



DANA foundation-FENS funded European Brain Awareness Projects

Final Report 2020

2018

Armenia/Yerevan
 Belgium/Leuven
 Croatia/Zadar
 Denmark/Aalborg Øst
 Estonia/Tallinn
 France/Bordeaux, Marseilles, Paris, Valbonne, Nouzilly
 Germany/Berlin
 Greece/Athens
 Hungary/Budapest, Pecs
 Ireland/Galway
 Italy/Torino
 Poland/Krakow
 Portugal/Coimbra
 Romania/Braila, 3 projects in Bucharest
 Russia/St.-Petersburg, Kazan
 Serbia/Belgrade
 Slovenia/Ljubljana
 Spain/Barcelona, Murcia, Burjassot
 Switzerland/Basel
 Turkey/Gebze
 Ukraine/Kyiv
 United Kingdom/Edinburgh, Cambridge

2019

Austria/Salzburg
 Belgium/Buggenhout
 Croatia/Osijek, Zadar
 France/Paris, Grenoble, Gonesse, Nantes
 Germany/Berlin, Bonn, Heidelberg
 Greece/Two events in Heraklion
 Hungary/Budapest, Szeged, Debrecen
 Ireland/Maynooth
 Italy/Messina, Torino
 Poland/Warszaw, Stare Miasto, Krakow
 Portugal/Coimbra, Lisbon
 Romania/Braila
 Russia/St.-Petersburg
 Serbia/Belgrade
 Slovakia/Bratislava
 Slovenia/Ljubljana
 Spain/Murcia, Valencia, Barcelona, Toledo
 Switzerland/Basel
 Turkey/Gebze
 United Kingdom/Leicester, London

2020

Armenia/Yerevan
 Bosnia and Herzegovina/Tuzla
 Croatia/Rijeka, Zadar, Split
 Finland/Helsinki
 France/Marseille, Nice, Paris, Nouzilly
 Germany/Berlin
 Greece/Heraklion
 Hungary/Budapest, Debrecen
 Ireland/Limerick
 Italy/Padua
 Netherlands/Rotterdam
 Poland/Warszaw, Krakow
 Portugal/Aveiro, Coimbra
 Romania/Braila
 Russia/St.-Petersburg
 Serbia/Belgrade
 Slovenia/Ljubljana
 Spain/Ciudad Real, Toledo, Barcelona, Burjassot
 Switzerland/Basel
 Turkey/Izmir
 United Kingdom/Saxmundham, London

