned actions within the UIB's Strategic Plan 2023-2027 to develop a training program, in coordination with the faculty training committee, to enhance the capacity of research staff in the field of science communication.

More info:

<https://culturacientifica.uib.es/Projectes/2024/Comunicar-Ciencia-2024/Curs-Comunicar-Ciencia-II-Explicar-la-recerca-o.cid771134>

June the 5th and 6th 2024 and June the 12th and 13th. Strategies for Scientific and Technology Outreach.

This 9-hour course, led by UEX was presented in June the 5th and 6th at Badajoz and June the 12th and 13th at Cáceres.

The course methodology is based on practical exercises carried out both individually and in groups, tailored to develop the communication skills necessary for effective, clear, and engaging scientific outreach. Each session begins with a brief theoretical introduction to the content followed by collective discussion of presented examples. The classroom practice primarily focuses on implementing writing techniques and styles, conducting interviews with journalists, and preparing oral presentations for public delivery, such as an elevator pitch, as part of the methodology.

More info: <https://descubre.unex.es/detalle/549>

<https://www.unex.es/organizacion/servicios-universitarios/servicios/sofd/areas/fp/formacion-2024/Plan%20Formacion%202024.pdf>

April the 19th and June the 18th. Course on Communication and Scientific Outreach Techniques for Researchers and PhD Students.

This 4-hour course, led by UO was presented in April the 19th and June the 18th at Oviedo.



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The course has been scheduled in two sessions, the first one aimed at researchers and the second one for PhD students.

The session aimed at the institution's researchers had two main objectives. Firstly, it aimed to teach them how to disseminate their work through several Media such as press, radio, and television. To achieve this, a journalist's intervention was included. Secondly, the session aimed to present the support services for communication and scientific dissemination that the UO makes available to the university community.

In the second session, a renowned expert in scientific outreach has introduced PhD students to the management of communication and scientific outreach techniques, working with practical cases and on the areas of dissemination and professional application of communication and scientific outreach. During the session, training and information were provided on what to do and what not to do in outreach, new outreach formats, and fake news.

This course placed special emphasis on innovation in scientific communication and how **Artificial Intelligence** can help them in both areas, research and scientific dissemination.

More info:

https://ucc.uniovi.es/noticias/-/asset_publisher/4bR1/content/curso-comunicacion-cientifica?redirect=%2F

https://ucc.uniovi.es/noticias/-/asset_publisher/4bR1/content/curso-comunicacion-doctorandos-3?redirect=%2F

Researchers at the microphone

This is a course aimed at teaching and research staff of the University of the Basque Country, who are interested in showing society the results of their research, in general, to researchers interested in scientific dissemination.

The course will explain how to make the transition from scientific language to journalism, as well as how to voice and write texts for radio. The proposals will be valid both for teaching and for public speaking.

The final objective of this theoretical-practical course is that each participant will record a news item and an interview related to his or her research.

This course had to be cancelled due to low enrollment. It will be offered again next year.

June the 4th . Scientific Communication Forum: New successful channels to disseminate science

The Scientific Communication Forum, organized by the Scientific Culture Unit (UCC-Unizar) and held on June 4 for 3 hours, had the participation of 75 researchers compared to the 40 expected attendees, which demonstrates the high interest of the scientific staff on campus in learning the basic foundations of scientific journalism and its new

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formats, which help them bring knowledge closer to citizens. The meeting offered the opportunity to learn about two new successful channels for disseminating science: The Conversation and Science Media Center Spain, in order to amplify the impact of years of study and research by science journalists of recognized prestige in Spain. like Lorena Sánchez and Laura Chaparro.

This forum is part of the seminars, workshops and courses that are periodically offered to the scientific community in scientific communication, such as the two held this academic year for 44 young doctoral students from Unizar.

More info: <https://ucc.unizar.es/foro-de-comunicacion-cientifica>

May 20th and 21st 2024. Tell the science

This 12-hour course of practice, led by BIG VAN CIENCIA for UPNA, has been scheduled in two sessions, both aimed at researchers and PhD students, who want to develop skills in effective communication in a monologue form during the European Researchers Night. The course was taught in person, with practical and participatory exercises.

Group size:
A maximum group of 25 people was established to ensure an environment conducive to interaction. Personalized feedback and practical skill development. 25 researchers registered in this course.

