

11TH ANNUAL SCIENTIFIC DISSEMINATION PLAN OF THE UNIVERSITY OF CORDOBA

For the eleventh consecutive year, the University of Cordoba undertakes the development of its Annual Scientific Dissemination and Innovation Plan, designed by its Scientific Culture and Innovation Unit (UCCi) in conjunction with the Scientific Dissemination and Culture Subcommittee, and approved by the Board of Governors. The new Plan, which will be implemented between September 1, 2024 and August 31, 2025, expands the specific objectives worked on, adds methodological innovations that favor the co-creation of actions, and promotes participation by third-sector agents to a greater extent than in previous editions, although it continues to maintain the following as axes of the institution's dissemination strategy:

1. The promotion of scientific culture and innovation at the local and provincial levels

2. The promotion of scientific vocations and critical and creative thinking
3. The communication of research results
4. The training of research staff in scientific dissemination

The new edition of the University of Cordoba's Annual Scientific Dissemination Plan will strongly support the expansion of the activities scheduled, especially as regards its first two axes, to the municipalities of the province of Cordoba, in line with the territorial development policy defined in the UCO's Strategic Plan.

In addition, as will be seen later, this new edition includes in its first axis a specific line of work with decision-makers and democratic representatives of citizens at the local and provincial levels.



AXIS 1. THE PROMOTION OF SCIENTIFIC CULTURE AND INNOVATION

“DEMOCRATIC UCO” (UCODEMOCRÁTICA)

The Scientific Culture and Innovation Unit, in coordination with the plenary sessions of the City of Cordoba and the Provincial Council, will organize four thematic meetings with the representatives of the different political parties to publicize scientific results and evidence on issues of social interest. The format of the meeting will be as follows:

- Prior documentation: The UCCi will prepare an informative dossier on the subject so that attendees have documentation before the in-person discussion.
- In-person meeting (1 hour).
 - Problem statement (5 minutes). To be presented by a Science journalist.
 - Analysis of scientific data and results (25 minutes): Presentation given by a panel of experts in the field.
 - Questions and discussion (30 minutes).

The topics selected for this edition of the Annual Plan are:

- Drought and water management
- Temperatures and urban livability
- Social integration
- Tourism and the conservation of tangible and intangible heritage

UNDERGROUND SCIENCE

A new edition of the program of activities to divulge science that promotes popular activism more directly in locations that are less conventional, but closer to citizens. This program aims to integrate science into the daily lives of Cordoba's citizens through the following actions:

MIGRATION MYTH-BUSTING MARATHON: With the aim of helping to debunk myths and misinformation in the field of the Social Sciences, the UCCi will organize a "Myth-Busting Marathon" in a downtown area of the city, resembling the activity carried out in 2022 on climate change, with two UCO research teams



"competing" to refute false data by interacting with the public. 10 true and 10 false statements will be selected and presented at the discretion of the teams and the public, who will vote with green cards, if they believe it to be true; or red, if they believe it to be false. The two teams will make their arguments, and everyone will agree on an answer.

OVERLOOKED FIGURES ON THE WALLS: Two figures will be added to the [list of graffiti art on walls of the province's towns](#); people who, despite being important in the history of science and technology in Spain, have not received widespread recognition. The figures will be selected by conferring with UCCi followers on social media and subscribers of its dissemination newsletters.

SCIENCE AT THE BAR. SPRING SCIENCE FESTIVAL: a series of monthly talks during the spring months at a concert hall in Cordoba, presenting research staff as scientific "rock stars". The title of the series pays homage to the song by Antonio Vega in which he uses Physics as a parallel argument.

SCIENCE FICTION FANS. TALKS ON SCIENCE FICTION.

