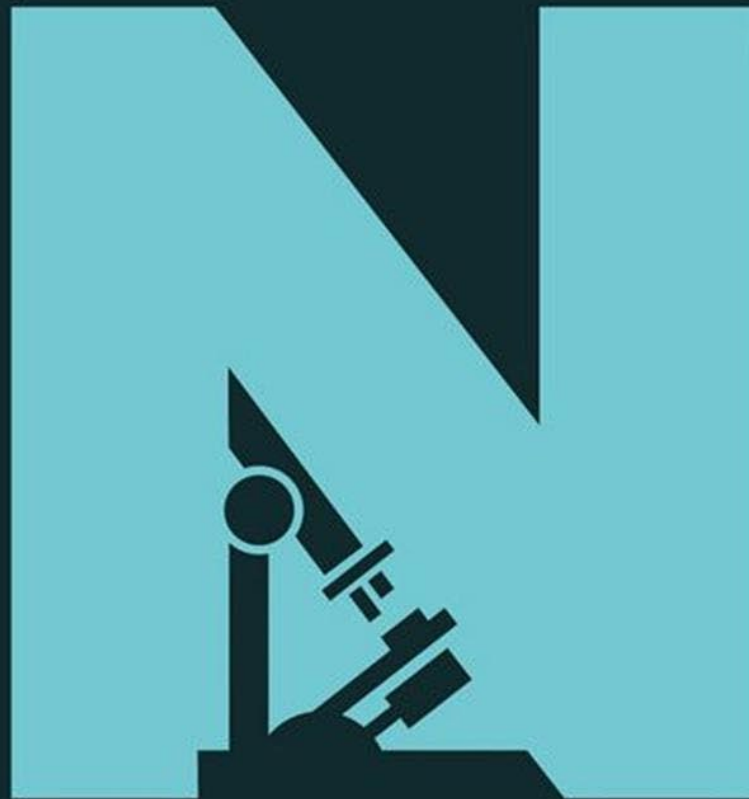


European Researchers' Night



## **D4.1. Awareness campaign 2023**





## PROJECT DETAILS

Project name	G9 GO FOR THE MISSIONS!
Project number	101061455
Project acronym	G9MISSIONS
Call	HORIZON-MSCA-2022-CITIZENS-01
Project starting date	Fixed date: 1 April 2022
Project duration	24 months
Project coordinator	University of Cantabria

## DELIVERABLE DETAILS

Technical report	WP4. D4.1
Nature	Report
Deliverable Name	Awareness campaign 2023
Expected date	31/07/2023
Submission date	26/07/2023
Dissemination level	Public
Lead Beneficiary	University of Extremadura
Reviewed by	University of Cantabria





<b>1. INTRODUCTION .....</b>	<b>4</b>
<b>2. ASSESSING THE SECOND YEAR SITUATION.....</b>	<b>4</b>
<b>3. OBJECTIVES .....</b>	<b>5</b>
<b>4. TARGET GROUPS .....</b>	<b>6</b>
<b>5. SECOND SET OF TRAININGS.....</b>	<b>7</b>
<b>6. WORLD CANCER DAY.....</b>	<b>8</b>
6.1 University of Cantabria (UC).....	9
6.2 University of Oviedo (UNIOVI).....	10
6.3 University of Extremadura (UEx).....	10
6.4 Public University of Navarra (UPNA).....	11
6.5 University of les Illes Balears (UIB).....	12
6.6 University of Castilla-La Mancha (UCLM).....	13
6.7 University of País Vasco (UPV/EHU).....	13
6.8 University of Zaragoza (UNIZAR).....	13
<b>7. WORLD OCEAN'S DAY.....</b>	<b>14</b>
7.1 University of Cantabria (UC).....	15
7.2 University of Oviedo (UNIOVI).....	17
7.3 University of Extremadura (UEx).....	18
7.4 Public University of Navarra (UPNA).....	18
7.5 University of les Illes Balears (UIB).....	20
7.6 University of Castilla-La Mancha (UCLM).....	21
7.7 University of País Vasco (UPV/EHU).....	21
7.8 University of Zaragoza (UNIZAR).....	23
<b>8. PARTICIPATION.....</b>	<b>24</b>
8.1 World Cancer Day.....	24
8.2 World Oceans Day.....	25
<b>9. COMMUNICATION.....</b>	<b>25</b>
9.1 Joint communication strategy.....	26
9.2 University of Cantabria (UC).....	26
9.3 University of Oviedo (UNIOVI).....	27
9.4 University of Extremadura (UEx).....	27
9.5 Public University of Navarra (UPNA).....	28
9.6 University of les Illes Balears (UIB).....	28
9.7 University of Castilla-La Mancha (UCLM).....	29
9.8 University of País Vasco (UPV/EHU).....	30
9.9 University of Zaragoza (UNIZAR).....	30
9.10 Main media impact.....	35
9.11 Social Media.....	39





# 1. INTRODUCTION

The G9MISSIONS project aims to promote participation of the G9 Universities in the European Researchers' Night. The next edition of this Europe-wide public event that displays the diversity of science and its impact on citizens' daily lives in fun and inspiring ways will take place on September the 28<sup>th</sup> 2023.

Our primary objective remains unchanged - to showcase the allure, accessibility, and indispensability of science to the general public, particularly families, children, and students, as we prepare to tackle the challenges that lie ahead. G9Missions brings together a team of eight esteemed Spanish universities, with the University of Cantabria leading as the coordinator. Joining forces are the University of Oviedo, University of Castilla-La Mancha, University of Extremadura, University of the Balearic Islands, University of Zaragoza, Public University of Navarre, and University of the Basque Country, while the University of La Rioja collaborates as an associated partner. These institutions share the distinction of being the sole public universities in their respective regions of Spain and are proud members of the Group 9 of Universities (G9). Established in 1997, G9 fosters collaboration among its members, promoting joint endeavors in research, teaching, and administrative matters.

Partner	Acronym
University of Cantabria	UC
University of Oviedo	UNIOVI
University of Extremadura	UEX
University of Castilla-La Mancha	UCLM
University of the Balearic Islands	UIB
Public University of Navarre	UPNA
University of the Basque Country	UPV/EHU
University of Zaragoza	UNIZAR

# 2. ASSESSING THE SECOND YEAR SITUATION

The G9MISSIONS project has already successfully executed several activities and achieved significant milestones on its first year. Looking ahead, the second major event of the European Researchers' Night is scheduled for September 29th, 2023. This event is expected to have a significant impact on promoting the objectives of the EU missions, as well as inspiring the next generation of scientists and innovators.

In order to highlight the mission of the European Union in cancer research and create visibility for the upcoming 2023 edition of the Night of Researchers, World Cancer Day was chosen as a significant pre-event. This decision aimed to align with the EU's mission





and emphasize the importance of ongoing efforts to combat cancer. Additionally, during World Oceans Day, both the mission of oceans and soil conservation were brought to the forefront, ensuring that multiple environmental concerns were addressed. By strategically selecting these pre-events, the consortium effectively showcased the EU's commitment to various research missions and fostered public engagement. These events laid a solid foundation for the second year of the project while providing valuable insights into cancer research, ocean conservation, and soil preservation.

### 3. OBJECTIVES

The primary goal of G9Missions is to demonstrate that science can be accessible, enjoyable, and attractive to the general public, in addition to its everyday usefulness. In essence, the project aims to show the human side of science and the people dedicated to it.

Alongside this overarching objective, G9Missions addresses nine specific objectives (SO) and five cross-cutting objectives as outlined in the Description of Action (DoA). These objectives are detailed below:

1. Promote the contribution of research to society by bringing researchers closer to the public. Furthermore, the project expects to raise awareness about the value of science and researchers for society, and to support the role of women in these activities by increasing their participation in events.
2. Enhance the recognition of researchers and their role in society. By engaging in various organized activities, society has the opportunity to see the "human face" of research and dispel stereotypes about researchers and their work.
3. Motivate researchers at universities to participate in science outreach events. To this end, G9Missions offers specific training programs for researchers from G9 universities. The objective is for researchers to engage with the audience and share their personal and professional interests, fostering a mutual exchange of knowledge.
4. Facilitate the connection between citizens and experts on EU Missions. Through specially designed actions, the project aims to promote social innovation and encourage education and empowerment initiatives that foster sustainable and environmentally friendly lifestyles.
5. Improve the general public's understanding of the European Union (EU). The project focuses on the EU's five proposed missions, placing great importance on including activities led by EU-funded researchers, particularly those supported by Marie Skłodowska-Curie Actions (MSCA).





6. Enable citizens to address EU challenges by understanding the problems, discussing potential solutions, and considering the impacts on their lives. G9Missions achieves this objective by organizing activities that engage the public, encouraging dialogue and reflection.

7. Strengthen the connection between research and education by bringing researchers to schools to interact with students across various levels of primary and secondary education. Through informal and interactive activities managed in collaboration with teachers, G9Missions establishes close ties between students and researchers, providing young people with real-life scientific references.

8. Inspire teachers to participate in events and learn alternative strategies for engaging students with science and technology. G9Missions offers activities that challenge outdated stereotypes about researchers, encouraging students to pursue scientific careers. Moreover, the project aims to include traditionally underserved groups in remote or hard-to-reach areas.

9. Encourage young people to pursue scientific careers and promote STEAM learning as well as Inquiry-Based Science Education (IBSE) and Problem-Based Learning (PBL) methodologies. By presenting science and technology as dynamic, stimulating, and attractive, G9Missions aims to shift the perception that these fields are rigid, serious, and austere.

We believe these same cross-cutting objectives applies in this WP :

- Promoting gender equality in research careers.
- Enhancing European research priorities.
- Building citizen resilience to unpredictable threats.
- Contributing to main objectives of the EU Missions, Europe's Beating Cancer Plan and Sustainable Development Goals (SDGs).
- Awareness and achievement of the EU Missions and Sustainable Development Goals (SDGs).

## 4. TARGET GROUPS

Our target groups remain almost the same as in the previous pre-event. That is, young people, primary and secondary students, citizens, media, science journalists, researchers, university students, etc. However, in this case, we have stressed our focus as well on cancer associations, coastal communities, ocean museums and local associations to protect the marine environment. In the framework of soil protection, the consortium has addressed farmers to raise the awareness of soil protection and quality. Other important target groups have been NGOs and policy makers.





## 5. SECOND SET OF TRAININGS

Upon careful consideration of the feedback provided by the doctoral students, we recognized the need for a more personalized and interactive learning experience. While the online session was a convenient option for facilitating collaboration among participants from various universities, it was also accompanied by certain limitations. Consequently, we have made the following adjustments for this year's training.

To enhance engagement and encourage active participation, we have opted to divide the doctoral students into smaller groups. By reducing the group size, we aim to create a conducive environment for deeper discussions and individualized attention. This approach allows for more focused interactions, promotes peer-to-peer learning, and facilitates better networking opportunities among participants.

We have customized the content and activities to better align with the specific needs and interests of each group. This flexibility allows us to address individual research concerns, offer specialized guidance, and provide targeted resources that cater to the diverse backgrounds and research areas of the doctoral students.

