



Scientific Information Office **madri+d**

ACTIVITIES **REPORT**

Madrid (Spain), may 2011

www.madrimasd.org

The Scientific Information Office is integrated in the network offices of the Foundation madri+d. It is addressed to play an important role in the interaction between science and society. As there is a real need to promote the scientific culture and public participation in science and technology issues, The Office tries to improve the scientific information approach and to establish a dialogue with scientists and citizens.

Aim

Its main objective is to encourage public debate about science and technology, improving access to information and foster specialized counselling and citizens participation in science and technology.

Services

- ❑ Offer daily scientific information to the citizens.
- ❑ Analyze thoroughly current issues in R&D.
- ❑ Manage reports and interviews of the main researcher groups in Madrid
- ❑ Organize events and debates.
- ❑ Create communication ways between the scientific community and the media.

Capacities

The Office has a long experience since 2000 through the management of the Science and Society Programme. It involves the resources of the Madrid universities, research centres and museums of science.

Target Groups

The Office addresses its services to students, teachers, researchers scientists, technicians, journalists and also to the general public in an effort to bring closer science to citizens fostering the cooperation and looking for consensus in the decision making.

Activity Areas

- ❑ Organization of Events
- ❑ Communication and Participation

Organization of Events

To bring closer science to citizens and to foster the dialogue with researchers.



Researchers' Night



Science Week

Photo





Researchers' Night

The project Researchers' Night in Madrid 2010 aims at bringing researchers closer to the public and at enhancing the public recognition of scientists, by presenting to the public relevant aspects of their work, the benefits it brings to society and its presence in our daily lives in the Framework of the European Researchers' Night on 24th September.





Main objectives

- ❑ Put in contact researchers and the public, fostering the interaction between them, with a view to tackling the existing stereotypes about researchers and improving the mutual understanding.
- ❑ Communicate the researchers' work to the general public in a festive and interactive way.
- ❑ Highlight research societal added value, through simple examples. Notably based on daily life.
- ❑ Involving the general public, and in particular the young people in the activities performed, with a view to stimulate them to embark on scientific careers.

Results Researchers 'Night 2010

Audience **6.000** Activities **18** Participant centres **11**

Madrid Science Week

It´s held every year during two weeks in November. The Science Week tries to spread the results of scientific researches by opening the scientific spaces normally closed to visitors. Its main aim is to stimulate the knowledge of science and technology among citizens. It offers more that 780 free activities addressed to all citizens without distinction based on age, gender, level of scientific training, or social category.



Main objectives

- ❑ Show the scientific heritage.
- ❑ Disseminate the results of scientific research.
- ❑ Renew the scientific and technological knowledge of citizens.
- ❑ Encourage citizens to participate in scientific issues.
- ❑ Foster the interest of young people for scientific studies.

Results Madrid Science Week 2010

Audience **200.000** Activities **+800** Participant centres **500**



Photo mi+d

madri+d organizes a photo contest since 2005. The prizes reward the quality and excellence of the photos. The topic is the places of knowledge, the spaces where knowledge is created, produced, managed and conveyed. Through this action it is shown the presence of science in our daily life and it contributes to popularize science among citizens. All the photos mi+d must have a Creative commons license, so they can be used anywhere for anybody all around the world. We promote the open access as the only way for scientific communication.

The **geotagging** is a new project of Photo mi+d that will allow people visualize the sites of knowledge through the positioning of photos in a world map. Citizens will get involved in a global virtual site that will show a share cartography of the scientific knowledge.



Main objectives

- ❑ Highlight the relationship between Art and Technology.
- ❑ Draw the attention of the large public towards the science around.
- ❑ Make citizens take part in entertaining and fun activities.
- ❑ Position science in its sites of production.
- ❑ Foster the use of web 2.0.

Results Photo mi+d Contest 2010

Photos **3.433** Participants **1.000**

"Hay muy pocas empresas españolas que sean líderes en áreas tecnológicas" (ABEL LINARES)

La llave de la enzima de la inmortalidad

Sin la proteína TP1 la enzima telomerasa no se puede unir al telómero y por tanto no es capaz de actuar. Aunque parezca mentira en un área tan estudiada que ha merecido el premio Nobel, esta llave de un mecanismo celular básico no se conocía hasta ahora, cuando la han descubierto científicos del Centro Nacional de Investigaciones Oncológicas (CNIO) liderados por María A. Blasco.

Discos duros con 10 terabits por pulgada cuadrada

A pesar de que el futuro parece estar en mano de los discos SSD, los científicos siguen buscando nuevas formas de aumentar la capacidad de los discos mecánicos.