Drawing on the experience of the previous twelve editions, it is proposed to hold four talks on four works of science fiction, to serve as a common thread tying together the presentation of scientific concepts. The methodology of this activity follows the structure of traditional book clubs, in which the works are announced to potential attendees in advance. The selection of the novels will be made in coordination with the Central Library of Cordoba's Reading Club. Attendees will participate in each session, always based on a previous dialogue between a journalist and the researcher, to serve as the basis for the script that will structure the conversation. The sessions will be held at the Restaurante El Astronauta, a venue collaborating with the Scientific Culture and Innovation Unit since the first edition of the series, and located in the center of the city of Cordoba; and two sites located in towns in the province.

At the sessions the books proposed and a suitable amplification system will be used as materials. The sessions will be recorded and posted on the project's website, which already functions as a



repository of all the editions held to date

<http://www.uco.es/investigacion/ucci/es/proyecto-cultural-cientifica-cienciaficcionados>

EUROPEAN RESEARCHERS NIGHT

In association with 13 Andalusian institutions, led by the Fundación Descubre (Discover Foundation), the University of Cordoba responds to the call issued by the European Commission's Horizon Europe framework program (Pillar I) to celebrate European Researchers' Night. The activities are organized according to a program of previous activities at different locations across the province during the first 3 weeks of September, with 4 simultaneous events on the weekend, set by the European Commission:

- Night on the Way (meetings with University research groups in unique spaces in the province of Cordoba)
- The Ingenuity Fair (science fair in which 30 research teams hold informative and, especially, fun-filled workshops on their scientific work).

- Science Courtyards (meetings between research teams and citizens in the courtyards of private homes)
- Bites of Science (informative shows at bars and restaurants in the city).
- Central Gala (taking advantage of the final of Objective 4's "Tell Me Your Thesis" event, the central act of The Night is held at the Rectorate's facilities).

The different locations may range from the center of the city to neighborhoods located within a 3-km radius, at courtyard houses in the Axerquia and Levante neighborhoods. In addition, as a previous action The Night is set to include a series of visits to different schools in the province of Cordoba and public sites in towns where micro-meetings will be held with research staff.

THOSE FEMALE WHO EXPLAIN SCIENCE SHOW

The UCCi will coordinate a show featuring scientific micro-talks given by 10 female researchers and disseminators who collaborate with the Naukas platform. Drawing on the experience of the Those Who Explain Science events in 2018, 2019, 2020, 2021 and 2022, the format will be similar. It will be scheduled at the Teatro



Góngora, one of the theaters in the capital of Cordoba, and will take place on a Saturday in January. All the speakers will be women. Admission will be free of charge until full, the selection of speakers and the subjects of the talks will be agreed on by the organizers, the set will be designed by the UCCi, and the technical resources will be provided by those responsible for the SALA.

OBJECTIVE 2. THE PROMOTION OF SCIENTIFIC VOCATIONS AMONG SCHOOLCHILDREN IN THE PROVINCE OF CORDOBA

THINK OUTSIDE THE BOX. A MEDIA LITERACY PROGRAM FIGHTING MISINFORMATION IN RELATION TO SCIENCE

The University of Cordoba's Scientific Culture and Innovation Unit proposes a series of talks/workshops aimed at fourth-year Obligatory Secondary School (ESO) and Baccalaureate students with the objectives of:

- Promoting media literacy among students



- Combating misinformation in scientific and social spheres
- Training students in the use of evidence-based information sources

SCIENCE WEEK

The UCO's schedule during Science Week will be organized around the following actions, which will be specifically distributed to schools:

LOOKING AT THE SKY. CONVERSATIONS ABOUT THE UNIVERSE

In collaboration with the Astronomy Group of Cordoba, informative talks will be organized by professional and amateur astronomers. At least one astronomical observation will be made in an open space. Being freely accessible, this action is also correlated with Axis 1.

COFFEE WITH SCIENCE

Research staff from the University of Cordoba have breakfast with secondary school (Secundaria) students and talk about different lines of research for one hour. In the afternoon a session is repeated



with the adult students of the Professor Francisco Santisteban Intergenerational Chair.