Additionally, sessions have been designed for the teaching and research staff (PDI, for its acronym in Spanish) as part of our program.

Partner	Dates	Title	Duration (hours)	Participants
UEX	June the 7th – 8th 2022	Strategies for Scientific and Technological Outreach	9	20
	November the 23rd and 24th 2022	How to Communicate Your Research	7	4
UCLM	June 2022	Communicating science to the media	10	17
	November the 2nd - 30 <sup>th</sup> 2022	How to create a good science communication resume	10	15
	April the 10 – May the 8 <sup>th</sup> 2023	How to create a good science communication resume	10	12
	April the 19th 2023	Communicating science to the media	10	15
	May the 18th 2023	Communicating science to the media	10	18
UPNA	December the 14th and 15th 2022	I communicate therefore I exist	8	28
	April the 5th 2023	How to publish in The Conversation	1,5	46
	April the 27th and 28th 2023	How to share your research on Twitter	5	14
UC	April the 4rd and the 5th 2023	Scientific Communication: A more powerful tool than you think	6	30
UPV / EHU	May the 25th – June the 2nd 2023	Practical Communication Course for Teaching and Research Staff	7	81
<b>Total:</b>			<b>93,5</b>	<b>300</b>





## 6. WORLD CANCER DAY

World Cancer Day is an initiative of the Union for International Cancer Control (UICC) whose goal is to promote cancer research, prevent the disease, improve patient services, raise awareness, and mobilize the global community. The group of universities known as the G9 joined this day with a series of organized activities as part of the G9Missions project.

### **Decoding Cancer Genome**

As a joint action of the consortium as a whole, the custom game "Decoding the Cancer Genome" was designed to be carried out simultaneously at schools in rural areas on February 3<sup>rd</sup> by all partners. This experience helped to emphasize the role of knowledge, scientific research, and cancer prevention.

This learning initiative oriented to students in rural areas, designed by Álvaro Fernández and Ana Gutiérrez, who are researchers from the University Oncology Institute (IUOPA in Spanish) and the University of Oviedo. The final objective for the students was to be able to decipher a message encoded in a DNA sequence obtained after completing a puzzle. The pieces were won by overcoming different digital challenges focused on molecular and cellular biology.

### **Exhibition World Day Against Cancer**

The Universities of Zaragoza and Oviedo prepared an exhibition which showed the impact of cancer and the importance of its prevention using figures and short messages based on scientific articles.

This exhibition was place physically in most of the cities of the partners involved in the project and was shared at social media by all the universities in the consortium and included information compiled by Julián Pardo, a professor and principal investigator of the "Immunotherapy, Inflammation, and Cancer" group at the University of Zaragoza, from the Aragon Health Research Institute (IIS) and CIBERINFEC.

Several research groups collaborated by conducting visits, talks, and other activities, making their work and the science behind this disease known to society.

These are the messages showed with data and generalities on the impact of cancer and the importance of preventing it, supported by scientific research:

- *Cancer* is the second cause of cause of decease in children after road collisions.







- *Research.* In the last 40 years, we have seen the survival rate in cancer patients double. Spanish Network of Cancer Statistics (REDECANRed)
- *The Role of Genetics.* According to estimates, only 10% of cancer development is caused by genetics.
- *Unhealthy Habits.* Sun exposition, alcohol and tobacco abuse, a poor diet and lack of physical activity are said to increase various types of cancer between 20% and 60%.
- *Environmental Responsibility.* Pollution is stated to cause 10% of all types of cancer, amounting to 2 million people worldwide.
- *The Early Diagnosis and its Importance in Reducing Mortality.* New Improvements. Screening tests can reduce the impact and mortality up to 50%, a percentage which could improve in the future.
- *New Improvements.* Recent chemotherapy treatments cause fewer secondary effects.
- *New Knowledge can also Cure Cancer.* Immunotherapy has allowed both the development of survival-enhancing treatments and can cure some of the deadliest cancers.

## 6.1 University of Cantabria (UC)

The University of Cantabria organized the 'World Cancer Day' event from February 6th to 10th, 2023, extending it until March 1st with an exhibition held at its Faculty of Medicine. The activities successfully raised awareness about cancer research, prevention, early diagnosis, and equitable care. The diverse range of activities and collaborations with external organizations contributed to fostering a comprehensive understanding of the challenges associated with cancer and the importance of continued research efforts.

### 03/02/2023. Decoding the Cancer Genome

The activity at IES San Miguel de Meruelo featured cancer researcher Berta Casar Martínez and her team from the Institute of Biomedicine and Biotechnology of Cantabria (IBBTEC, CSIC-UC).

They explained the biology underlying cancer to 4th-year ESO and 1st-year Bachillerato students while engaging them in an interactive game designed by UNIOVI called "Decoding the Cancer Genome".

### 30/01/2023 – 01/03/2023 World Cancer Day Exhibition





The exhibition prepared by UNIOVI showcasing various findings from scientific articles was printed in big panels and displayed at the UC Faculty of Medicine. The exhibition aimed to engage and educate a diverse audience, including professors, students, and external individuals.

### **06/02/2023 – 20/20/2023 Subject focus. The Fight Against Cancer in Recent UC Research**

The University of Cantabria established a subject focus where it has added theses and academic works by UC graduates specifically focused on cancer. This dedicated section showcases the research and academic contributions made by UC students and scholars in the field of cancer.

## **6.2 University of Oviedo (UNIOVI)**

The University of Oviedo, in collaboration with its members in the Group 9 of Universities (G-9), developed a broad dissemination programme to commemorate, on the 4<sup>th</sup> of February, World Cancer Day.

### **Displays**

The exhibition mentioned at the beginning of section 6. World Cancer Day, was printed and installed on MUPIS throughout the city of Oviedo. 21 billboards, strategically located in high-traffic areas, provided an excellent platform to reach a wide audience. The installation served as a powerful reminder of the impact of cancer and the need for community engagement in the fight against this disease. This exhibition was displayed from January the 20<sup>th</sup> to 10 February the 10<sup>th</sup>.

### **Decoding Cancer Genome**

This activity took place at the Severo Ochoa building, which provides support to research groups at the University of Oviedo. The event involved 2 students from San Martín del Rey Aurelio (Ibías) and 32 students from IES Santa Bárbara (Langreo). Additionally, 22 students from IES Arzobispo Valdés Salas participated in the activity.

### **Lectures**

In what used to be the Commerce School in Gijón, special lectures took place, including “Why do We Have Cancer?” by Alba Morán and “Short Reflections on Cancer Research”, by Álvaro Fernández, both research members from University of Oviedo.

## **6.3 University of Extremadura (UEx)**

10





These are the activities that have been carried out to commemorate World Cancer Day at the University of Extremadura:

### **03/02/2023 Decoding the Cancer Genome**

This common activity took place at Laboratories of the Molecular Biology of Cancer group and the University Institute for Biosanitary Research of Extremadura (INUBE), University Research Institutes building (Badajoz) with Secondary and senior school students of IES Sierra de San Pedro (Roca de la Sierra). The researchers who coordinated this game and guided the students through the different steps are Jaime Correa Bordes, Francisco Javier González Rico, Beatriz Marín Díaz, Ana Ordiales Talavero y Gema Méndez Bazaga.

#### **Talks**

##### **02/02/2023. “New diagnostic methods and cutting-edge therapies in cancer”.**

By Pedro Fernandez Salguero, Professor of Biochemistry and Molecular Biology. Coordinator of the Molecular Biology of Cancer research group. Rector of University of Extremadura

##### **03/02/2023. “Find out the reason for the appearance of cancer”.**

By Jaime Tomás Correa Bordes, professor of Biomedical Sciences and Microbiology Department of the University of Extremadura.

##### **Exhibition: Evolution of Cancer research, a millennial challenge.**

Exhibition ceded by Spanish Association Against Cancer in Badajoz. Place: University Research Institutes building (Badajoz).

## **6.4 Public University of Navarra (UPNA)**

These are the activities that have been carried out to commemorate World Cancer Day at the Public University of Navarra

### **03/02/2023 Decoding the Cancer Genome**

This activity took place at IES Tierra Estella and was intended for students in 1st year of high school. The researchers who coordinated this game and guided the students through the different steps are:

Paula Aldaz Donamaria. Postdoctoral researcher. Navarrabiomed Cancer Signaling Unit. Associate Professor at the Public University of Navarra.





Marta Redondo Muñoz. Predoctoral researcher. Navarrabiomed Cancer Signaling Unit. PhD student from the Public University of Navarra.

Irene Lasheras Otero. Predoctoral researcher. Navarrabiomed Cancer Signaling Unit. PhD student from the Public University of Navarra.

Gurutze Pérez Artieda: Director of the Women, Science and Technology Cathedra and Director of the Culture and Dissemination area at UPNA.

### **30/01/2023 – 10/02/2023 "World Cancer Day" exhibition**

The exhibition took place at the 3rd floor lobby of the UPNA classroom building.

### **03/02/2023 Talk "Cancer and the importance of research"**

This talk was given by Paula Aldaz Donamaría (researcher at Navarrabiomed and associate professor at UPNA) at IES Tierra Estella, for students in 1st and 2nd year of high school.

## **6.5 University of les Illes Balears (UIB)**

These are the activities that have been carried out to commemorate World Cancer Day at the University of the Balearic Islands:

### **Talks**

**03/02/2023 "Preventing cancer: the importance of lifestyle, sport and nutrition"** by Dr. Pilar Roca, professor of Biochemistry and Molecular Biology at UIB and director of the Multidisciplinary Group of Translational Oncology of the IdISBa (Health Research Institute of the Balearic Islands) at IES Sineu, for students in 4th year of high school and 1st year of senior school.

**03/02/2023 "The fight against cancer, the fight of us all"** by Dr. José Reyes, president of the Balearic Islands division of the Spanish Association Against Cancer and head of the Digestive System service at Inca Regional Hospital.

### **03/02/2023 "Decoding the Cancer genome"**

The puzzle game was presented at IES Sineu, for students in 4th year of high school and 1st year of senior school.

Due to time limits, professor Pilar Roca explained the game's concept, mechanics and final message to the students who would later play it during their biology classes.





## 6.6 University of Castilla-La Mancha (UCLM)

These are the activities that have been carried out to commemorate World Cancer Day at the University of Castilla-La Mancha:

### **03/02/2023 Talk “How deaf and manipulative cells cause cancer”**

By Eva Galán, researcher and professor at the UCLM at Faculty of Pharmacy, Albacete.

### **03/02/2023 Visit to Regional Center for Biomedical Research (CRIB) and Faculty of Medicine.**

### **03/02/2023 Radio program “Investiga que no es poco”.**

With the children, teachers and researchers participating in the activity, broadcast on February 28 on Radio Castilla-La Mancha Media.

