

CREATIVITY AND COMMUNICATION IN RESEARCH

10 DAYS OF INGENIUM 2025
Senior Winter School at UNIOVI



Universidad de Oviedo

Core Goals

The Winter Senior School aims to enhance participants' ability to communicate their research effectively and foster creativity within academic and public contexts.

The key goals include:

- Developing **critical thinking** and the ability to synthesise complex ideas to make research more impactful.
- Mastering various **communication methods** to engage effectively with both the academic community and the broader public.
- Promoting scientific and cultural advancement through **clear, accessible dissemination of research**, contributing to a knowledge-based society.

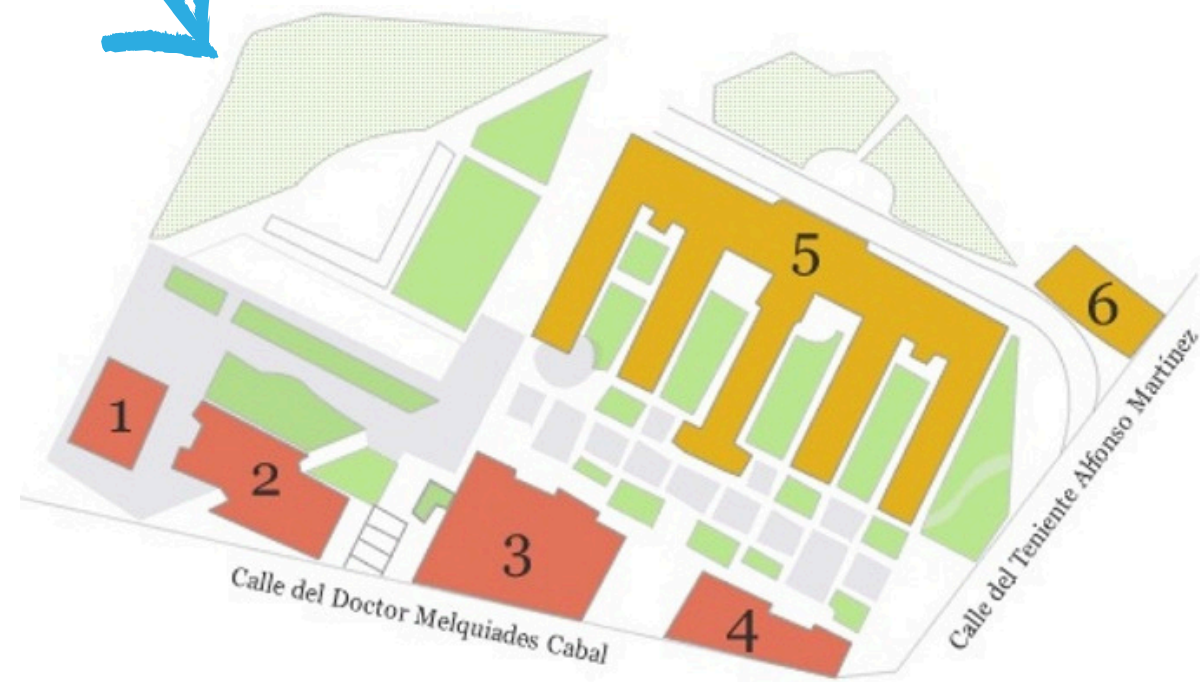


El Milán Campus,
home of the Faculty
of Philosophy and
Arts

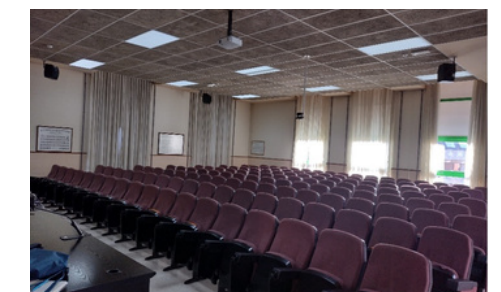


El Milán Campus sits in the heart of Oviedo, just a short walk from the historic quarter and the city's main attractions

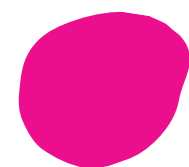
The campus features a variety of modern facilities designed for different purposes, including conference areas, group workspaces, social zones, and outdoor activity spaces.



1. The Language Centre
2. Library
3. Lecture Hall Building A
4. Administrative offices
5. Departmental Building
6. A multi-purpose services building



Programme Structure & Key Dates



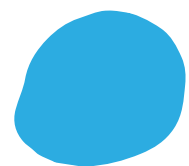
Virtual Component:

Pre-Event Lectures: Two online lectures to introduce key themes and prepare participants for the in-person programme.

Follow-Up Lecture: One final virtual lecture to conclude the programme and reinforce key insights.



Between 20th January 2025 and 28th February 2025



In-Person Sessions:

The in-person programme will feature a combination of **conferences, workshops, group projects, and interactive presentations**, including a final project competition.