More info:

<https://www.unavarra.es/unidadculturacientifica/tablon-de-anuncios?contentId=280983>

3. SCOPE OF THE AWARENESS CAMPAIGN

On site participation

The table below outlines the awareness campaign in-person participation, showing both participation expectations and actual involvement across the various partners.



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Table 6. Scope of the activities per partner

Partner / Event	Prevents expected participation	Prevents actual participation	Trainings planned participation	Trainings actual participation
UC	250	360 ¹	30	5 ²
UCLM	100	65	50	30
UEx	200	115	34	36
UO	³		130	74
UIB	200	175	37	35
UNIZAR	250	300	40	75
UPNA	250	282	25	25
UPV/EHU	850	728	20	0
Total	2100	1925	366	280

The actual number of participants in the Prevents was due to prioritizing the quality of engagement over the quantity of attendees. Our focus was on providing a high standard of attention and interaction, ensuring a more meaningful and impactful experience for each participant.

In addition to detailing the in-person participation as just explained, we will now present the efforts undertaken to disseminate the activities in order to assess the reach of virtual participation. This will include press releases, media appearances, website analytics, and examples of social media posts.

Press releases

In this section we have compiled all the consortium press releases as well as the ones published by each partner since the beginning of the G9-SCIENCE4ALL project.

Table 7. Press releases announcing G9-SCIENCE4ALL project gets funding from the EU

By	Date	Headline	Link
G9	March the 27th 2024	Las universidades del G-9 obtienen financiación de la Comisión Europea para celebrar La noche europea de los investigadores e	https://uni-g9.net/noticias/el-grupo-de-universidades-g9-obtiene-financiacion-de-la-comision-europea-para-celebrar-la-noche-europea-de-

¹ This participation includes 300 people from the UC's Science Fair 2024 and about 60 that participated in the activities of the UC's Ocean Day.

² This participation has been reduced to 5 people because the course had to be postponed due to the teachers' health issues.

³ This year UO has participated in the Prevent 'Cancer Awareness Day', not included in the execution period.



		investigadoras durante los próximos 2 años	los-investigadores-e-investigadoras-durante-los-proximos-2-anos
UC	March the 18th 2024	La Universidad de Cantabria, junto con el Grupo 9 de Universidades, obtiene financiación para el proyecto Science4All, que incluye la celebración de la Noche Europea de los Investigadores e Investigadoras	https://web.unican.es/noticias/Paginas/2024/03/proyecto-Science4All.aspx
UCLM	March the 18th 2024	Talavera de la Reina, próxima sede de la UCLM para celebrar 'La Noche de los Investigadores e Investigadoras'	https://www.uclm.es/es/global/promotores/organos-de-gobierno/vicerrectorado-de-investigacion-y-politica-cientifica/novedades/uclmdivulga/actualidad-todo/science4alluclm
UEx	March the 18th 2024	El grupo de Universidades G9 obtiene financiación de la Comisión Europea para celebrar la Noche Europea de los Investigadores e Investigadoras durante los próximos 2 años	https://www.unex.es/organizacion/servicios-universitarios/servicios/comunicacion/archivo/2024/marzo-de-2024/18-de-marzo-de-2024/el-grupo-de-universidades-g9-obtiene-financiacion-de-la-comision-europea-para-celebrar-la-noche-europea-de-los-investigadores-e-investigadoras-durante-los-proximos-2-anos
UIB	March the 18th 2024	La UIB obté finançament de la Comissió Europea per celebrar la Nit Europea de la Recerca durant els propers dos anys	https://diari.uib.es/Hemeroteca/La-UIB-obte-financament-de-la-Comissio-Europea-per.cid770240
	March the 18th 2024	El Grupo 9 de Universidades (G9) obtiene financiación de la Comisión Europea para celebrar la Noche Europea de la Investigación durante los próximos 2 años	https://culturacientifica.uib.es/Projectes/2024/Nota-de-premsa-G9/