Una extinción de peces primitivos propició el origen de los vertebrados maduros

Una extinción masiva de peces primitivos hace 360 millones de años está detrás del origen de

INCORPORA: Las personas como motores de la innovación

Para el período 2000-2009 España ha conseguido multiplicar por 2,7 su esfuerzo presupuestario público en I+D+i, alcanzando el 1,35% del gasto en I+D+i como porcentaje del PIB, se ha incrementado el número de publicaciones científicas, hasta las 43.000, un 3,2% mundial y se han aumentado el número de patentes, 3.800 que suponen un incremento del 60% a nivel europeo (EPO), situando a España como la 9ª potencia científica mundial.

Tres décadas sin viruela

El 8 de mayo de 1980, la Organización Mundial de la Salud (OMS) declaró erradicada la viruela y esta enfermedad se convirtió únicamente en un tema de interés histórico. Han pasado tres décadas desde que el ser humano ganase la batalla contra una infección que dejaba tras de sí muerte, ceguera y discapacidades en sus víctimas.

El cambio climático podría provocar la extinción del 20% de las especies de lagartos y lagartijas en 2080

Una investigación internacional con participación del Consejo Superior de Investigaciones Científicas (CSIC) ha calculado que, en 70 años, se extinguirán un 20% de las especies de lagartos y lagartijas del planeta como consecuencia del cambio climático.

Máquinas prodigiosas: el diagnóstico de un tumor en 5 minutos

PET, TAC, resonancia magnética... tecnologías de imagen capaces de «avistar» el más mínimo cambio en el organismo y preparados para planificar los tratamientos son los «ayudantes «mejor preparados» de los médicos.

Teatro, música y, sobre todo, arte, en el Día de los Museos

Consiguir la armonía social es el objetivo de esta edición del Día de los Museos. Esta iniciativa del Consejo Internacional de los Museos, organización no gubernamental dependiente de la UNESCO, se lleva a cabo cada 18 de mayo desde 1977.

Michio Kaku: No nos iremos a Venus de vacaciones, de momento

Entrevista a Michio Kaku, físico y catedrático de Física Teórica por la Universidad de Nueva York, quien es uno de los divulgadores científicos más conocidos de EE.UU.

Blog del día: De Madrid a Europa. NER 300: Nuevas posibilidades de financiación en el ámbito de la energía

En 2009, una reforma sobre la Directiva que regula el sistema europeo de comercio de derechos de emisión de CO2 establecía que hasta diciembre de 2015 estarían disponibles 300 millones de derechos de emisión en la reserva de nuevos entrantes para favorecer la construcción y utilización de varios proyectos comerciales de demostración de captura y almacenamiento de CO2.

suplemento **noti+**

De las erupciones volcánicas y sus consecuencias

En profundidad
El volcán del glaciar Eyjafjallajökull: causas y efectos
Francisco Anguita, Universidad Complutense globales

En Venus no se ve el cielo
Volcanes: el calor que enfría la atmósfera

Los consecuencias para la salud de la nube de cenizas en el aire 'respirable'
Erupciones volcánicas con pocos indicios previos

Blogs mi+d
La erupción del volcán Eyjafjallajökull, su seguimiento y posibles consecuencias...
Erupciones volcánicas y salud...

Media mi+d
Catástrofes naturales
Alfonso Nájera

Communication and Participation

madri+d Scientific Information System is the main point of reference on research, development and innovation information in Spain. Our website www.madrimasd.org includes a wide range of contents from Europe and nationwide, free of any charge and with free access to all users:

- ❑ Daily newsletter: news, interviews, articles, reports...
- ❑ Agenda: events, courses, conferences...
- ❑ Virtual Library
- ❑ Books and exhibitions



Daily newsletter “Notiweb”

This bulletin includes a selection of the breaking news in Science and Technology besides a daily supplement. Notiweb that is freely distributed on-line. At present it has more than **58.000** subscribers.

- ❑ **News** provides citizens with daily scientific information. It’s a selection of the breaking news in science and technology from Europe and Spain.
- ❑ **Opinion articles** written by experts about current issues on Science and Technology. Topics such as global warming, greenhouse effect, biodiversity, health, bioethics, new technologies, are thoroughly analyzed by professionals.
- ❑ **Interviews** with the most important researchers and businessmen and entrepreneurs working in Madrid.

Agenda

Updated events holding all around the world: conferences, lecturers, international congresses, courses, sessions, masters, exhibitions, contests...

Virtual Libray

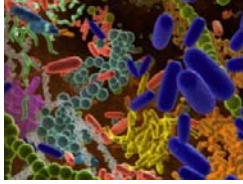
A collection of documents in Spanish language: Technology watch reports, Technology portfolio and technical service, madri+d Magazines...