2020 Awarded Projects – Geographical Distribution

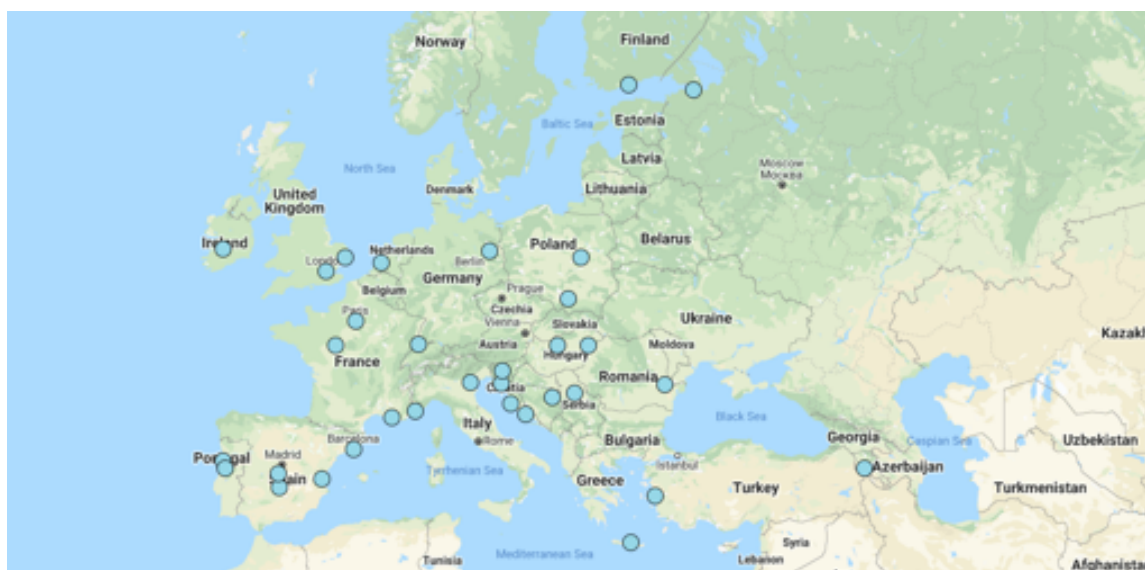


Table of Contents

DANA foundation-FENS funded European Brain Awareness Projects *Final Report 2020*..... 1

Introduction 3

Selection procedure 3

Selected projects 3

Delays due to the COVID-19 pandemic 6

Reports of the selected projects that were submitted in 2020 8

 2. Tuzla Brain Week..... 8

 8. The brain through the ages – BAW on the French Riviera, France..... 11

 9. The Beauty of the Brain 12

 10. Events for the Brain Awareness Week 2020 in Tours: how neuroscience can improve education and learning..... 13

 12. Ask the neuroscientist! videos (in Greek)..... 14

 14. Neuroscience for Teens: Know Your Brain 15

 16. The 11th edition of the Brain Awareness Week: Young Researchers discuss Neuroscience..... 17

 18. How new technologies impact the brain..... 18

 22. Explore Your Connectome..... 19

 23. 7th St.-Petersburg Brain Awareness Week - How Emotions Are Made..... 20

 32. HerStory - Opera workshops for performers with Parkinson's..... 22

Introduction

The Dana Foundation is offering financial support of up to 1,000 EUR to those who organise a brain awareness event during the Brain Awareness Week period in March. The Dana Foundation has asked FENS to administer this support reserved for European organisations contributing to the Brain Awareness Week (BAW). In 2020, the directors of The Dana Foundation once more approved a grant to FENS.

The COVID-19 pandemic and resulting governmental restrictions across Europe heavily impacted events in 2020. Details of the adaptations made can be found in the relevant chapter on page 6.

Selection procedure

FENS distributed the Dana grants in a competitive procedure. A call for applications was launched and the best projects were selected by a committee composed of:

- Malgosia Kossut (EDAB Executive Committee Member)
- Roland Pochet (Belgian Brain Council Secretary General)
- Eva Sykova (DABI and EDAB Executive Committees member)
- Dora Reglodi (FENS Secretary General-elect)
- Harm Krugers (FENS Treasurer-elect)
- Dervila Glynn (Chair of the FENS Communications Committee)

Selected projects

76 applications from 29 different European countries were submitted, of which 33 projects in 21 different European countries were selected for support by the Dana–FENS grants.

The following BAW projects (listed by country) were selected for funding:

1. The Genius Within: Discovering The Intelligence - Marina Davtyan (Yerevan State Medical University, **Armenia**)
2. Tuzla Brain Week - Edina Sejdin (Student Council of Medical Faculty, University of Tuzla, **Bosnia and Herzegovina**)
3. Brain Awareness Week Rijeka 2020 - Zrinko Baričević (University of Rijeka, **Croatia**)
4. The Green Brain - Irena Pavela Banai (University of Zadar, **Croatia**)
5. Meet Mr. Brain - Ivana Pavlinac Dodig (University of Split School of Medicine, **Croatia**)
6. Brain Awareness Week 2020 in BioMag Laboratory Helsinki University Hospital: Brain Plasticity for Health and Learning - Hanna Renvall (Helsinki University Hospital, **Finland**)
7. To make a brain work: neurons... and what else? - Myriam Cayre (CNRS, **France**)
8. The Brain through the ages - Carole Rovere (University Côte d'Azur, **France**)
9. The Beauty of the Brain - Laurence Lanfumey (Université Paris - Inserm, **France**)

