



*The **CREA**tion of the Department of Physical Chemistry of Biological Sys**TE**ms [CREATE]*

666295 — CREATE — H2020-WIDESPREAD-2014-2015/H2020-WIDESPREAD-2014-2

1st Report on traditional promotion of the CREATE project

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1. Introduction

This document contains the specification of activities aimed at CREATE project promotion using traditional media:

- promotional materials,
- participation in fairs, informational events and international conferences.

The following promotion measures were taken:

- **Advertisements for all positions** contained information that it was a part of the CREATE project and were marked with the project logotype and information on the source of funding.
- **Infrastructure and equipment purchased under the CREATE project**, as well as labs and rooms of the employees of the new Dept. were marked with labels containing information on project funding.
- **Contracts for visiting professors, and other incoming guests** were supplemented by project logotype and information on the source of funding.
- **Rollup with the logotype of the project and the source of funding** was designed to make the project more visible during public events.
- **Promotional materials** (marked with the logotype of the project, the source of funding and project website (distributed on scientific symposium).

2. Traditional promotion of the project

2.1 Promotional materials

To make the project more visible – **promotional materials** of the project was designed and purchased. Materials are marked with the logotype of the CREATE project, the source of funding and project website/POB website.

Among them: pencils, pens, mugs, notebooks, bags, t-shirts.



Promotional materials were distributed on the 1st scientific symposium and will be distributed at subsequent scientific symposia as well as conference “Where biology meets physical chemistry and business”.

Rollup with the logotype of the project and the source of funding was designed to make the project more visible during public events.

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ideas

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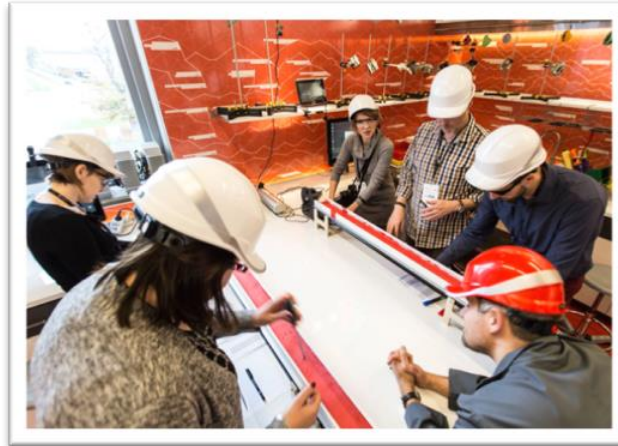
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2.2 Participation in fairs, informational events and international conferences

As part of activities supporting promotion of the project, the following events took place:

➤ **“Cognitive adventures” conference** (ca. 200 participants), 10/2017, Poland

The conference was an attempt to integrate current knowledge on the subject of learning with the aim to improve education in STEM subjects (science, technology, engineering and mathematics). During the conference Dr. Roman Luboradzki & Aleksandra Kapuścińska-Bernatek presented 2 posters: “Chemical Experiments – the Way to Show and Explain Research Results to Non-specialists” and “Simple Steps to Knowledge”.



➤ **Widening Lithuanian Research Potential** (ca. 70 participants), 11/2017, Lithuania

The aim of the conference, attended by dr Patrycja Nitoń & dr Monika Kuczyńska-Wydorska, was to discuss H2020 measures under “Spreading Excellence and Widening Participation”, & share experiences related to applying and participating in the Teaming, Twinning and ERA Chairs projects. Patrycja presented the CREATE project.



➤ **Inspiration Day** (ca. 50 participants), 02/2018, Poland

“Inspiration Day” was organized by the Warsaw Rotary Club at the orphanage in Gostynin. The purpose of the event was not only to popularize science but also to show young listeners various possible ways of personal development. Roman showed experiments related to optics and spectroscopy: spectroscope, spectrum of different light sources, Newton's disk & Benham's disk.



- **4. EDITION OF THE COMPETITION "THE GLASS & EYE"** (ca. 200 participants), 03/2018, Poland
The Institute took the patronage of this event, organized by the Saint Thomas Aquinas Primary School, Junior High and High School in Józefów. The aim of the competition was to popularize natural sciences among students, to identify talents and to stimulate cognitive curiosity and creative activity of students. Dr. Roman Luboradzki was a member of the Competition Jury and gave a lecture on "What is modern chemistry?". The lecture presented, among others, modern analytical methods, including physicochemical imaging methods developed by the group of prof. Wojtkowski.



- **the Science Picnic in Nidzica** (ca. 500 participants), 04/2018, Poland
Dr. Roman Luboradzki/ Aleksandra Kapuścińska-Bernatek presented experiences in optics, mixing colors, Benham's and Newton disc. Participants could also experiment on their own and create a Benham's disk by own project. Dr Luboradzki also gave a short interview for the local television on the course of the demonstration, as well as IPC itself its profile.



- **22. Science Picnic – Movement** (ca. 100 K participants, IPC stand - ca. 2 K), 06/2018, Poland
Dr. Roman Luboradzki/ Aleksandra Kapuścińska-Bernatek presented several experiments connected to the main theme and to research conducted by ERA Chair Holder's research group - The Physical Optics & Biophotonics Group. PCBS presented effects that can be obtained by using ultrafast camera and several optic experiments. The IPC presented also Newton's and Benham's disk as related to both optic and movement as well as demonstrations related to electrochemistry and reaction kinetics. As the Picnic is usually visited by the audiences of all ages our stand was intended for both children and adults representing different levels of chemical knowledge.



- **ESOF 2018** (ca. 4 K participants, "Science in the City"- ca. 200), 07/2018, France
Dr. Roman Luboradzki/ Aleksandra Kapuścińska-Bernatek presented a poster: "An experiment - a powerful tool in science popularization (use it wisely)" describing their experience in popularizing science. They have described activities such as Open Day lectures [part of the CREATE project], Research Workshops and Internships, and Student Internships, as well as 'The Sparks at the Interface of Sciences - University of Young Explorers', an educational project for primary school students. In addition, they took part in 'Science in the City' festival and presented experiments related to optics and camera Obscura. Their show was entitled 'Pinhole in the City'.



➤ **22. Science Festival** (ca. 160 participants), 09/2018, Poland

During the Festival IPC dr. Roman Luboradzki delivered two different lectures for secondary school students: 1) „Gases, liquids, solids” lesson with experiments and hands-on activities focused on states of matter and phase transitions, underlining the role of the experiment in natural sciences. 2) “How physicist and chemist look at life - what for a biologist needs physicochemistry?” lesson combining history and latest achievements in the field of optical imaging. Besides, prof. Maciej Wojtkowski delivered a lecture “New Technologies in the Imaging of Living Tissues and Cells”.



➤ **“Children Science Festival”** (ca.5 K participants, IPC stand - 100 participants), 09/2018, Poland

The Institute proposed appropriately adapted experiments in optics and physiology of color perception, combined with workshops and hands-on activities. It was also a perfect opportunity to activate young researchers and PhD students who took part in the festival as volunteers.