<https://www.cmmedia.es/play/podcast/investiga-que-no-es-poco/celulas-sordas-manipuladoras-originan-cancer-investiga-poco.html>

## 6.7 University of País Vasco (UPV/EHU)

These are the activities that have been carried out to commemorate World Cancer Day at the University of the Basque Country (UPV/EHU):

### **03/02/2023 Decoding the Cancer genome**

The researcher who coordinated this game and guided the students through the different steps was Iker Badiola, professor of cell biology at the Faculty of Medicine and Nursing of the UPV/EHU. It took place at Aranzadi School, for students in 4th year of senior school and 1st and 2nd year of high school.

### **03/02/2023 – 05/02/2023 Exhibition of infographics "The UPV/EHU researches in Cancer"**

The set of infographics "The UPV/EHU researches in Cancer" shows the work carried out by 12 research groups of the UPV/EHU in different areas of cancer. It was set at Auditorium of the UPV/EHU in Bizkaia Aretoa building. Bilbao.

### **30/01/2023 – 07/02/2023 Radio program “La mecánica del caracol”**

With interviews to researchers on cancer from UPV/EHU, everyday from January 30th to February 7th, on Radio Euskadi.

## 6.8 University of Zaragoza (UNIZAR)





These are the activities that have been carried out to commemorate World Cancer Day at this University.

### **Exhibition**

The posters "World Cancer Day" showing the impact of cancer and the importance of its prevention with figures and short messages were published on social media (Twitter).

### **03/02/2023 Talk "In search of the ideal Trojan horse for antitumor therapies"**

By the researcher Pilar Martin Duque, PhD in Medicine and Surgery, pharmacist, tenured professor at the Unizar Faculty of Medicine, member of the NFP group and the Institute of Health Research of Aragon (IIS Aragon).

In the talk, she exposed the highlights of his cancer research for 27 years, aimed at solving problems to bring therapies inside tumors specifically and without side effects.

It took the IES Comunidad de Daroca for Secondary and Baccalaureate students.

## **7. WORLD OCEAN'S DAY**

As a pre-event to the European Researchers' Night 2023, a special occasion was organized to coincide with World Oceans Day on June 8th. This event aimed to raise awareness among the general public about two crucial missions of the European Union: the Ocean Mission and the Soil Mission. The consortium responsible for organizing this event comprised universities located in diverse regions, including coastal and inland areas. Consequently, universities situated along the coast focused primarily on the Ocean Mission, while those in inland regions emphasized the Soil Mission. This strategic approach allowed each participating institution to leverage its unique geographical advantages and contribute effectively to the overall awareness campaign.

As regards biodiversity tours, several partners have promoted activities focused on making awareness of biodiversity, such as the boat trip across the Bay of Santander with a group of primary school students and the surprising Nocturnal Marine Safari in Costa Quebrada organized by the University of Cantabria. The University of Zaragoza planned a successful geological visit to the Ebro river with 150 Primary School Children. Scientific workshops "Water Agents" to explore water-related topics through experimental activities has been another activity of the Public University of Navarra. The importance of Wetlands in biodiversity has been tackled in a radio show of University of Castilla-La Mancha.

### **"A Sea of Science" Contest**





At the European level, one of the missions the EU has set itself between now and 2030 is to restore the health of our waters and oceans in order to ensure that this much-needed resource remains sustainable and accessible to all people.

The G9Missions project of the G9 Group of Universities aims to disseminate this and other objectives through the diffusion of science at all levels of society. It is for this reason that the contest “A Sea of Science” (Un Mar de Ciencia in Spanish) has been created, within the framework of the World Oceans Day, which was celebrated on June 8, 2023, to bring the ideals of this initiative closer to primary and secondary school students in the territories of the universities of the G9 Group. The young participants in this contest had the opportunity to share their vision of the importance of ocean conservation and to convey this message to their families, elders, teachers and society as a whole.

Summary of the contest rules:

Target audience: 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.

Objective: The contest aimed to share the students' vision of the importance of ocean conservation and transmit this message to their families, elders, teachers and, in short, to society.

Thematic: the works were inspired by the objectives included in the protection and restoration of marine ecosystems, their biodiversity, sustainable use of marine biodiversity or the reduction of oil pollution and plastic waste in the waters, among others.

Modalities: 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.

## **7.1 University of Cantabria (UC)**

On the occasion of 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.





### **01/05/2023 – 08/06/2023 "Un mar de ciencia" Contest**

The University of Cantabria organized the "Un mar de ciencia" contest targeting students from 4th grade of primary school to 4th grade of secondary school. This contest invited students to submit group works, both literary and artistic, inspired by the protection and restoration of marine ecosystems. The objective was to encourage students to explore and express their creativity while fostering a deeper understanding of the importance of preserving our oceans.

The submissions for the "Un mar de ciencia" contest were reviewed by a committee consisting of three researchers and one technician from the Vice-Rectorate of Research and Scientific Policy: Daniel Sadornil Renedo, María Sanz Ruiz, Alberto Coz Fernández and Cristina Bolado García. The winners were announced during the World Oceans Day.

### **20/06/2023 Educational Adventure in the Bay of Santander**

During this boat trip across the Bay of Santander, a group of primary school students had the opportunity to learn about marine life and ocean ecosystems. Accompanied by experts from the university, the students explored the bay and discovered ways to care for and protect our oceans. This educational adventure aimed to instill a sense of responsibility and appreciation for the marine environment among young learners.

Postdoctoral student Mirian Jiménez Tobio accompanied a group of students on a trip where she 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.

### **18/06/2023 Nocturnal Marine Safari in Costa Quebrada**

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. Johana Andrea Barrera González, a master's student 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.

### **20/06/2023 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 was led by Daniel Castro Fresno, director of the School of Civil Engineering, and







it involved the participation of UC researchers Elena Blanco Fernández and María Maza Fernández.

## 7.2 University of Oviedo (UNIOVI)

To celebrate World Oceans Day, the University of Oviedo has put forth several activities with the aim of bringing closer scientific data and studies to the wider public, to raise awareness on harmful activities for our waters and how to avoid them. These included conferences, workshops and exhibitions centered in the city of Oviedo and different secondary education institutions from many cities and towns of Asturias. These are listed below:

### **24/05/2023 - 30/05/2023 Urban Exhibition. Ocean Crisis in Numbers**

Mupi exhibition that took place in Oviedo, through different panels a problem which affects the oceans in the world, including specific data which supports each statement with scientific evidence. All information comes from a scientific journal (Nature), included as reference.

### **08/06/2023 Workshop. Climate Change in Three Experiments**

Workshop by Sonia González Rodríguez and Pablo Manrique García (University of Oviedo) aimed at 4º ESO and 1º baccalaureate students. Currently, climate change is considered one of the most important global issues. We encourage you to experiment and learn what is heading our world into environmental instability. With this purpose, students were guided to firstly understand the natural processes of the Earth system, its balances and breaks, as they learned about its consequences, through experiments and visual experiences.

The objective was to help raise awareness on the crises' magnitude and encourage us to take collective responsibility and realize change begins with oneself.

### **08/06/2023 Conference. Under the Surface**

Conference given by José Manuel Rico Ordás, professor from University of Oviedo, at Edificio Histórico de la Universidad de Oviedo, on June the 8th.

### **Workshop. Recycling Crafts. Discover what makes the shape of the waves and how they move in seas and oceans.**

The purpose of this activity was to enhance observation skills and explore the factors influencing wave speed by creating waves in a bottle. Instructions provided for teachers in each school or high school were as follows: Fill two bottles with three-thirds of water and add food coloring. Close one bottle and set it aside, then slowly pour vegetable oil into the other bottle. Close it and also set it aside. Ensure both caps are tightly closed





and handle the bottles with care as you bring them to the observation area. Lean them to the side until they are ready to be observed.

### 7.3 University of Extremadura (UEX)

**08/06/2023. Audiovisual report “SOS Climate Emergency”.** To celebrate this pre-event, the UEx has focused on soil and water mission’s objectives. In this way, the UEx Scientific Culture Unit has produced a short video about 8 minutes long with the collaboration of UEx researchers who are experts in these environmental challenges. SOS Climate emergency answers the following questions: How important is the soil? What characterizes a healthy soil? How is climate change or global change influencing this essential resource? These are questions that need to be addressed so that citizens support and demand the necessary measures to achieve the European sustainability objectives. For this, four researchers from the University of Extremadura, experts in different disciplines, have collaborated with their knowledge in this matter to help understand the changes that are taking place and the role that society has in its evolution.

Researchers from the University Research Institute for Sustainable Territorial Development (INTERRA), Juana Labrador and Manuel Pulido, both participants in the European project ECHO, whose purpose is precisely to raise awareness about the care and conservation of the soil.

Furthermore, Francisco Moral, from the Instituto Universitario de la Dehesa of the University of Extremadura (INDEHESA) and professor at the School of Industrial Engineering, provides some data on the impact of climate change on soil and agriculture. And, regarding the problem of water, Vicente Montes, a researcher at the University Institute for Water Research, Climate Change and Sustainability (IACYS) and professor at the Faculty of Sciences, points out the forecasts related to water resources and some keys to their correct management.

The video is available at UEx You Tube Channel: <https://youtu.be/0c8RoZxmpTk>

### 7.4 Public University of Navarra (UPNA)

The Public University of Navarra has organized various activities to commemorate World Oceans Day in 2023. Some of these activities were aimed at the university staff, including students, faculty, and administrative personnel, while others were focused on secondary school students and the general public. Specifically, the following actions were carried out:

**08/05/2023 – 08/06/2023 “Un Mar de Ciencia” Contest.**





The Public University of Navarra organized the "A Sea of Science" contest aimed at secondary school students throughout Navarra. The participation of the educational community was sought through the submission of works in two categories: literary and artistic, with respective prizes in each category. The main objectives of this contest were to reflect on the importance of conserving the oceans, seas, rivers, and groundwater, and to be able to convey that message through a work that could have an impact on their families, elders, teachers, and ultimately society. The received works were of very high quality, and it was challenging to decide. For that reason, an honorable mention was awarded in each category. Nineteen works were submitted to the contest, and two winners, two second prizes, and one honorable mention were selected in each category. For the award ceremony on World Oceans Day, we welcomed 101 secondary school students to the university, who later participated in some of the workshops organized for the occasion.

The contest prizes were diverse, ranging from a video-clip of a rap titled "recreo, recreo, residuos cero" (recess, recess, zero waste), to a puppet theater called "Los tres pececitos" (The Three Little Fish), or a multicolored drawing titled "Take Action and Save the Oceans" in the artistic category. In the writing category, there were several stories submitted, such as "los misterios del arga" (the mysteries of the Arga river) or "la necesidad del agua en nuestras vidas" (the need for water in our lives), but there was also a research work on "Microplásticos" (Microplastics). Students from various public schools in Pamplona, as well as from the Ribera de Navarra area, specifically the town of Peralta, were awarded prizes.

