



Universitat Autònoma
de Barcelona

Draft plan for the dissemination and communication activities of the project's results

The following Universitat Autònoma de Barcelona channels are available to researchers interested in communicating the results of their projects:

UAB channels:

- **UAB website** (www.uab.cat)

Results will be published of projects which stand out most for their interest among society through communications made on the UAB website. The website appears in three languages (Catalan, Spanish and English) and the "Research" section includes the latest news on research conducted at the UAB.

Level of impact: The website has an annual impact of 10 million visits (sessions), with 4.6 million different visitors each year.

- **UABDIVULGA electronic journal**(www.uab.cat/uabdivulga)

At least one science popularisation article about the project, written by the researchers themselves, will be published in the electronic journal *UABDIVULGA*. The journal includes scientific articles on research results published in leading journals, on new research and innovation projects, conferences, seminars and books. Since it is a periodical publication, it has its own ISSN.

Level of impact: The journal receives almost 280,000 visits each year and has 2,500 subscribers.

- **Social Networks**

Research results considered to be of interest to the general public are published in social networks, mainly in UAB's *Twitter*, *Facebook* and *LinkedIn* accounts. (twitter.com/uab_info, facebook.com/uabbarcelona, <https://www.linkedin.com/edu/school?id=12251>)

Level of impact: 20,300 in *twitter*, 33,000 in *Facebook* and 91,505 followers in *LinkedIn*. Total: 144,805 followers.

- **Audiovisual Materials**

Dissemination videos will be produced to inform about research projects, either in a short video format (NEO capsules, lasting 3 to 5 minutes) or in longer, tailor-made formats, depending on the needs of the project. All videos are published on the UAB website and on the UAB YouTube Channel.

The UAB will work to foster scientific vocations by creating a platform for these dissemination videos with the aim of offering information on all types of research projects.

Level of impact: UAB website: 4 million visitors each year. YouTube Channel: 1,211 followers.

Dissemination through national media channels

The most important research results which can be of interest in the media will be disseminated. Press meetings can be organised and press releases are sent to media journalists from all over Spain.

Level of impact: The result of the campaigns can vary greatly, but on average each dissemination campaign translates into 10 impacts in print and digital media channels and one or two appearances in radio and television. Each print media channel may have from 3,000 to 150,000 copies and each appearance on TV or radio may have an audience of some 50,000 to 500,000 spectators.

International Media

We use two international communication agencies, **Alphagalileo** and **EurekaAlert**, and systematically send press releases of all research results with international scope to the main scientific journalists from around the world.

Knowledge Transfer to Society

- Dissemination of scientific actions among secondary school students and teachers.
- Dissemination of scientific actions among other groups (the elderly, city municipalities, rural areas, etc.)
- Dissemination of scientific actions in events such as research nights, science week, thematic weeks, etc.

For more information:

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