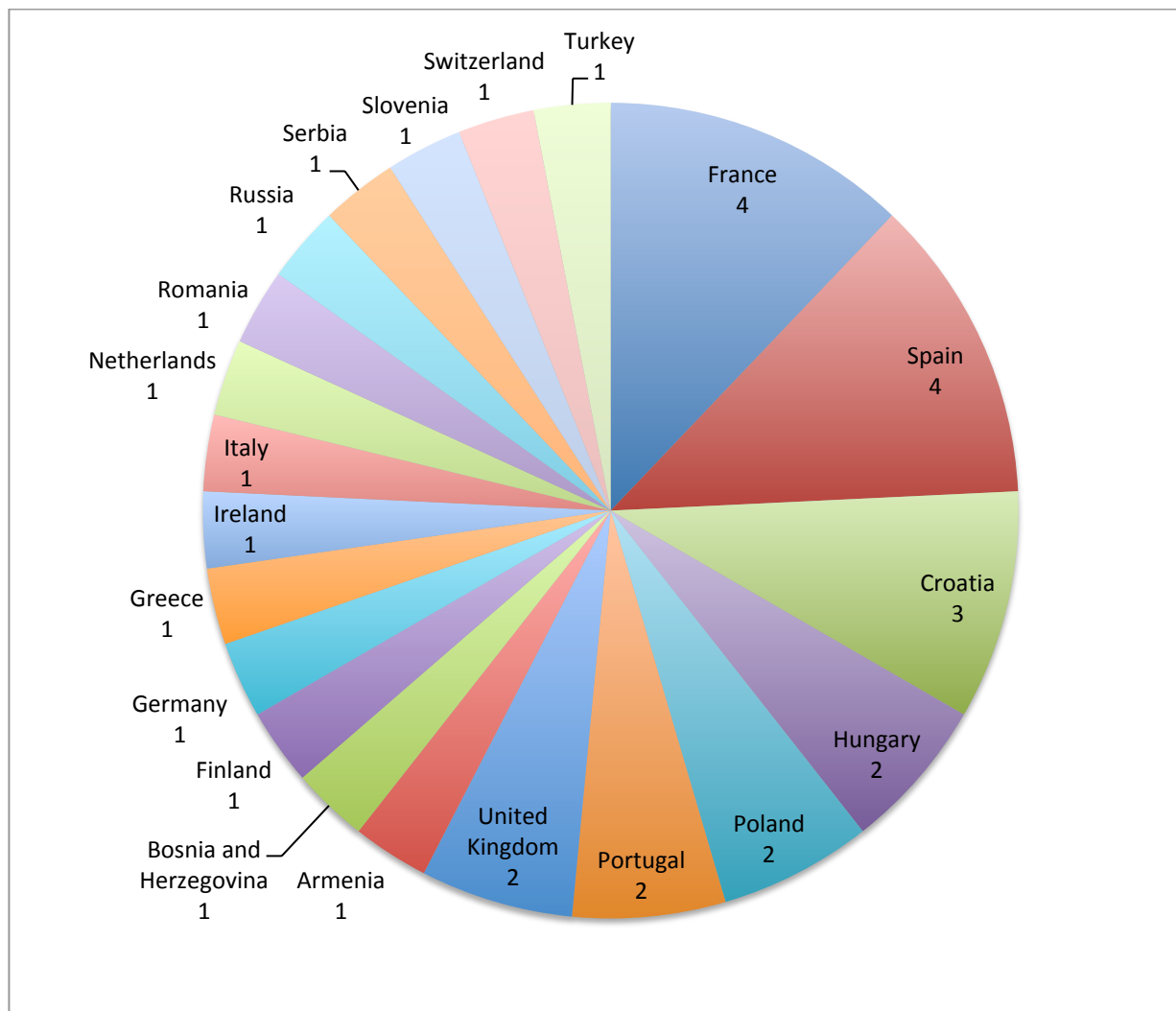
10. Events for the Brain Awareness Week 2020 in Tours: how neuroscience can improve education and learning - Yves Tillet (Institut national de recherche pour l'agriculture, l'alimentation et l'environnement, **France**)
11. Brain Awareness Week Berlin - Margret Franke (Humboldt-Universität zu Berlin, **Germany**)
12. Hellenic Society for Neuroscience events during BAW2020: Learning about brain function from cells to human traits/Ask the neuroscientist! videos (in Greek) - Kyriaki Sidiropoulou (University of Crete, **Greece**)
13. Brain Awareness Days in Budapest - Normal and Abnormal Behaviour: reasons, consequences and managing - Emilia Madarász (Institute of Experimental Medicine, **Hungary**)
14. Neuroscience for Teens: Know Your Brain - Szintia Szert (University of Debrecen, **Hungary**)
15. A synaesthesia concert for Brain Awareness Week - Sophie Lee (University of Limerick, **Ireland**)
16. The 11th edition of the Brain Awareness Week: Young Researchers discuss Neuroscience - Beatrice D'Orsi (University of Padua, **Italy**)
17. Neurotopia - Friederike Stephani (Erasmus MC, **Netherlands**)
18. How new technologies impact the brain - Kinga Szydłowska (Nencki Foundation, **Poland**)
19. Neuroscience for kids: Secrets of senses - Irena Nalepa (Maj Institute of Pharmacology Polish Academy of Sciences, **Poland**)