#### **08/06/2023 – 10h-13h - Scientific workshops "Water Agents".**

A series of workshops were conducted, collectively known as "Water Agents." These workshops explored water-related topics through experimental activities such as sample collection, analysis, microscopy studies, and more, guided by expert professors from the Public University of Navarra. The topics covered in these workshops and the professors who led them were as follows: "Discovering the Sadar River" with Idoia Razquin, researcher in Plant Physiology, and "Aquatic Invertebrates: Identification and their Relationship with Water Quality" with Bosco Imbert, professor of Ecology. During the morning sessions, participants transformed into water researchers, collecting and analyzing samples, as well as classifying plant and aquatic species.

#### **01/06/2023 – 15/06/2023 Exhibition "The Crisis of the oceans in data".**

The exhibition "The Crisis in the Oceans in Data" was in the lobby of the third floor of the Aulario building on the Arrosadía Campus in Pamplona. This exhibition, set up during the exams corresponding to the pre-university level in Navarra (EVAU), showcases different phrases on panels that highlight the importance of ocean conservation and the seriousness of marine pollution. Each statement is supported by specific data and





numbers extracted from scientific articles, providing scientific evidence to back up each claim.

## **7.5 University of les Illes Balears (UIB)**

On the occasion of World Oceans Day, the University of the Balearic Islands organized the following activities aimed at bringing closer to students and the wider public scientific research concerning the dangers faced by marine ecosystems due to human activity and promoting their protection, restoration efforts and research.

### **08/05/2023 – 08/06/2023 “Un Mar de Ciència” Contest.**

The University of the Balearic Islands organized the “Un Mar de Ciència” contest aimed at students from fourth, fifth, and sixth grade of elementary school and secondary school from the Balearic Islands. Participation in the competition was done by groups in two categories: literary and artistic creation. Students had to reflect their views on the importance of ocean conservation, protection and restoration of marine ecosystems, biodiversity, sustainable use of marine biological diversity or reduction of oil pollution and plastic waste in water, among others. In total, 9 Balearic schools made submissions to the contest, with 6 submissions for the literary category and 10 submissions for the artistic creation category. The jury of the contest highlighted the high quality and originality of all the works submitted.

### **08/06/2023 Award delivery ceremony and conference.**

Coinciding with World Oceans Day the University of the Balearic Islands organized the award delivery ceremony from the "A Sea of Science" contest and a conference on marine sustainability by Dr. Gabriel Jordà Sánchez, researcher at the CSIC-IEO-COB-Oceanographic Research Center from the Balearic Islands and collaborator of the research group “Nivell de la Mar i Clima” at the University of the Balearic Islands. The ceremony and conference were held at the highschool of the winning participants of the contest, the IES Sa Colomina at Ibiza.

A class of ESO students from the IES Sa Colomina of Ibiza are the winners of the competition in both modalities. In the writing mode: 'Basilio and his friends save posidonia', a children's story addressed to all levels of primary education explaining the problems posed by posidonia on the coasts of the Balearic Islands and the need to preserve it because of the numerous benefits it has, both for marine biodiversity and for humans.

In the artistic creation mode: "Pass and present of posidonia", which consists of two models made of recycled materials where you see, on the one hand, the problems that posidonia presents today and, on the other, what an ecosystem should be like without human impact and the great benefits it brings.





## 7.6 University of Castilla-La Mancha (UCLM)

Castilla-La Mancha has a set of wetlands, such as “Tablas de Daimiel” and “Lagunas de Ruidera”, among others, which are included in the RAMSAR list that brings together the most important wetlands in the world from the point of view of their ecological interest and of biodiversity conservation. At the University of Castilla-La Mancha, they interviewed the professor and researcher Máximo Florín, head of the Wetlands section of the Regional Center for Water Studies, CREA, of the University of Castilla-La Mancha, for the radio program "Investiga, que no es poco", dedicated to scientific dissemination and broadcast on the regional public radio “Radio Castilla-La Mancha”.

The show aired on Tuesday, June 6, 2023, and the podcast can be found at the following link:

<https://www.cmmedia.es/play/podcast/investiga-que-no-es-poco/humedales-oceano-interior-investiga-poco.html>

## 7.7 University of País Vasco (UPV/EHU)

### 25/04/2023 – 08/06/2023 “A Sea of Science/ Un mar de ciencia” Contest

The University of País Vasco UPV/EHU organized the "A Sea of Science/Un mar de ciencia" contest targeting students from 4th grade of primary school to 2nd grade of secondary school. Participation was always by class or group. This contest invited students to submit works, both literary and artistic. The works were inspired by the objectives included in the protection and restoration of marine ecosystems, their biodiversity, sustainable use of marine biodiversity or the reduction of oil pollution and plastic waste in the waters, among others.

A total of 37 proposals from 11 schools were evaluated. A total of 554 students participated in the contest. The names of the 4 awarded schools, as well as the winning projects, were published on the European Researchers' Night website of the University of País Vasco (UPV/EHU).

Four awards were given out for the winning groups, distributed as follows:

A- Awards for primary school students (fourth, fifth and sixth grade):

A.1- Modality. Writing: Itsasmuseum + workshop: The prize consists of a guided visit to the exhibition area "The Health of the Oceans" of Maritime Museum of Bilbao (Itsasmuseum), which shows the current problems of plastics and microplastics in our oceans.





A.2. Modality: Artistic creation. Get to know Arboretum: The award consists of a guided visit where UPV/EHU researcher/teaching staff will lead the group of schoolchildren through an immersive botanical experience in the Arboretum of the UPV/EHU (Leioa University Campus).

B- Awards for secondary school students (first and second year):

B.1- Modality. Writing. Trip to the sea along the cliffs of Jaizkibel: the activity consists of a sailing trip aboard the MATER boat, an old traditional fishing boat, which will depart from Pasaia San Pedro.

B.2. Modality: artistic creation. Itsasmuseum + canoes: The activity consists of a guided visit to Maritime Museum of Bilbao (Itsasmuseum).

### **08/06/2023 Award delivery ceremony and conference.**

On June 8, on the occasion of the celebration of the International Ocean Day, an award ceremony was held on the esplanade of the Bilbao Maritime Museum (Itsasmuseum), at 19:30. This event was included in the program of activities of the Basque Environmental Ocean Week (BEOW). The awards were presented by Guillermo Quindós, Vice-Rector for Scientific and Social Development and Transfer, and by Nerea Jauregizar, Director of Social Dissemination of Research. The awards ceremony was attended by 150 people, including students, families and teachers. Additionally, a conference on marine sustainability, with children and the general public as the target audience, was given by Dr. Ibon Cancio, Researcher of the Basque Government in the Plentzia Marine Station (PiE-UPV/EHU).

### **08/06/2023 Knowledge Fair**

The University of the Basque Country-Euskal Herriko Unibertsitatea organized on June 8 a **Knowledge Fair** that includes the project "Attention! Don't crush me /Kontuz! Ez nazazu zapaldu!", by a group of researchers from the Plentzia Marine Station of the University of the Basque Country. This action aims to bring the Basque coast closer to the participants, and to focus their attention on biodiversity at a microscopic scale, as well as on the agents that endanger it.

A total of 28 centers and more than 700 students from the last years of primary and secondary education (including groups of Curricular Diversification) participated in the initiative, which has also been open to all kinds of entities and associations of free time and inclusive groups that develop cultural, social or action activities. 320 participants in the project (students from schools, associations, teachers, etc.) attended the Knowledge Fair on June 8, in the Auditorium in Bizkaia Aretoa, UPV/EHU (Bilbao).





The programme also included an informative talk by Professor Dr Ulf Jondelius: Director of the Swedish Museum of Natural History and a presentation about MATER: innovative center for environmental education, focused on promoting the action of people and communities towards a more respectful way of life with nature.

## **7.8 University of Zaragoza (UNIZAR)**

To celebrate World Oceans Day, the University of Zaragoza has launched various activities with the general public and schoolchildren from primary schools in Zaragoza, Huesca and Teruel. These are listed below:

### **07/06/2023. Screening of the documentary "El olvido del mar". Paraninfo Unizar**

The feature documentary "El olvido del mar" is based on the life of Odón de Buen. A character with an extraordinary life, politician, oceanographer, professor, Darwinist, republican, pioneer of environmentalism, exiled in Mexico... who, despite his humble origins, forged a friendship with Prince Albert I of Monaco that was fundamental to the creation of the Institute. Español de Oceanografía, an institution that has completed one hundred years with the same purpose that he gave it, to study and protect our seas.

### **08/06/2023. Geological visit to the Ebro river with 150 Primary School Children.**

Finding out about the geological formation of the Ebro River, analyzing its waters with harmless reagents or discovering aquatic insects are some of the objectives of the geological visit to the river organized by the University of Zaragoza. This visit to the Ebro will begin at 9:30 a.m. in the Expo stands (near the Volunteer Catwalk) and will be directed by the geologist Jesús Guerrero, professor of the Department of Earth Sciences in the Degree in Environmental Sciences at Huesca Campus.

### **From 01/06/2023 - 16/06/2023**

Poster exhibition on the oceans, designed by the UCC of the University of Oviedo, at network of electronic billboards of the campuses in Zaragoza, Huesca and Teruel for 15 days to the university community, which is around 40,000 people. And Social networks UCC Unizar and Unizar.

### **15/06/2023 Unizar Kids.**

A total of 900 younger Aragonese schoolchildren have visualized today a more sustainable future: the planet, their own city and even their way of life, and they have done so from the University of Zaragoza's own offices in Teruel, Huesca and Zaragoza, within of the Unizar Kids scientific dissemination activity "How life will be in 2075", in which they have analyzed how science, knowledge and technology will have changed our lives and those of these schoolchildren in 2075, when they are around 64 years old.





They have concluded, along with Unizar researchers, that with everyone's commitment, Zaragoza (and the rest of the cities) should continue to grow sustainably and be a comfortable city, with a sustainable public transport network, without cars. They have also pointed out the challenge of the young people of the 21st century to find a way of life that keeps the Biosphere healthy and healthy, without which we will not be able to survive as a society, in the face of climate deterioration, biodiversity, biogeochemical cycles, the layer of ozone, chemical pollution. The need to try to guarantee food has also been pointed out, respecting the welfare of animals and reducing the impact on the environment, and it is there, where insects can be an alternative in the feeding of animals and people in a near future, as is already the case in other cultures, where more than 2,000 different species of insects are consumed. Likewise, the role of Artificial Intelligence present in our lives has been analyzed, which manifests itself when searching for a route on Google Maps or when accessing social networks, and the need to overcome misgivings, in order to become an ally and not an enemy. In addition, it has been raised in one of the sessions if these technological advances will somehow modify our way of reading in the future, among so many screens, video games and podcasts.

## 8. PARTICIPATION

### 8.1 World Cancer Day

The following table provides a comprehensive overview of the involvement and impact of the project's activities across different partner universities. It presents data on the number of female and male researchers, the variety of activities conducted, and the total number of participants.