UNIZAR	March the 19th 2024	La Universidad de Zaragoza logra financiación de la Comisión Europea para celebrar la Noche europea de los investigadores e investigadoras durante los próximos 2 años	https://www.unizar.es/actualidad/vernoticia_ng.php?id=81891&idh=
UPNA	March the 26th 2024	La UPNA y el Grupo 9 obtienen financiación de la Comisión Europea para celebrar la Noche Europea de los Investigadores e Investigadoras durante los próximos 2 años	https://www.unavarra.es/sites/actualidad/contents/noticias/2024/03/26/noche-europea-financiacion.html
UO	March the 18th 2024	El G-9 obtiene financiación de la Comisión Europea para celebrar la Noche Europea de los Investigadores e Investigadoras durante los próximos dos años	https://www.uniovi.es/actualidad/notasprensa/-/asset_publisher/QZB05cBBRrUy/content/id/6763492
UPV/EHU	March the 20th 2024	La UPV/EHU obtiene nueva financiación de la UE para celebrar La Noche Europea de las Investigadoras y de los Investigadores	https://www.ehu.es/es/-/upv-ehu-financiacion-ue-europa-noche-investigadores

Table 8. Press releases about the activities organized in June 2024

By	Date	Headline	Link
UC	May the 24th 2024	La Universidad de Cantabria celebrará el Día Mundial de los Océanos, dentro del proyecto G9-SCIENCE4ALL, como evento previo a la Noche Europea de los Investigadores e Investigadoras	https://web.unican.es/noticias/Paginas/2024/05/scienceforall.aspx
	June the 7th 2024	La Universidad de Cantabria celebra el Día Mundial de los Océanos con actividades para concienciar sobre la necesidad de protección de la vida marina	https://web.unican.es/noticias/Paginas/2024/06/dia-mundial-oceanos.aspx



UCLM	May the 23 rd 2024	El Grupo 9 de Universidades inicia en junio eventos de divulgación del proyecto Science4All previos a la Noche Europea de los Investigadores e Investigadoras	https://www.uclm.es/es/global/promotores/organos-de-gobierno/vicerrectorado-de-investigacion-y-politica-cientifica/novedades/uclmdivulga/actualidad-todo/20240523greenweekuclm
UEx	May the 27 th 2024	El futuro del agua, protagonista de la “Green Week” de la UEx abierta a la participación de la ciudadanía	https://www.unex.es/organizacion/servicios-universitarios/servicios/comunicacion/archivo/2024/mayo-de-2024/27-de-mayo-de-2024/el-futuro-del-agua-protagonista-de-la-201cgreen-week201d-de-la-uex-abierta-a-la-participacion-de-la-ciudadania
UIB	April the 25 th 2024	Els alumnes de l'IES Sa Colomina d'Eivissa, guanyadors del I concurs Un Mar de Ciència, visiten el Palma Aquarium	https://diari.uib.es/Hemeroteca/Els-alumnes-de-lIES-Sa-Colomina-dEivissa.cid775732
UNIZAR	June the 6 th 2024	175 escolares descubren la existencia de numerosas especies invasoras en el río Ebro durante la visita geológica de Unizar	https://ucc.unizar.es/noticia/175-escolares-descubren-la-existencia-de-numerosas-especies-invasoras-en-el-rio-ebro
	June the 13 th	La “Semana Verde Unizar” ofrece este viernes talleres científicos y juegos para alumnos de primaria	https://ucc.unizar.es/noticia/la-green-week-unizar-ofrece-este-viernes-en-el-campus-san-francisco-talleres-cientificos-y
UPNA	May the 3 rd 2024	La UPNA convoca el concurso “Un mar de ciencia”, dirigido a estudiantes de Secundaria de centros de Navarra	https://www.unavarra.es/sites/actualidad/contents/noticias/2024/05/03/mar-ciencia.html
	June the 14 th 2024	Alumnado del IES Plaza de la Cruz y del IES Padre Moret Irubide, premiado en	https://www.unavarra.es/sites/actualidad/contents/noticias/2024/06/14/resultados-un-mar-ciencia.html



		el concurso “Un mar de ciencia” de la UPNA	
UPV/EHU	June the 5 th 2024	La UPV/EHU celebra el Día de los Océanos con una Feria del Conocimiento que mostrará los resultados de !Atención!!No me aplastes!	https://www.ehu.es/es/-/eguna-feria-del-conocimiento-eznazazupaldu?wkrh_tabs1=properties

Press clipping

The following press clipping highlights the media coverage garnered by the previous press releases and contacts with media for G9-SCIENCE4ALL project grant, Ocean Day and Green Week initiatives. These clippings encompass a diverse range of media outlets, including newspapers, magazines, online platforms, radio and broadcast channels. They showcase the broad dissemination of our message and the significant impact of our events on local audiences.