9TH NOVEL RESEARCHERS CONGRESS AT THE UNIVERSITY OF CORDOBA

Following the scientific congress model, the University of Cordoba organizes, for Degree and Master's students, the completion of research papers and the presentation of their results at a meeting of people starting their research careers, in this way seeking to generate synergies between them.

INGENUITY ON THE WAY. "THE CHALLENGE OF KNOWLEDGE" INTER-SCHOOL THIRD LEAGUE

The University of Cordoba offers schools in the province opportunities to welcome research teams, to hold in-class informative workshops designed specifically for the different educational levels: Primary, Secondary, Baccalaureate and Vocational Training. The workshops last 60 minutes and include a presentation by the researcher (5 min.), an introduction to the topic through a visual presentation (15 minutes) and a practice (40

minutes). The workshop takes place in the classroom itself, which allows all types of schools to request the activity, whether or not they have a laboratory. The materials are provided by the research groups themselves. The UCCi organizes the workshops according to the different scientific teams, and proposes to hold a recreational competition on what students learned in the different workshops. To this end, a virtual league will be organized, by region, and an in-person competition in which students can demonstrate what they have learned by participating in "The Knowledge Challenge", where the teams present their own work. The competition will be designed by the UCCi and the workshops' researchers.

READ SCIENCE, OPEN YOUR MIND

The UCCi will select two scientific dissemination books by Spanish authors and will offer schools the possibility of working on them in order to meet their authors in April, coinciding with the Book Day line-up of events. The format of the meeting will be that of a dialogue between the students and the author, and for this there will be a moderator to guide and energize the conversation.



For the activity the UCCi, in coordination with the University Library, will deliver 4 copies of the books to the participating schools. The activity is designed for students in the second year of Compulsory Secondary Education (ESO) and Baccalaureate students.

INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE

The UCCi will join the initiative on February 11, International Day of Women and Girls in Science, by scheduling three actions, including the one specified in the previous section: "Those Who Explain Science":

#UCOWOMENSCIENTISTS CAMPAIGN (#UCOCIENTÍFICAS)

Researchers from the University of Cordoba will share their work and the opinions on women in science via social media using the hashtag #UCOWomenScientists. The UCCi will promote participation by researchers from different areas of knowledge and with varying profiles (young people, doctoral students, seniors), offering them resources and training in social media to do so.

TALKS AT SCHOOLS

The UCCi, in collaboration with the 11-F Platform, will organize informative talks at educational centers throughout the province during the first two weeks of February. At these talks the researchers will present their works and introduce the gender perspective in relation to the conceptualization of researchers, as figures.

OBJECTIVE 3. THE COMMUNICATION OF UCO RESEARCH PROJECTS AND RESULTS

UCONEWS. SCIENTIFIC COMMUNICATION CHANNEL

The UCCi will be responsible for the production of content for the dissemination of University of Cordoba research results in digital and audiovisual formats. Reports will be drafted according to the following procedure:

1. The monthly identification of scientific articles published in high-impact journals by UCO researchers.



2. The selection of the 5 papers with the greatest impact in each of the macro areas of knowledge.
3. Review and evaluation of these 5 articles by an expert appointed by the Scientific Dissemination and Culture Subcommittee for each of these macro areas, according to scientific impact criteria.
4. Review and evaluation of the 25 topics selected by the UCCi's technical staff based on current relevance and social interest criteria.
5. The final selection of 8 topics and the scheduling of their dissemination.
6. The drafting of content in press releases, their translation into English, dissemination in media directories and national and international scientific news aggregators, the preparation of audiovisual content, and a version in easy-to-read format.
7. The dissemination of news through a weekly electronic newsletter.
8. Analysis of the impact obtained in local, regional, national, international and specialized media.

INCLUSIVE SCIENCE. ACCESSIBLE SCIENCE NEWSLETTER

The UCCi will disseminate a monthly scientific newsletter whose drafting will be adapted to a diversity of intellectual and sensory abilities. The texts will be written based on easy-to-read criteria, and the audiovisual content will be adapted for deaf people, with the collaboration of the UCO's Inclusive Education Unit, and subtitled, in all cases.