Partner	Female researchers	Male researchers	Activities	Participants
UC	8	7	4	1425
UNIOVI	4	3	3	62
UEX	3	3	4	75
UCLM	6	2	3	60
UIB	1	1	3	150
UPNA	4	0	3	600
UPV/EHU	77	44	4	1228
UNIZAR	1	1	3	80







Total	100	58	27	3680
-------	-----	----	----	------

The numbers presented in the table are extremely encouraging and surpass the initial expectations outlined in the grant agreement. The agreement originally anticipated the participation of 97 researchers, yet we successfully engaged 158 individuals, demonstrating a remarkable level of interest and involvement. Similarly, while the agreement stipulated 26 planned activities, we exceeded this target by organizing 27 impactful events. Furthermore, the projected number of 1640 participants were exceeded by a significant margin, with a total of 3680 individuals actively participating in the project's activities.

## 8.2 World Oceans Day

Partner	Female researchers	Male researchers	Activities	Participants*
UC	3	3	3	243
UNIOVI	2	4	3	5115
UEX	1	3	1	4663
UCLM	0	1	1	1000
UIB	0	2	2	206
UPNA	1	1	4	257
UPV/EHU	5	1	2	874
UNIZAR	6	5	3	1.150
Total	18	20	19	13508

\*Uniovi: 94 participants at the workshop, 21 at the conference, and 5000 visitors in the mupis exhibition.  
UEX: social networks video reproductions: 467 (You tube); 763 (Facebook); 1836 (Instagram); 1591 (Twitter)  
UCLM: 1000 radio listeners.

Even though the number of participating activities and researchers are less than initially planned, the results have been more effective in terms of audience reached and activities designed. We have almost doubled the initial estimated figures of participation, achieving 13508 participants. The key of this success has been the commitment to digital activities and materials disseminated on social networks, and the celebration of a kids fair.

## 9. COMMUNICATION





## 9.1 Joint communication strategy

Following the joint communication policy of the consortium designed by UEx, two press releases, both in English and Spanish languages, were published on 30th January and 5th June, respectively, launching the media campaign of the two pre-events. This is without prejudice to the fact that each University disseminates its program of activities to local media.

The program of each partner concerning the two pre-events is available at the official website of the project. In order to enhance the scope of the exhibitions of University of Oviedo about the need of Ocean protection and the impact of cancer, partners have published in their social networks the illustrations and infographics.

Furthermore, the project Twitter account has shared the partners activities to promote awareness of the program. And, on a regular basis, the Twitter account publishes content of the different Night activities undertaken by the partners.

## 9.2 University of Cantabria (UC)

### World Cancer Day

As part of the communication plan to promote World Cancer Day activities, several strategies were implemented. These included the creation of a press release to introduce the activities, featuring World Cancer Day in the main agendas of the region. Additionally, letters were sent to the vice chancellors of UC to raise awareness and seek support. The city-wide distribution of posters aimed to reach a wider audience, while the promotion of the 5kchallenge was carried out on the Culture's Unit Twitter account.

### World Oceans Day

The centerpiece of UC communication plan was the "Un mar de ciencia" contest, specifically designed for the participation of students from educational institutions across Cantabria. To ensure widespread participation, the university initiated proactive measures, including reaching out to institutes and schools in the region, disseminating the contest guidelines through email communication and conducting one-on-one meetings. To generate interest and engage the target audience, the university strategically placed promotional materials, including posters and banners, in prominent locations in Santander, close to educational institutions.





## 9.3 University of Oviedo (UNIOVI)

### World Cancer Day

The communication plan for the World Cancer Day event at the University of Oviedo involved multiple strategies to reach a diverse audience. Firstly, the activities were communicated through an Oviedo University Journal, which served as a platform to inform students, faculty, and staff about the event. Additionally, the event was promoted extensively on social media platforms such as Twitter and Instagram, utilizing these channels to engage with a wider audience and generate buzz. Furthermore, a press release was issued to publicize the activities, ensuring that the event received media coverage and further amplifying its reach and impact.

### World Oceans Day

For the World Oceans Day, the communication plan at the University of Oviedo involved multiple strategies to reach a diverse audience. Firstly, the activities were communicated through an Oviedo University Journal, which served as a platform to inform students, faculty, and staff about the event. Furthermore, the event was promoted on social media platforms (Twitter and Instagram), utilizing these channels to engage audiences and generate buzz. Finally, a press release was issued to publicize the activities.

## 9.4 University of Extremadura (UEX)

### World Cancer Day

Firstly, University of Extremadura published a press release to announce the event and its key details, ensuring that it reached media outlets and potential attendees, providing concise information about the event and encouraging participation. To engage a wider audience, extensive communication efforts were made through popular social media platforms such as Facebook, Twitter, and Instagram.

### World Oceans Day

The communication plan has mainly focused on social networks, and it has addressed researchers, young people, farmers and citizens concerned with soil and environment protection. We have published the audiovisual report about 8 minutes length on YouTube, but it has been shared by other social networks of the UEx (Twitter, Facebook and Instagram) in short audiovisual capsules in order to reach a wider audience. Short and





effective messages are preferred by most people, who watch these videos on mobile devices. A press release was sent to journalists offering the resource if needed.

## **9.5 Public University of Navarra (UPNA)**

### **World Cancer Day**

The University of Navarra encompassed several key elements on its communication plan. Firstly, an informative newsletter was utilized to share details and updates about the activities with the university community. Additionally, posters were strategically placed to raise awareness and promote the event across the campus. To reach a broader audience, the university leveraged the power of social media platforms such as Facebook, Instagram, and Twitter to actively promote the activities and engage with the online community. Moreover, all information about the project and its various initiatives was uploaded to the official website of the university, ensuring easy access to comprehensive information. Lastly, the university issued two press releases to generate media coverage and increase visibility of the World Cancer Day event.

### **World Oceans Day**

The Public University of Navarra designed its communication plan around a newsletter to publicize the "Un mar de ciencia" contest to primary education centers and a newsletter for the university community to communicate the actions organized with occasion of the Day of the Oceans. Likewise, information on the entire program was published on the web agenda and on the University website, as well as on social media (Instagram and Twitter). A press release was sent announcing the winners of the contest.

## **9.6 University of les Illes Balears (UIB)**

### **World Cancer Day**

The communication plan for the World Cancer Day event at the University of the Balearic Islands involved a comprehensive approach to reach a broad audience. Social media platforms such as Twitter and Facebook were utilized to promote the activities, share updates, and engage with the online community. The official university website served as a central hub of information, providing details about the event, its objectives, and





activities. Additionally, a press release was issued to generate media coverage and increase awareness about the event among the general public.

### **World Oceans Day**

The communication plan for the World Ocean Day involved the following steps:

Firstly, an announcement explaining the contest was made through the University of the Balearic Islands website followed by a media campaign using the university's social media.

Secondly, a direct mail message was sent to all schools and highschools from the Balearic Islands announcing the contest, explaining its premises and inviting them to participate.

Thirdly, promotion of the contest was done during the celebration of the event "*Ciència per a Tothom*" at the University of the Balearic Islands campus, where thousands of elementary and secondary students and their teachers attended.

Finally, an announcement and a press release were made through the University of the Balearic Islands website, social media and newspaper DiariUIB about the winners of the contest, the award delivery ceremony, and the conference.

## **9.7 University of Castilla-La Mancha (UCLM)**

### **World Cancer Day**

The University of Castilla-La Mancha employed various strategies to maximize outreach and engagement. The activities were actively promoted through popular social media platforms such as Twitter and Instagram, where updates, event information, and engaging content were shared to attract attention and encourage participation. Additionally, the official university website played a crucial role in providing comprehensive details about the event, including its purpose, activities, and ways to get involved. Furthermore, a press release was issued to generate media coverage, increase visibility, and attract broader attention to the World Cancer Day event.

### **World Oceans Day**

The communication plan for the World Oceans Day event at the University of Castilla-La Mancha involved a press release carried out through the website of the University of Castilla-La Mancha, social media and radio program "Investiga, que no es poco".





## 9.8 University of País Vasco (UPV/EHU)

### World Cancer Day

The communication plan for the World Cancer Day event at the University of the Basque Country (Universidad del País Vasco) was designed to maximize outreach and engagement. The activities were extensively promoted through social media, specifically Twitter, where updates, event details, and engaging content were shared to reach a wide audience and generate interest. Additionally, the official university website served as a central platform for information about the project and its various initiatives. Comprehensive details about the event were uploaded, ensuring easy access to information for interested individuals. Furthermore, to increase visibility and media coverage, the university issued three press releases highlighting the significance of the World Cancer Day event and its activities.

### World Oceans Day

The communication plan for the World Oceans Day event at the University of the Basque Country involved announcement and a press releases carried out through the website of the University of the Basque Country, social media and newspaper Campusa. Additionally, a direct mail message was sent to all schools (primary and secondary) from the Basque Country announcing the contest and inviting them to participate. Finally, all schools, associations and other centers that participated in the project "Attention! Don't crush me /Kontuz! Ez nazazu zapaldu!" were invited to the of Knowledge Fair, and this event was promoted by both by an internal communication plan among the university community, through an internal newsletter and social media, as well as a more extensive communication plan with press releases targeted to general public.

## 9.9 University of Zaragoza (UNIZAR)

### World Cancer Day

The University of Zaragoza communication plan was designed to reach a wide audience and generate interest in the activities. Firstly, a newsletter was utilized to inform the university community about the event, providing details and updates on the activities planned. Additionally, the event was actively promoted through social media platforms such as Twitter and Instagram. Engaging content, event announcements, and relevant information were shared on these platforms to attract attention and encourage





participation. Furthermore, the official university website served as a central hub of information, providing comprehensive details about the event and serving as a reference point for interested individuals. To enhance visibility, a press release was issued to generate media coverage and inform the public about the World Cancer Day event.

### **World Oceans Day**

To announce World Oceans Day, the University of Zaragoza undertook the following Communication plan: On the one hand, an internal communication plan was developed among the university community, which is around 40,000 people, through an internal newsletter. In this way, the following four events were reported:

-Information campaign on World Oceans Day, designed by the University of Oviedo, which was published on the 26 electronic mupis of the University of Zaragoza in three cities, Zaragoza, Huesca and Teruel, for 15 days.

-The projection of the documentary about the Aragonese Odón de Buen, who was the first Spanish oceanographer and ahead of his time.

The procedure was different for carrying out two other activities with primary school children: Talks on sustainability within the Unizar Kids program, for 900 11-year-old children, and Geological visit to the Ebro river, with another 150 children aged 10 and 12. In the first place, the schools were contacted to directly invite them to participate through the Department of Education of the Government of Aragon. To reinforce this invitation, a press release was sent to the media about each of the events, and they were announced on social networks.

### **Press releases**

Inform about the activities through a newsletter. Promotion of activities through social networks (Twitter), upload the information about the project and all its initiatives on the official website of the university and publication of 3 press releases.

### **World Cancer Day press releases**

To generate awareness and interest in the events around World Cancer Day, the consortium published a total of 12 press releases highlighting the importance of cancer research and the need for continued investment in this field.