Table 9. Press clipping per partner

Partner	Media	Link
UC	Cadena SER (Ocean Day Interview UC researcher on 3D printing of artificial reefs)	https://hokcab01.almacen.api.auditmedia.es/api/Recortes/6dbacdd3-6634-4753-ad38-12ef2a37de4e/radio.mp3
	IHCantabria	https://ihcantabria.com/la-uc-celebra-el-dia-mundial-de-los-oceanos-con-actividades-en-las-que-ha-participado-ihcantabria/
	Fundación princesa de Girona	https://tourdeltalento.org/es/evento-2024/santander/actividades/feria-cientifica-organizada-por-la-universidad-de-cantabria/
	Magisnet.com	https://www.magisnet.com/2024/04/celebrada-la-x-feria-cientifica-de-la-uc-con-mas-de-50-proyectos-cientificos-de-22-centros-educativos/
	El cántabro	https://elcantabro.es/cantabria-noticias/celebrada-la-x-feria-cientifica-de-la-uc-con-mas-de-50-proyectos-cientificos-de-22-centros-educativos/
UCLM	Lanza Digital	https://www.lanzadigital.com/castilla-la-mancha/el-g9-obtiene-ayuda-de-la-comision-europea-para-celebrar-la-noche-europea-de-los-investigadores/



UEx	Onda Cero	https://www.ondacero.es/emisoras/extremadura/futuro-agua-protagonizara-green-week-universidad-extremadura-2024_202405286655b4253a4a7f0001486ae9.html
UIB		News is expected in the coming months as the UIB will organize a public event to present the two prizes of the 'A sea of science' contest to the winners.
UNIZAR	Heraldo de Aragón	https://www.heraldo.es/noticias/aragon/2024/03/31/aragon-el-g9-obtiene-financiacion-de-la-comision-europea-para-celebrar-la-noche-europea-de-los-investigadores-1722732.html
	Aragón TV Informativos	https://youtu.be/UXpyZCzGN4
	RTVE Aragón Informativos	https://x.com/rtvearagon/status/1798721532652339236?s=48
	La noción	https://www.lanocion.es/aragon/20240319/la-universidad-de-zaragoza-logra-financiacion-de-l-6093.html
	Aragón digital	https://www.aragondigital.es/articulo/medio-ambiente/descubriendo-rio-ebro-175-ninos-analizan-especies-invasoras-paso-zaragoza/20240606175910876724.html
	Europa Press	https://fotos.europapress.es/fotonoticia/f6012884
UPNA	Diario de Navarra	https://www.diariodenavarra.es/noticias/navarra/2024/06/14/alumnos-ies-plaza-cruz-ies-padre-moret-irubide-premiados-el-concurso-mar-ciencia-upna-612042-300.html
	Europapress	https://www.europapress.es/navarra/noticia-upna-convoca-concurso-mar-ciencia-dirigido-estudiantes-secundaria-centros-navarra-20240505104248.html
UPV/EHU	Ficoba	https://www.ficoba.org/es/bioterra-celebra-su-21-edicion-bajo-el-lema-compromiso-ecologico/
	Forociudadanoirunes	http://www.forociudadanoirunes.org/index.php?option=com_content&view=article&id=32527:b21edp&catid=4:culturayocio&Itemid=17&lang=es



Naiz	https://www.naiz.eus/eu/hemeroteca/gaur8/20240321/ehu-ikertzaileen-gau-europarra-ospatuko-du-datozen-bi-urteetan
afe	https://www.afe.es/es/noticia/bioterra-celebrasu-21-edicion-bajo-el-lema-compromiso-ecologico-9445
Agenciadenoticias	https://www.agenciadenoticias.es/2024/03/20/upv-ehuk-ebren-finantzaketa-jaso-du-ikertzaileen-gaua-hurrengo-bi-urteetan-egiteko/

Green Week & Ocean Day prevents websites

Below, we present the websites where each partner has posted details regarding Ocean Day or Green Week. These web pages have served as central platforms for visitors to explore event schedules.