17th February 2025 - 21st February 2025

Programme Overview: Learn, Share, Connect



WORK IN PROGRESS!



10 DAYS OF INGENIUM, WINTER SENIOR SCHOOL 2025 PROGRAMME
17-21 February 2025, University of Oviedo's Milán Campus, Spain



	Monday 17.02.2025	Tuesday 18.02.2025	Wednesday 19.02.2025	Thursday 20.02.2025	Friday 21.02.2025
9:30	Registration of the participants Library, Conference room	INGENIUM Learns Scientific dissemination and outreach	INGENIUM Shares Mini-project: Science Dissemination and Fake News	INGENIUM Learns Science with Alba	INGENIUM Connects Local dissemination event
11:00	Coffee	Coffee	Coffee	Coffee	Coffee
11:30	INGENIUM Learns "Cátedra Camino de Santiago"	INGENIUM Shares Workshop Scientific dissemination and outreach	INGENIUM Shares Mini-project: Science Dissemination and Fake News	INGENIUM Shares Workshop on Science with Alba	Closing Ceremony Library, Conference room
12:00					
12:30					
13:00					
13:30	Lunch La Capilla	Lunch La Capilla	Lunch La Capilla	Lunch La Capilla	Lunch La Capilla
14:00					
14:30					
15:00	INGENIUM Shares Gymkhana <i>The Original Way</i> (Team building activity)	INGENIUM Connects Reception	INGENIUM Shares Mini-project: Science Dissemination and Fake News Competition-Prizes	INGENIUM Learns Cultural visit	
15:30					
16:00					
16:30					
17:00					
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20:00					
20:30		Dinner - Tapas ESN	Joint dinner - Terrastur		
21:00					
21:30					

LEARN

Sessions led by industry experts and key figures from academia, offering participants essential insights

SHARE

Collaborative workshops encouraging participants to share their ideas, work together, and build on each other's expertise


CONNECT

Fostering connections with the broader university community, creating opportunities for networking and building lasting professional relationships





Programme Overview: Learn, Share, Connect

LEARN




WORK IN PROGRESS!

<div><div><div>10 DAYS OF INGENIUM, WINTER SENIOR SCHOOL 2025 PROGRAMME 17-21 February 2025, University of Oviedo's Milán Campus, Spain</div><div><div>INGENIUM European University</div></div></div></div>					
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09:00	Participants room	INGENIUM Learns Scientific dissemination and outreach	INGENIUM Shares Mini-project: Science Dissemination and Fake News	INGENIUM Learns Science with Alba	INGENIUM Connects Local dissemination event
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- **Cátedra Camino de Santiago:** This session will explore the historical, cultural, and communicative significance of the Camino de Santiago, emphasising its importance as one of the earliest communication routes.
- **Scientific Dissemination and Outreach:** This session will guide participants in effectively communicating research findings to both academic and non-academic audiences.
- **Science and Business Communication:** Delivered by an expert from the Spanish Agency of Medicines, this session will highlight the crucial role of communication in linking scientific developments with public policy and industry practices.

Programme Overview: Learn, Share, Connect


SHARE



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- **Scavenger Hunt: Ruta Jacobea Primitiva:** A cultural scavenger hunt in Oviedo that explores the historical and communicative significance of the Camino de Santiago. This activity aims to foster connections among participants while deepening their understanding of the route’s heritage.
- **Scientific Dissemination and Outreach Workshop:** Participants work collaboratively to transform scientific texts into accessible formats for different audiences. The session concludes with a debate on integrating communication tasks into a researcher’s daily activities.
- **Full-Day Workshop on Scientific Misinformation:** Interdisciplinary teams create campaigns to combat misinformation on topics like health, climate change, or technology. Teams research, design, and present strategies using formats such as infographics.
- **Science and Business Communication Workshop:** Participants develop communication strategies based on real-world case studies provided by the Spanish Agency of Medicines, focusing on how science can effectively inform public policy and engagement.

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CONNECT



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- **Institutional Receptions:** Participants will meet with local authorities from the Principality of Asturias, engaging in discussions about how research communication can impact local development and address regional challenges.
- **Princess of Asturias INGENIUM Awards Event:** Inspired by the prestigious Princess of Asturias Awards, the final day will feature an INGENIUM-themed event where participants present their work in the form of short, impactful talks. The presentations, which may include highlights from the programme's projects, are meant to celebrate creativity, collaboration, and research communication in an engaging format.

Learning

Outcomes

Understand the significance of scientific communication and its role in maximizing the impact of research on society.

Gain familiarity with different forms of scientific communication, recognising the needs of various target audiences, and applying this knowledge in practical scenarios.

Comprehend and evaluate tools for scientific dissemination, from traditional methods to emerging platforms, determining their suitability for effective outreach.

Develop strategies for integrating communication and dissemination tasks into the standard workflow of a researcher, enhancing the overall impact of their work.

THANK YOU

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