20. Improve Brain Performance - Sandra Rebelo (University of Aveiro, **Portugal**)
21. Journey around the Brain - Marta Quatorze Correia (CIBB – Centre for Innovative Biomedicine and Biotechnology (CNC – Center for Neuroscience and Cell Biology - and iCBR – Coimbra Institute for Clinical Biomedical Research), **Portugal**)
22. Explore Your Connectome - Cristian Gurzu (National College N. Balcescu, **Romania**)
23. 7th St.-Petersburg Brain Awareness Week - How Emotions Are Made - Irina Sukhotina (Pavlov First St.-Petersburg State Medical University, **Russia**)
24. Homo emoticon - Stefan Jakovljević (Student section of Serbian Neuroscience Society, **Serbia**)
25. Brain Awareness Week 2020: No Man is an Island - Kristina Kolle (SiNAPSA, Slovenian Neuroscience Association, **Slovenia**)
26. X Anniversary of Brain Awareness Week (BAW) in Ciudad Real - Javier Frontiñán (Facultad de Medicina de Ciudad Real. Universidad de Castilla la Mancha, **Spain**)
27. Brain Awareness Week 2020: discovering neuroscience at the Hospital Nacional de Paraplégicos - M. Asunción Barreda Manso (Hospital Nacional de Paraplégicos, **Spain**)
28. Celebrating the BAW 2020 at the Department of Experimental and Health Sciences of UPF - Mari Carmen Cebrián (Pompeu Fabra University, **Spain**)
29. Neuromasclètà 5th Edition: Meeting Neuroscientists during Fallas Festival - Lucia Hipolito (University of Valencia, **Spain**)