University	Date	Link to the press releases
UC	03/02/2023	La UC se une a la celebración del Día Mundial contra el Cáncer

31





		<a href="https://web.unican.es/noticias/Paginas/2023/02/diaincancer.aspx">https://web.unican.es/noticias/Paginas/2023/02/diaincancer.aspx</a>
UCLM	03/02/2023	Día Mundial contra el Cáncer <a href="https://www.uclm.es/es/misiones/investigacion/uclmdivulga/actividades/noche-europea">https://www.uclm.es/es/misiones/investigacion/uclmdivulga/actividades/noche-europea</a>
		Vídeo del Colegio “Peñas de San Pedro”, Albacete <a href="https://www.youtube.com/watch?v=19oGO5V96rg">https://www.youtube.com/watch?v=19oGO5V96rg</a>
UPNA	30/01/2023	La UPNA se suma al Día Mundial contra el Cáncer con un programa de actividades de divulgación en el marco del G-9 <a href="https://www.unavarra.es/sites/actualidad/contents/noticias/2023/01/30/la-upna-se-suma-al-dia-mundial-c.html">https://www.unavarra.es/sites/actualidad/contents/noticias/2023/01/30/la-upna-se-suma-al-dia-mundial-c.html</a>
	04/02/2023	Día Mundial contra el Cáncer: Acciones UPNA G9-MISSIONS <a href="http://www.unavarra.es/unidadculturacientifica/tablon-de-anuncios?contentId=273027">http://www.unavarra.es/unidadculturacientifica/tablon-de-anuncios?contentId=273027</a>
	15/06/2023	Alumnado de los centros IES Plaza de la Cruz e IES Barañáin obtienen sendos primeros premios en el certamen “Un mar de ciencia” de la UPNA <a href="https://www.unavarra.es/sites/actualidad/contents/noticias/2023/06/15/alumnado-de-los-centros-ies-plaz.html">https://www.unavarra.es/sites/actualidad/contents/noticias/2023/06/15/alumnado-de-los-centros-ies-plaz.html</a>
UNIOVI	01/02/2023	La Universidad de Oviedo desarrolla un amplio programa divulgativo con ocasión del Día Mundial contra el Cáncer <a href="https://webanterior.uniovi.es/comunicacion/noticias/-/asset_publisher/33ICSSzZmx4V/content/dia-contra-cancer-2023">https://webanterior.uniovi.es/comunicacion/noticias/-/asset_publisher/33ICSSzZmx4V/content/dia-contra-cancer-2023</a>
UIB	02/02/2023	150 alumnes de l’IES Sineu participen en una activitat de la UIB amb motiu del Dia Mundial contra el Càncer <a href="https://diari.uib.cat/Hemeroteca/150-alumnes-de-lIES-Sineu-participen-en-una.cid727874">https://diari.uib.cat/Hemeroteca/150-alumnes-de-lIES-Sineu-participen-en-una.cid727874</a>
UEX	30/01/2023	La investigación contra el cáncer, objeto de un amplio programa divulgativo del proyecto G9Missions <a href="https://www.unex.es/organizacion/servicios-universitarios/servicios/comunicacion/archivo/2023/enero-2023/30-de-enero-de-2023/la-investigacion-contra-el-cancer-objeto-de-un-amplio-programa-divulgativo-del-proyecto-g9missions">https://www.unex.es/organizacion/servicios-universitarios/servicios/comunicacion/archivo/2023/enero-2023/30-de-enero-de-2023/la-investigacion-contra-el-cancer-objeto-de-un-amplio-programa-divulgativo-del-proyecto-g9missions</a>
	02/02/2023	Charla Día Mundial contra el Cáncer







		<a href="https://www.unex.es/organizacion/servicios-universitarios/servicios/siaa/archivo/2023/enero-2023/charla-dia-mundial-contra-el-cancer">https://www.unex.es/organizacion/servicios-universitarios/servicios/siaa/archivo/2023/enero-2023/charla-dia-mundial-contra-el-cancer</a>
UNIZAR	30/01/2023	En los últimos 40 años se ha duplicado la supervivencia de pacientes con cáncer <a href="https://ucc.unizar.es/noticia/en-los-ultimos-40-anos-se-ha-duplicado-la-supervivencia-de-pacientes-con-cancer">https://ucc.unizar.es/noticia/en-los-ultimos-40-anos-se-ha-duplicado-la-supervivencia-de-pacientes-con-cancer</a>
UPV/EHU	15/02/2023	Descifrando el genoma del cáncer, en la ikastola Aranzadi de Bergara. <a href="https://www.ehu.es/es/-/descifrando-el-genoma-del-cancer-en-bergara">https://www.ehu.es/es/-/descifrando-el-genoma-del-cancer-en-bergara</a>
	02/02/2023	La batalla contra el cáncer también se libra en la Universidad. <a href="https://www.ehu.es/es/-/la-batalla-contra-el-cancer-tambien-se-libra-en-la-universidad-1">https://www.ehu.es/es/-/la-batalla-contra-el-cancer-tambien-se-libra-en-la-universidad-1</a>
	03/02/2023	Irene Lafuente Ibáñez de Mendoza: “La salud del cuerpo entero comienza en la boca” <a href="https://www.ehu.es/es/-/irene-lafuente-ibanez-de-mendoza-la-salud-del-cuerpo-entero-comienza-en-la-boca">https://www.ehu.es/es/-/irene-lafuente-ibanez-de-mendoza-la-salud-del-cuerpo-entero-comienza-en-la-boca</a>
	20/04/2023	La exposición ‘La UPV/EHU investiga en cáncer’ visita la cárcel <a href="https://www.ehu.es/es/-/la-exposicion-la-upv/ehu-investiga-en-cancer-visita-la-carcel?utm_source=newsletter&amp;utm_campaign=Campaña-newsletter-226&amp;utm_medium=email&amp;utm_content=Erreportajeak_eu">https://www.ehu.es/es/-/la-exposicion-la-upv/ehu-investiga-en-cancer-visita-la-carcel?utm_source=newsletter&amp;utm_campaign=Campaña-newsletter-226&amp;utm_medium=email&amp;utm_content=Erreportajeak_eu</a>

### World Oceans Day press releases

Below these lines there is a list of the press releases that have been written and published on World Oceans Day. These press releases serve as important sources of information and provide insights into the significance and impact of this global observance.

University	Date	Link to the press releases
UC	06/06/2023	El consorcio de universidades G9Missions organiza una veintena de actividades con motivo del Día Mundial de los Océanos





		<a href="https://web.unican.es/noticias/Paginas/2023/06/G9Missions.aspx">https://web.unican.es/noticias/Paginas/2023/06/G9Missions.aspx</a>
	23/06/2023	Un safari mareal nocturno y un paseo en barco por la bahía de Santander para concienciar a los jóvenes sobre la necesidad de protección de los recursos hídricos del planeta <a href="https://web.unican.es/noticias/Paginas/2023/06/g9-mision-oceanos.aspx">https://web.unican.es/noticias/Paginas/2023/06/g9-mision-oceanos.aspx</a>
UCLM	06/06/2023	Humedales: el océano interior, en “Investiga, que no es poco” de Radio Castilla-La Mancha. <a href="https://www.cmmedia.es/play/podcast/investiga-que-no-es-poco/humedales-oceano-interior-investiga-poco.html">https://www.cmmedia.es/play/podcast/investiga-que-no-es-poco/humedales-oceano-interior-investiga-poco.html</a>
UPNA	15/06/2023	<a href="https://www.unavarra.es/sites/actualidad/contents/noticias/2023/06/15/alumnado-de-los-centros-ies-plaz.htm">https://www.unavarra.es/sites/actualidad/contents/noticias/2023/06/15/alumnado-de-los-centros-ies-plaz.htm</a>
UNIOVI	05/06/2023	La Universidad de Oviedo alerta en una exposición urbana sobre la contaminación marina para conmemorar el Día Mundial de los Océanos. <a href="#">LINK</a>
UIB	08/06/2023	Reportaje del acto de entrega de premios por el concurso “Un Mar de Ciència” y conferencia sobre sostenibilidad marina. <a href="https://diari.uib.cat/Hemeroteca/LIES-Sa-Colomina-dEivissa-guany-a-el-concurs-Un-Mar.cid744982">https://diari.uib.cat/Hemeroteca/LIES-Sa-Colomina-dEivissa-guany-a-el-concurs-Un-Mar.cid744982</a>
UEX	09/06/2023	La UEx publica un reportaje audiovisual sobre la conservación del suelo y el agua frente al cambio global <a href="https://www.unex.es/organizacion/servicios-universitarios/servicios/comunicacion/archivo/2023/junio-de-2023/9-de-junio-de-2023/la-uex-publica-un-reportaje-audiovisual-sobre-la-conservacion-del-suelo-y-el-agua-frente-al-cambio-global">https://www.unex.es/organizacion/servicios-universitarios/servicios/comunicacion/archivo/2023/junio-de-2023/9-de-junio-de-2023/la-uex-publica-un-reportaje-audiovisual-sobre-la-conservacion-del-suelo-y-el-agua-frente-al-cambio-global</a>
UNIZAR	05/06/2023	<a href="#">La Universidad de Zaragoza proyectará este miércoles un documental sobre el aragonés Odón de Buen, considerado el primer oceanógrafo español</a>
	07/06/2023	<a href="#">La visita geológica al Ebro con 150 niños incide en que el agua es un recurso limitado que debemos conservar</a>
	16/06/2023	<a href="#">150 niños de 6º de Primaria participarán mañana en una visita geológica al río Ebro, con motivo del Día Mundial de los Océanos</a>
	08/06/2023	Los escolares aragoneses apuestan por un mundo más sostenible desde "Unizar Kids" <a href="https://ucc.unizar.es/noticia/los-escolares-aragoneses-">https://ucc.unizar.es/noticia/los-escolares-aragoneses-</a>





		<a href="#">apuestan-por-un-mundo-mas-sostenible-desde-unizar-kids</a>
UPV/EHU	08/06/2023	La UPV/EHU celebra el Día Mundial de los Océanos Se entregarán los premios de la actividad 'Un mar de ciencia', promovida por el proyecto G9Missions del G9, y se presentarán los resultados del proyecto '¡Atención! ¡No me aplastes! <a href="https://www.ehu.eus/es/-/upv-ehu-celebra-dia-mundial-de-los-oceanos">https://www.ehu.eus/es/-/upv-ehu-celebra-dia-mundial-de-los-oceanos</a>

## 9.10 Main media impact

This section of the report aims to compile the media impacts generated through the press releases published for both World Cancer Day and World Oceans Day. By analyzing the media coverage received, we can evaluate the reach and impact of these initiatives in the public sphere. The compilation of media impacts allows us to assess the effectiveness of the communication strategies employed and the overall success in promoting the significance of World Cancer Day and World Oceans Day. This analysis provides valuable insights into the level of engagement and attention generated by these events, ultimately contributing to the evaluation of their effectiveness in achieving their respective objectives.

### World Cancer Day

Jovenmania Cantabria. Día mundial contra el Cáncer

<https://www.jovenmania.com/comunes/verMas/error/si>

Asturias Mundial. Amplio programa divulgativo con ocasión del Día Mundial contra el Cáncer por parte de La Universidad de Oviedo.