Science and Culture

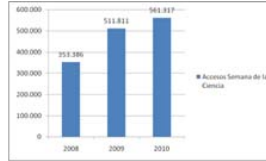
- ❑ **Reviews** of essays, novels, and exhibitions. It also has an appealing section called “Personal readings”, where researchers tell us about their favourite readings, writers and scientific books. It also has a poetry section that offers us interesting poems related to science carefully selected.
- ❑ **Scientific heritage.** Shows a wide range of monuments, buildings, factories, old mines... and also scientific characters preserved throughout the centuries. Scientific-cultural routes: geological, archaeological, industrial and urban. It also shows a map of the science museums and scientific university collections.

We try to create a **real scientific culture** among citizens and to show a more **pleasant side of science and researchers.**



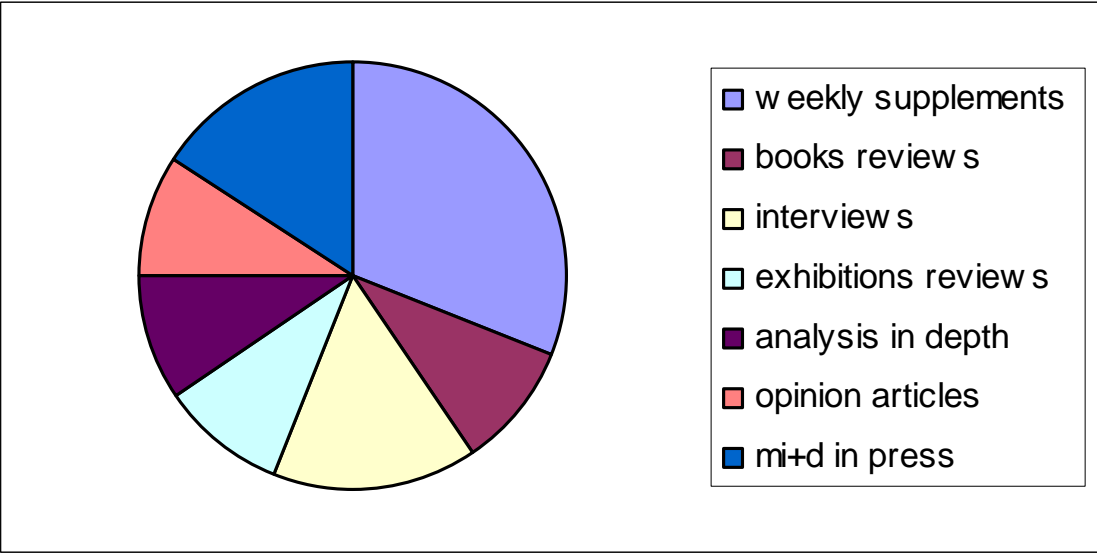
Media mi+d

- ❑ **Videos of workshops, exhibitions, lectures, interviews** with scientists... **+1.000** videos to be seen and heard freely by users. All videos can be download, shared, sent... Some scientific lectures and round tables are recorded live. Through the website, users can freely follow the broadcasting of the lectures
- ❑ **+Researchers & +Entrepreneurs.** It is a pioneering new idea to let people know what prestigious cutting-edge scientists and entrepreneurs are doing in different fields of knowledge, how they manage in their laboratories and firms, their teams and their aims. These **40** portraits address to motivate high school students and attract them towards scientific careers.



Statistics

- 2.300 news a year
- 150 weekly supplements
- 76 interviews
- 45 analysis in depth
- 45 opinion articles
- 45 books reviews
- 45 exhibitions reviews
- 76 madri+d in press



Workshop

In order to stimulate students passion for science, the workshop offers an array of amazing experiments divided into different subjects: Physics, Maths, Chemistry , Biology, Technology and in various formats (texts, applets and videos). Mainly addressed to school pupils and teachers.

Experimenta_Wiki

Its main objective is to be a useful tool for teachers and students. Both become the main actors since they manage their own scientific experiments. It is a collaborative tool for producing and offering free papers about their experiments. This is an open section free for everyone interested in knowledge and dissemination of science.

Blogs mi+d

This sections have **100** blogs specialized in Science and Technology matters. Each one is being managed by specialist in outstanding issues: Environment. Scientific politics, Bioethics, Energy, Computer, Maths... During 2010 it had more than **23.278.743** visitors. Around a 50% of it comes from Latin-American.

It is considered to be among the ones with more authority in the world in Spanish language. It gets a good place, it is among the 7.000 most quoted in the world.

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