*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

2nd 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 in the period between M41 – M66:

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

In particular, the following promotion measures were taken:

- **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 promote the i-POB conference and presented as a background during the event.
- **Promotional materials** marked with the logotype of the project, the source of funding and project website (distributed on the 2nd scientific symposium).

2. Traditional promotion of the project

2.1 Promotional materials

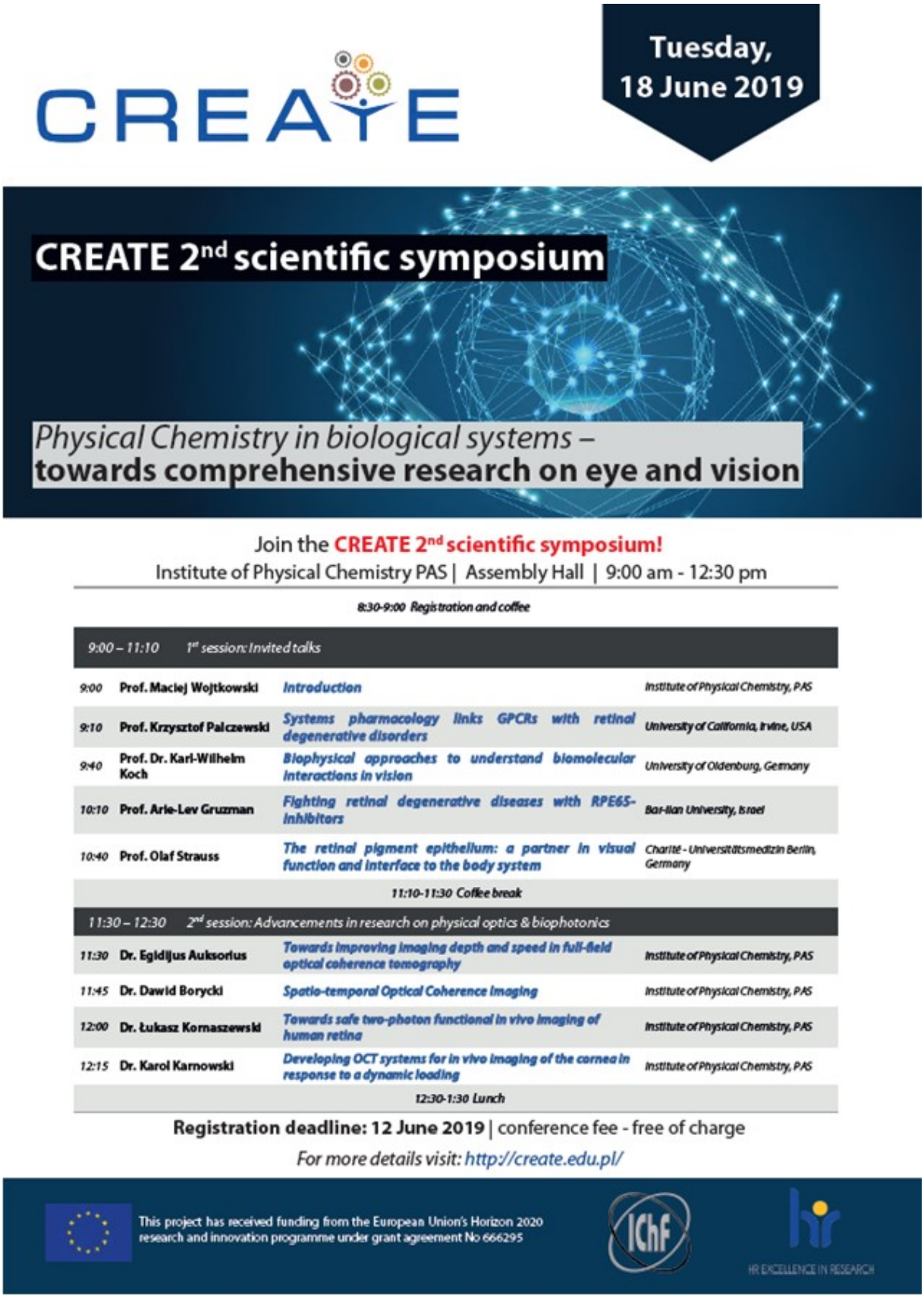
To make the CREATE project visible, we have prepared and distributed the promotional materials such as:

- ✓ **Pencils, pens, mugs, notebooks, and bags** were distributed during the 2nd scientific symposium. These promotional materials were marked with the CREATE project's logotype, the source of funding, and the project website/POB website.
- ✓ **T-shirts** with CREATE logo and the source of funding have been prepared to promote the projects during Science Picnics and Children Science Festivals:

- ✓ **Banners and posters with a QR code linking to the film "Light is an amazing phenomenon**"- the film promoting the group of the ERA Chair holder. The banners were placed on the fence of the Institute of Physical Chemistry, Polish Academy of Sciences (IPC), while the posters were placed on the notice boards at IPC:

✓ **Rollup** promoting the i-POB conference was prepared and presented as a background during the event:

✓ **Poster promoting the CREATE 2nd Scientific Symposium** with the project logo and source of funding was designed and distributed to increase the visibility of the project and increase the dissemination of the event:



2.2 Participation in fairs and informational events

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

- **23. Science Picnic – We and the machines** (ca. 50 K participants), 05/2019, Poland

The IPC employees presented several experiments, two of them inspired by POB activities. They presented an optical table to help participants to design their own optical system. The table was also used to present such phenomena as refraction and total internal reflection and explain how the optical fiber works.

The IPC employees also presented Newton's and Benham's disk – the simple and spectacular show that attracts both young and older viewers – related to both optic and machines. They also prepared demonstrations related to mechanochemistry, Raman spectroscopy and new materials.

As the Picnic is usually visited by audiences of all ages, IPC's stand was intended for both children and adults, representing different levels of chemical knowledge.

- **Inspiration Day** (ca. 50 participants), 02/2019, 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. Dr Roman Luboradzki prepared photography workshops. He talked about scientific work, pinhole photography and principles of optical darkroom operation.

- **23. Science Festival** (ca. 160 participants), 09/2019, Poland

The idea of the Festival to show the scientists workplace: laboratories, experimental and seminar rooms. Speakers are scientists working in public institutions. This formula allows to show demonstrations and experiments and makes an opportunity to visit laboratories. During the Festival, IPC delivered different lectures dedicated to both primary and secondary school students:

- "**New Technologies in the Imaging of Living Tissues and Cells"** – lesson developed and delivered by prof. Maciej Wojtkowski, dedicated to students of the last year of high school interested in research and science. The lecture discussed the latest problems of optical imaging and the achievement of this field, however, in a form accessible to non-advanced listeners.
- **"Gases, liquids, solids"** – lesson with experiments and hands-on activities focused on states of matter and phase transitions, also underlining the role of the experiment in natural sciences. The lesson was delivered by dr Roman Luboradzki.
- **"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 (delivered by dr Roman Luboradzki).

- **"Children Science Festival"** (IPC stand - 100 participants), 09/2019, Poland

The "Children Science Festival" is a part of the Science Festival dedicated especially for young participants. The Institute proposed appropriately adapted experiments in optics and physiology of colour perception, combined with workshops and hands-on activities. IPC also prepared some optical illusions like Sugihara ambiguous cylinders. It was also a perfect opportunity to activate young researchers and PhD students who took part in the Festival as volunteers.

- **Twinning and ERA Chairs for the advanced** (ca. 50 participants), 09/2019, Poland

The aim of the workshops, led by Agnieszka Tadrzak, was to discuss H2020 measures under "Spreading Excellence and Widening Participation" and the key success factors when applying for the Teaming, Twinning and the ERA Chairs projects.

Agnieszka Tadrzak, the CREATE project manager, presented the CREATE project. She shared the experiences in the preparation of a project application, the course of the CREATE project and its main results. This event allowed promoting the CREATE project as well as prof. Wojtkowski as the ERA Chair holder.