<https://www.asturiasmundial.com/noticia/128120/amplio-programa-divulgativo-ocasion-dia-mundial-cancer-por-parte-universidad-oviedo/>

La Nueva España. La Universidad organiza para el Día del Cáncer una exposición, talleres y charlas.

<https://www.lne.es/asturias/2023/02/02/universidad-organiza-dia-cancer-exposicion-82340987.html>

RTPA. Más medios contra el cáncer

[https://www.rtpa.es/noticias-asturias:Mas-medios-contra-el-cancer\\_111675429339.html](https://www.rtpa.es/noticias-asturias:Mas-medios-contra-el-cancer_111675429339.html)

Radio Castilla-La Mancha





<https://www.cmmedia.es/play/podcast/investiga-que-no-es-poco/celulas-sordas-manipuladoras-originan-cancer-investiga-poco.html>

El Periódico de Aragón. La supervivencia de pacientes con cáncer se ha duplicado en los últimos 40 años

<https://www.elperiodicodearagon.com/aragon/2023/01/30/supervivencia-pacientes-cancer-duplicado-ultimos-82213798.html>

RTVE en Aragón. Television news. Interview with the researcher Pilar Martín-Duque.

<https://www.rtve.es/play/videos/noticias-aragon/segunda-edicion-03-02-2023/6798593/> (From 14:30 to 16:30m)

Aragón Digital. La supervivencia de pacientes con cáncer se duplica en los últimos 40 años, según la UZ.

<https://aragondigital.es/educacion/2023/01/30/la-supervivencia-de-pacientes-con-cancer-se-duplica-en-los-ultimos-40-anos-segun-la-uz/>

El Periódico de Aragón. Ciencia y esperanza contra el cáncer.

[http://prensa.unizar.es/noticias/2301/230131\\_z0\\_p11.pdf](http://prensa.unizar.es/noticias/2301/230131_z0_p11.pdf)

Aragón Televisión. Informativos.

<https://www.cartv.es/aragonnoticias/aragon/la-supervivencia-de-los-enfermos-de-cancer-en-espana-se-ha-duplicado-en-los-ultimos-40-anos>

Heraldo de Aragón. Modelos que predicen cómo evolucionará un tumor.

[http://prensa.unizar.es/noticias/2302/230207\\_z0\\_cancer.pdf](http://prensa.unizar.es/noticias/2302/230207_z0_cancer.pdf)

Goiena Albistek (noticias Goiena). Minbizia nola ikertzen den ezagutu dute, modua ludikoan, Aranzadi ikastolan ( En la ikastola Aranzadi han conocido cómo se investiga en cáncer, de una forma lúdica)

<https://goiena.eus/bergara/1675688144691-minbizia-nola-ikertzen-den-ezagutu-dute-modu-ludikoan-aranzadi-ikastolan>

## World Oceans Day

Hoy Extremadura: La UEx publica un reportaje audiovisual sobre la conservación del suelo y el agua

<https://www.hoy.es/extremadura/uex-publica-reportaje-audiovisual-sobre-conservacion-suelo-20230609105412-nt.html>





Alumnos del IES Plaza de la Cruz y del IES Barañáin, premiados en el certamen 'Un mar de ciencia' de la UPNA.

[@DIARIO DE NAVARRA](#)

Alumnado del IES Plaza de la Cruz y del IES Barañáin, premiado en el certamen 'Un mar de ciencia' de la UPNA

[@ LA VANGUARDIA](#), [@ EUROPA PRESS](#)

[@DIARIO DE NAVARRA](#)

Alumnado del IES Plaza de la Cruz y del IES Barañáin, premiado en el certamen 'Un mar de ciencia' de la UPNA

[@ LA VANGUARDIA](#), [@ EUROPA PRESS](#)

Alumnos del IES Sa Colomina de Ibiza premiados en el concurso “Un Mar de Ciència” de la UIB.

<https://www.noudiari.es/noticias-ibiza-formentera-sidebar/lies-sa-colomina-guanya-el-concurs-un-mar-de-ciencia-de-la-uib/>

<https://www.foravila.net/area/eivissa-i-formentera/lies-sa-colomina-deivissa-guanya-el-concurs-un-mar-de-ciencia-de-la-uib/>

Radio Castilla-La Mancha

<https://www.cmmedia.es/play/podcast/investiga-que-no-es-poco/humedales-oceano-interior-investiga-poco.html>

Alumnos del IES Plaza de la Cruz y del IES Barañáin, premiados en el certamen 'Un mar de ciencia' de la UPNA.

The University of Zaragoza provides data of pressclipping. Impact of Unizar News in the general media and on social networks:

Audience: 2.367.155 and Advertising Equivalent Value: 61.453. The report including all news publications in the media and social network is available at <https://bit.ly/3rzA2tQ>

Aragón Televisión [El olvido del adelantado Odón de Buen: el primer oceanógrafo español exiliado tras la Guerra Civil](#)

Heraldo de Aragón [Odón de Buen, el aragonés que fundó la oceanografía en España, vuelve a Zaragoza en un documental](#)

Diario aragonés [150 niños de 6º de Primaria participarán mañana en una visita geológica al río Ebro, con motivo del Día Mundial de los Océanos](#)





Aragón Radio [La importancia de cuidar los fondos marinos y los ríos para el medio ambiente](#)

Aragón Radio [La importancia de la sostenibilidad en los océanos en el Día Mundial de los Océanos y el reconocimiento al famoso Oceanógrafo español en Twitter](#)

EL COMERCIO Amplio programa de la Universidad para concienciar de la contaminación de los océanos <https://www.elcomercio.es/asturias/amplio-programa-universidad-concienciar-contaminacion-oceanos-20230606011302-nt.html>

EL COMERCIO Rico: «El estado de la costa asturiana es relativamente bueno, sobre todo si la comparamos con la de Levante» <https://www.elcomercio.es/asturias/rico-estado-costa-asturiana-relativamente-bueno-sobre-20230609013758-nt.html?ref=https%3A%2F%2Fwww.google.com%2F>

## Websites and social media

The consortium's website serves as a platform to gather information on the proposals put forth by each university. The program of activities by partners can be found on the project website:

Event	Links
World Cancer Day	<a href="https://nocheinvestigag9.es/en/mission-cancer/">https://nocheinvestigag9.es/en/mission-cancer/</a>
World Oceans Day	<a href="https://nocheinvestigag9.es/mision-agua-y-oceanos/">https://nocheinvestigag9.es/mision-agua-y-oceanos/</a>

Additionally, some Universities added the information on dedicated webpages:

Partner	Links
UC	<a href="https://web.unican.es/unidades/cultura-cientifica/la-noche-de-los-investigadores/dia-mundial-contra-el-cancer">https://web.unican.es/unidades/cultura-cientifica/la-noche-de-los-investigadores/dia-mundial-contra-el-cancer</a>
	<a href="https://web.unican.es/unidades/cultura-cientifica/la-noche-de-los-investigadores/dia-mundial-de-los-oceanos">https://web.unican.es/unidades/cultura-cientifica/la-noche-de-los-investigadores/dia-mundial-de-los-oceanos</a>
UNIOVI	<a href="https://www.uniovi.es/documents/39158/3309288/2023-05-22-Programa-Dia-Oceanos-UCC.pdf/3fc045cb-9e31-0bfb-4dcb-72211f85ec26?t=1685965471260">https://www.uniovi.es/documents/39158/3309288/2023-05-22-Programa-Dia-Oceanos-UCC.pdf/3fc045cb-9e31-0bfb-4dcb-72211f85ec26?t=1685965471260</a>
UEX	<a href="https://nocheinvestigadoresuex.es/mision-cancer/">https://nocheinvestigadoresuex.es/mision-cancer/</a> <a href="https://nocheinvestigadoresuex.es/mision-agua-suelo-alimentos/">https://nocheinvestigadoresuex.es/mision-agua-suelo-alimentos/</a>
UCLM	<a href="https://www.uclm.es/global/promotores/organos-de-gobierno/vicerrectorado-de-investigacion-y-politica-cientifica/novedades/uclmdivulga/investiga-que-no-es-poco/20230607iqnep">https://www.uclm.es/global/promotores/organos-de-gobierno/vicerrectorado-de-investigacion-y-politica-cientifica/novedades/uclmdivulga/investiga-que-no-es-poco/20230607iqnep</a>
UIB	<a href="https://culturacientifica.uib.cat/Projectes/2023/Dia-Mundial-contra-el-Cancer/">https://culturacientifica.uib.cat/Projectes/2023/Dia-Mundial-contra-el-Cancer/</a> <a href="https://culturacientifica.uib.cat/Projectes/2023/Un-Mar-de-Ciencia-2023/">https://culturacientifica.uib.cat/Projectes/2023/Un-Mar-de-Ciencia-2023/</a>





UPNA	<a href="https://www.unavarra.es/nocheinvestiga/dia-de-los-oceanos/dia-mundial-de-los-oceanos?languageld=100000">https://www.unavarra.es/nocheinvestiga/dia-de-los-oceanos/dia-mundial-de-los-oceanos?languageld=100000</a>
UPV/EHU	<a href="https://www.ikertzaileengaua-ehu.org/dia-de-los-oceanos/">https://www.ikertzaileengaua-ehu.org/dia-de-los-oceanos/</a> <a href="https://www.ehu.es/PIE/ez-nazazu-zapaldu/evento-final-colectivo-descripcion/">https://www.ehu.es/PIE/ez-nazazu-zapaldu/evento-final-colectivo-descripcion/</a>
UNIZAR	<a href="https://ucc.unizar.es/noche-investigadores/dia-mundial-cancer">https://ucc.unizar.es/noche-investigadores/dia-mundial-cancer</a> <a href="https://ucc.unizar.es/noche-investigadores/dia-de-los-oceanos">https://ucc.unizar.es/noche-investigadores/dia-de-los-oceanos</a>

## 9.11 Social Media

This section delves into the utilization of social media platforms as powerful tools to expand and disseminate information about the activities of the consortium. The strategic use of social media enhances visibility and awareness.

To ensure widespread dissemination of the events, dedicated hashtags such as #WorldCancerDay, #DíaMundialDeLosOcéanos, #WorldOceanDay, and #G9Missions were employed across social media platforms. These hashtags serve as virtual signposts, guiding users to relevant content and facilitating engagement and conversation surrounding the consortium's activities. Through this targeted approach, the consortium maximizes the impact of its communication efforts and effectively reaches a diverse audience, ultimately fostering a sense of community and collective action.