CORDOBA SCIENCE

The social profiles of the UCCi on X, Facebook, YouTube, Telegram and Instagram will be used as, in addition to tools to disseminate the content developed for the UCOnews channel, channels to promote the listening necessary to improve the general Responsible Research and Innovation (RRI) strategy designed by the University of Cordoba. The UCCi will draw up a biannual report on the proposals and comments received, which will be sent to the Research Committee of the University of Cordoba's Board of Governors. The quantitative objective of this action for the 2024/2025 academic year is to achieve a 5% increase in the



number of followers, although the strategy will also be aimed at achieving a qualitative increase in interactions with the public, exceeding immediate "Like" feedback and seeking to elicit comments and suggestions for improvement and proposals for future actions.

OBJECTIVE 4. TRAINING OF RESEARCH STAFF IN SCIENTIFIC DISSEMINATION

13TH UCODIVULGES (*ECODIVULGA*) SCIENTIFIC DISSEMINATION CONFERENCE. GOING BEYOND PAPERS

An educational seminar on the different initiatives and agents for the social communication of science in Spain, organized in collaboration with the Spanish Scientific Communication Association.

THE DISSEMINATION OF EDUCATIONAL GUIDES

A specific information and counsel campaign will be designed to publicize educational guides on dissemination, prepared by



organizations and institutions that are experts in scientific communication. Each researcher at the University of Cordoba will personally receive this training material via email.

COMMUNICATION WORKSHOP. SPEAKING IN PUBLIC

A course on body language and the delivery of speeches for public science divulgation activities. The classes will be given by teachers qualified in Dramatic Art and specialized in body language and textual work. The course will last 20 hours and will be taught in one of the University's multipurpose rooms, with the teachers providing the necessary materials. The course will be offered to research staff who have asked to participate in a UCCi activity. To ensure the effectiveness of the training sessions, the number of participants will be limited to 10.

"TELL ME YOUR THESIS" CONTEST

An educational monologue contest for research staff. The format of the action is that of a competition, publicly inviting all PhD students at the University of Cordoba, and those who have defended their theses in the last two years, to explain their research



work in 3 minutes or less. In the first phase the participants will present their monologues in videos sent to the organizers. The panel of judges, made up of the UCO's Scientific Dissemination and Culture Subcommittee, will select 6 finalists, who will receive specific training to publicly present their monologues in a final, an event to become the central gala of European Researchers' Night. The finalists will be invited to deliver their monologues in the national phase of the "Solo de Ciencia" (Only on Science) Contest, promoted by FECYT.

As a strategy common to all the activities indicated, the selection of participating research staff will be carried out via internal invitations. The final selection will lay with the UCO's Scientific Dissemination and Culture Subcommittee, which will be apply the following criteria: diverse areas of knowledge, gender equality, participation in projects funded by the State R&D& I Plan and the European framework programs, and participation in previous editions. Priority will be assigned to research staff who have not previously participated, with the aim of promoting the culture of scientific dissemination among the maximum number of researchers at the institution. People without dissemination

experience will be advised by Scientific Culture and Innovation Unit staff.

In order to guarantee the longevity of the different actions, and facilitate their replication by other Spanish Scientific Culture Units, it will be ensured, as far as possible, that they have their own websites on which their objectives, as well as the methodologies and results obtained, are presented. The activities will be recorded, to be posted on the website of each action. The impact sought, beyond the numbers of participants indicated in each activity, is to strengthen the UCCi's range of activities on the province of Cordoba's annual cultural calendar, and its recognition as an agent enhancing knowledge and territorial development. In addition, from an internal perspective this edition of the Annual Plan aims to continue contributing to the development of a culture of scientific dissemination among University of Cordoba research staff.

NOTE: The complete execution of the plan will be contingent on the availability of sufficient personnel in the Scientific Culture and Innovation Unit.