Table 10. Pre-events websites per partner

Partner	Ocean day / Green Week
UC	https://web.unican.es/unidades/cultura-cientifica/feria-cientifica/oceanos
UCLM	https://www.uclm.es/global/promotores/organos-de-gobierno/vicerrectorado-de-investigacion-y-politica-cientifica/novedades/uclmdivulga/nocheg9/20240606greenweek1
UEx	https://descubre.unex.es/culturacientifica/GreenWeek
UIB	https://culturacientifica.uib.es/Projectes/2024/II-Concurs-Un-Mar-de-Ciencia/
UNIZAR	https://ucc.unizar.es/noche-investigadores/2024/pre-evento-green-week
UPNA	https://www.unavarra.es/nocheinvestiga/dia-de-los-oceanos/concurso-un-mar-de-ciencia
UPV/EHU	https://www.ikertzaileengaua-ehu.org/dia-de-los-oceanos/ https://www.ikertzaileengaua-ehu.org/ozeanoen-eguna/

Social media

We've showcased our event across various social media platforms, including Twitter, Facebook, and Instagram. Each platform has been utilized to disseminate event-related content, fostering engagement and interaction with our audience. From highlighting key moments to sharing behind-the-scenes glimpses, our social media presence has aimed to captivate audiences across different demographics.



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Table 11. Post examples in X about the project per partner

	Partner	X	Posts examples
0	G9	@uni_g9	https://x.com/uni_g9/status/1773019223108858235
1	UC	@UCDivulga @unican	https://x.com/unican/status/1769649030018019461 https://x.com/unican/status/1782785816932073815 https://x.com/UCDivulga/status/1797957564388487623 https://x.com/UCDivulga/status/1798618684573028386 https://x.com/unican/status/1799023440231641209
2	UCLM	@uclm_es @UCLMdivulga	https://x.com/UCLMdivulga/status/1798989499315445952
3	UEx	@UExDivulga	https://x.com/UExDivulga/status/1769748127207051404 https://x.com/UExDivulga/status/1798785841470321121 https://x.com/UExDivulga/status/1797592039866962148
4	UIB	@UIBuniversitat @InvestigacioUIB	https://x.com/UIBuniversitat/status/1769678483540619465 https://x.com/InvestigacioUIB/status/1799023462478205287
5	UO	@UOdivulga	https://x.com/uniovi_info/status/1770390374353178815
6	UNIZAR	@UCCUnizar	https://twitter.com/UccUnizar/status/1801591118166982760 https://twitter.com/UccUnizar/status/1801591652483473596 https://twitter.com/UccUnizar/status/1801593632434049033 https://twitter.com/UccUnizar/status/1801595375649804292 https://twitter.com/UccUnizar/status/1798704788437119061 https://twitter.com/UccUnizar/status/1798705760337080610 https://twitter.com/UccUnizar/status/1798707376637284847
7	UPV/EHU	@upvehu	https://x.com/upvehu/status/1770453035627552809 https://x.com/upvehu/status/1770451751478440031



Table 12. Post examples in Facebook about the project per partner

Partner	Facebook	Post examples
1 UC	@universidaddecantabria	https://www.facebook.com/watch/?v=375245802015357
2 UCLM	@uclm.es	
3 UEx	@universidadextremadura	https://www.facebook.com/culturacientifica.uex/posts/pfbid031aaET3VgxKQDuTGm9rUxP9HyibZK8XjapAoRBdQKx5AvxjUQM2itqJ9MccQi3vJal
4 UNIZAR	@unizar.es	https://www.facebook.com/UCCunizar/posts/934323325166592
5 UPV/EHU	@upvehu	facebook.com/share/p/t91RyyBPZqzRrktz/

Table 13. Post examples in Instagram about the project per partner

Partner	Instagram	Post examples
1 UCLM	@uclm.es	https://www.instagram.com/reel/C76D2Xau43/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==
2 UEx	@culturacientifica.uex	https://www.instagram.com/p/C7eGNL1I4ux/ https://www.instagram.com/p/C7wF_XiUw4/?img_index=1
3 UNIZAR	@uccunizar	https://www.instagram.com/p/C74zf7yoTp9/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA%3D%3D https://www.instagram.com/reel/C8UNFMclvlc/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==
4 UPNA	@cultUPNA	https://www.instagram.com/p/C74VoxYsnhw/?hl=es&img_index=1