### Twitter

The G9 Missions Twitter account, @Night\_S\_Team, plays a vital role in disseminating general messages from the consortium and amplifying those shared by partner accounts. The consortium partners have shown great activity in spreading the message through their respective scientific units' Twitter accounts and university profiles. Below, we highlight some noteworthy publications from these users:

Partner	Twitter User		Links
UC	@UCDivulga @Unican	World Cancer Day	<a href="https://twitter.com/UCDivulga/status/1621490172201238532">https://twitter.com/UCDivulga/status/1621490172201238532</a>
		World Ocean Day	<a href="https://twitter.com/UCDivulga/status/1666723455100657665">https://twitter.com/UCDivulga/status/1666723455100657665</a> <a href="https://twitter.com/unican/status/1672173156222500867">https://twitter.com/unican/status/1672173156222500867</a>
UNIOVI	@UOdivulga	World Cancer Day	<a href="https://twitter.com/uniovi_info/status/1621048337427304448">https://twitter.com/uniovi_info/status/1621048337427304448</a>
		World Ocean Day	<a href="https://twitter.com/UOdivulga/status/1665696314791714819">https://twitter.com/UOdivulga/status/1665696314791714819</a>
UEX	@UEXDivulga	World Cancer Day	<a href="https://twitter.com/UEXDivulga/status/1621940352893468674">https://twitter.com/UEXDivulga/status/1621940352893468674</a>





		World Ocean Day	<a href="https://twitter.com/UExDivulga/status/1621456849726734337">https://twitter.com/UExDivulga/status/1621456849726734337</a>
UCLM	@UCLMdivulga	World Cancer Day	<a href="https://twitter.com/UCLMdivulga/status/1631276063018950657">https://twitter.com/UCLMdivulga/status/1631276063018950657</a>
		World Ocean Day	<a href="https://twitter.com/InvestigaCMM/status/1666706485148041218?t=bEiLzaLXS LK GIS67K Zqw&amp;s=08">https://twitter.com/InvestigaCMM/status/1666706485148041218?t=bEiLzaLXS LK GIS67K Zqw&amp;s=08</a>
UIB	@UIBuniversitat	World Cancer Day	<a href="https://twitter.com/UIBuniversitat/status/1621486515695112194">https://twitter.com/UIBuniversitat/status/1621486515695112194</a>
		World Ocean Day	<a href="https://twitter.com/UIBuniversitat/status/1666762375981146114?t=Ao58uiW0d2Qg3M-Z8DeSCA&amp;s=03">https://twitter.com/UIBuniversitat/status/1666762375981146114?t=Ao58uiW0d2Qg3M-Z8DeSCA&amp;s=03</a>
UPNA	@Cultupna	World Cancer Day	<a href="https://twitter.com/UNavarra/status/1621479912228937729">https://twitter.com/UNavarra/status/1621479912228937729</a> <a href="https://twitter.com/cultUPNA/status/1666470750096617472?s=20">https://twitter.com/cultUPNA/status/1666470750096617472?s=20</a> <a href="https://twitter.com/cultUPNA/status/1666743747084791808?s=20">https://twitter.com/cultUPNA/status/1666743747084791808?s=20</a> <a href="https://twitter.com/cultUPNA/status/1671436291173494786?s=20">https://twitter.com/cultUPNA/status/1671436291173494786?s=20</a>
		World Ocean Day	<a href="https://twitter.com/cultUPNA/status/1671436291173494786?s=20">https://twitter.com/cultUPNA/status/1671436291173494786?s=20</a>
UPV/EHU	@upvehu	World Cancer Day	<a href="https://twitter.com/upvehu/status/1622873410354266114">https://twitter.com/upvehu/status/1622873410354266114</a>
		World Ocean Day	<a href="https://twitter.com/upvehu/status/1666757184863055872">https://twitter.com/upvehu/status/1666757184863055872</a> <a href="https://twitter.com/upvehu/status/1666758545927200769">https://twitter.com/upvehu/status/1666758545927200769</a>
UNIZAR	@UCCUnizar	World Cancer Day	<a href="https://twitter.com/UccUnizar/status/1620471976010858497">https://twitter.com/UccUnizar/status/1620471976010858497</a> <a href="https://twitter.com/UccUnizar/status/1621471926890659840">https://twitter.com/UccUnizar/status/1621471926890659840</a> <a href="https://twitter.com/unizar/status/1621795708650065921">https://twitter.com/unizar/status/1621795708650065921</a>
		World Ocean Day	<a href="https://twitter.com/UccUnizar/status/1664992537675718657">https://twitter.com/UccUnizar/status/1664992537675718657</a> <a href="https://twitter.com/UccUnizar/status/1665420253218652162">https://twitter.com/UccUnizar/status/1665420253218652162</a> <a href="https://twitter.com/UccUnizar/status/1666419935986298880">https://twitter.com/UccUnizar/status/1666419935986298880</a> <a href="https://www.pressclipping.com/sp4/recuperarRecull9butlleti.php?53616c7465645f5f31323">https://www.pressclipping.com/sp4/recuperarRecull9butlleti.php?53616c7465645f5f31323</a>







			<a href="https://www.instagram.com/reel/CtOvkxUggGt">3343536373894dcaeb1a6576ac20c25c03ca1f1d11653616c7465645f5f3132333435363738a9b234f97b5a91546d128253e6dc74be</a>
--	--	--	--

## Instagram

Some Universities used this platform to post about the Researcher's night from different accounts. We list below an example of those who decided to use this communication channel to spread the message.

Partner	Instagram User		Links
UC	@universidaddecantabria	World Cancer Day	<a href="https://www.instagram.com/reel/CtOvkxUggGt">https://www.instagram.com/reel/CtOvkxUggGt</a>
		World Ocean Day	<a href="https://www.instagram.com/reel/CtOvkxUggGt">https://www.instagram.com/reel/CtOvkxUggGt</a>
UNIOVI	@uodivulga	World Cancer Day	
		World Ocean Day	<a href="https://www.instagram.com/uodivulga/?hl=es">https://www.instagram.com/uodivulga/?hl=es</a>
UEX	@culturacientifica.uex	World Cancer Day	<a href="https://www.instagram.com/p/Cn2UIh odJ-/">https://www.instagram.com/p/Cn2UIh odJ-/</a>
		World Ocean Day	<a href="https://www.instagram.com/p/Cn2UIh odJ-/">Cultura Científica UEx (@culturacientifica.uex)   Instagram (10) ¿Qué... - Cultura Científica Universidad Extremadura UEx   Facebook</a>
UCLM	@uclmdivulga	World Cancer Day	<a href="https://www.instagram.com/p/CoNYT Oq KS/">https://www.instagram.com/p/CoNYT Oq KS/</a>
		World Ocean Day	<a href="https://www.instagram.com/p/CtJl8TQgUnk/?igshid=MTc4MmM1Yml2Ng==">https://www.instagram.com/p/CtJl8TQgUnk/?igshid=MTc4MmM1Yml2Ng==</a>
UIB	@uibuniversitat	World Cancer Day	<a href="https://www.instagram.com/p/CoPBVAMWkg/">https://www.instagram.com/p/CoPBVAMWkg/</a>
		World Ocean Day	<a href="https://www.instagram.com/p/CtOguYlotCW/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CtOguYlotCW/?utm_source=ig_web_copy_link</a>
UPNA	@cultupna	World Cancer Day	<a href="https://www.instagram.com/p/Co adWc6Oop6/">https://www.instagram.com/p/Co adWc6Oop6/</a>
			<a href="https://www.instagram.com/p/CtOvIRutU2I/">https://www.instagram.com/p/CtOvIRutU2I/</a>
			<a href="https://www.instagram.com/p/CtMfINrPZU3/">https://www.instagram.com/p/CtMfINrPZU3/</a>





		World Ocean Day	<a href="https://www.instagram.com/p/CtMfINrPZU3/?utm_source=ig_web_copy_link&amp;igshid=MzRIODBiNWFIZA==">https://www.instagram.com/p/CtMfINrPZU3/?utm_source=ig_web_copy_link&amp;igshid=MzRIODBiNWFIZA==</a>
UPV/EHU	@upvehu_gara	World Cancer Day	
		World Ocean Day	
UNIZAR	@uccunizar	World Cancer Day	<a href="https://www.instagram.com/reel/CoPOwAtrCy8/">https://www.instagram.com/reel/CoPOwAtrCy8/</a>
		World Ocean Day	<a href="https://www.instagram.com/p/CtPNONmqgZe/">Exposición Océanos: https://www.instagram.com/p/CtPNONmqgZe/</a> <a href="https://www.instagram.com/p/CtCLtt7qshy/?img_index=1">Docu Odón de Buen: https://www.instagram.com/p/CtCLtt7qshy/?img_index=1</a> <a href="https://www.instagram.com/p/Cto9nyzqmze/?img_index=1">Unizar kids https://www.instagram.com/p/Cto9nyzqmze/?img_index=1</a> <a href="https://www.instagram.com/p/Ct9ABrlq6ez/">https://www.instagram.com/p/Ct9ABrlq6ez/</a>

## Flickr

A Flickr album was published with the pictures of the whole consortium for each event:

World Cancer Day

<https://flickr.com/photos/197267081@N05/albums/72177720306137611>

World Oceans Day

<https://flickr.com/photos/197267081@N05/albums/72177720309264545>

## YouTube

During a previous project, our consortium created a YouTube channel to document and showcase the activities carried out during the European Researchers' Night in 2020 and 2021. Given the existing collection of videos on this channel, it was decided to continue utilizing it as a platform for the activities related to the current project. However, it is worth mentioning that the channel has not been extensively utilized beyond these specific events. To maximize its potential, we recognize the need to actively contribute to the channel by producing and uploading regular content that highlights the progress, achievements, and impact of our current project. By doing so, we can effectively leverage this established platform to engage our audience and promote the outcomes of our work.

<https://www.youtube.com/channel/UCbNtQmzzT-klFtziBXxr17g>





Additionally, it is important to note that universities within our consortium also utilize their own YouTube channels to promote various events and activities. These channels serve as valuable platforms for showcasing the vibrant academic community and attracting a wider audience. While our consortium's YouTube channel focuses specifically on the activities of our project, we acknowledge the importance of collaborating with the universities' channels to cross-promote events and further amplify our reach. To illustrate the utilization of YouTube channels by universities for event promotion, we present a few examples below.

Partner	Links
UC	<a href="https://www.youtube.com/watch?v=dcUD6wkUC8w">https://www.youtube.com/watch?v=dcUD6wkUC8w</a>
	<a href="https://www.youtube.com/watch?v=QZU8IU8kUIA">https://www.youtube.com/watch?v=QZU8IU8kUIA</a>
UNIOVI	<a href="https://www.youtube.com/@UniversidadOviedo">https://www.youtube.com/@UniversidadOviedo</a>
UEX	<a href="https://www.youtube.com/watch?v=0c8RoZxmpTk&amp;t=26s">https://www.youtube.com/watch?v=0c8RoZxmpTk&amp;t=26s</a>
UCLM	
UIB	<a href="https://www.youtube.com/watch?v=JBOCb0jqWwc">https://www.youtube.com/watch?v=JBOCb0jqWwc</a>
UPNA	
UPV/EHU	
UNIZAR	<a href="https://youtube.com/shorts/IQp5_Jnn0g8">https://youtube.com/shorts/IQp5_Jnn0g8</a>