30. From neuronal circuits to mental concepts, behavior and social relationship: free public lectures and discussion platforms on current neuroscience research topics - Anne-Catherine Feutz (University of Basel, **Switzerland**)

31. Brain Awareness Week Activities of the Neuroscience Society of Turkey (NST) Ege District - The Story of My Brain - Gulgun Sengul (Ege University, School of Medicine, **Turkey**)

32. Herstory: The Catchpole Chronicles - An opera for performers living with Parkinson's - Amy Mallett (Snape Maltings, **United Kingdom**)

33. Speak red: aphasia and opera - Finn Beames (Oedipa, **United Kingdom**)



Delays due to the COVID-19 pandemic

Following governmental restrictions due to the COVID-19 pandemic, several events have been delayed across Europe. A report of the current 2020 situation can be found below. A final report with the proceedings of the events at the end of 2020 or in 2021 will be submitted after they have taken place.

Events in 2020

The following 2020 event organisers have chosen to submit a report. The events have taken place, either as planned or with a shortened, modified or online programme, or are due to take place in 2020 either online or physically. Their reports can be found on page 8:

2. Tuzla Brain Week - Edina Sejdin (Student Council of Medical Faculty, University of Tuzla, **Bosnia and Herzegovina**)
8. The Brain through the ages - Carole Rovere (University Côte d'Azur, **France**)
9. The Beauty of the Brain - Laurence Lanfumey (Université Paris - Inserm, **France**)
10. Events for the Brain Awareness Week 2020 in Tours: how neuroscience can improve education and learning - Yves Tillet (Institut national de recherche pour l'agriculture, l'alimentation et l'environnement, **France**)
12. Hellenic Society for Neuroscience events during BAW2020: Learning about brain function from cells to human traits/Ask the neuroscientist! videos (in Greek) - Kyriaki Sidiropoulou (University of Crete, **Greece**)
14. Neuroscience for Teens: Know Your Brain - Szintia Szert (University of Debrecen, **Hungary**)
16. The 11th edition of the Brain Awareness Week: Young Researchers discuss Neuroscience - Beatrice D'Orsi (University of Padua, **Italy**)
18. How new technologies impact the brain - Kinga Szydłowska (Nencki Foundation, **Poland**)
22. Explore Your Connectome - Cristian Gurzu (National College N. Balcescu, **Romania**)
23. 7th St.-Petersburg Brain Awareness Week - How Emotions Are Made - Irina Sukhotina (Pavlov First St.-Petersburg State Medical University, **Russia**)
32. Herstory: The Catchpole Chronicles - An opera for performers living with Parkinson's - Amy Mallett (Snape Maltings, **United Kingdom**)

Delayed to fall 2020 or during BAW 2021

The following events have been postponed until later in the year in 2020 or during BAW 2021. Some organisers are still hoping to be able to hold a full or partial event before the end of the year, pending governmental restrictions.

If unable to host all their planned activities in 2020, the organisers will hold either their full event or part of their activities during BAW 2021. As agreed with the Dana Foundation, they will still benefit from the awarded 2020 Dana-FENS grant but will not be eligible to apply again in 2021:

1. The Genius Within: Discovering The Intelligence - Marina Davtyan (Yerevan State Medical University, **Armenia**) – delayed to fall 2020 or in 2021
3. Brain Awareness Week Rijeka 2020 - Zrinko Baričević (University of Rijeka, **Croatia**) – delayed to 2021
4. The Green Brain - Irena Pavela Banai (University of Zadar, **Croatia**) – delayed to 2021
5. Meet Mr. Brain - Ivana Pavlinac Dodig (University of Split School of Medicine, **Croatia**) – delayed to fall 2020 or in 2021
6. Brain Awareness Week 2020 in BioMag Laboratory Helsinki University Hospital: Brain Plasticity for Health and Learning - Hanna Renvall (Helsinki University Hospital, **Finland**) – delayed to fall 2020 or in 2021
7. To make a brain work: neurons... and what else? - Myriam Cayre (CNRS, **France**) – delayed to 2021
11. Brain Awareness Week Berlin - Margret Franke (Humboldt-Universität zu Berlin, **Germany**) – delayed to 2021
13. Brain Awareness Days in Budapest - Normal and Abnormal Behaviour: reasons, consequences and managing - Emilia Madarász (Institute of Experimental Medicine, **Hungary**) – delayed to fall 2020 or in 2021
15. A synaesthesia concert for Brain Awareness Week - Sophie Lee (University of Limerick, **Ireland**) – delayed to 2021
17. Neurotopia - Friederike Stephani (Erasmus MC, **Netherlands**) – delayed to 2021
19. Neuroscience for kids: Secrets of senses - Irena Nalepa (Maj Institute of Pharmacology Polish Academy of Sciences, **Poland**) – scheduled for 21 October 2020; will be included in the next report
20. Improve Brain Performance - Sandra Rebelo (University of Aveiro, **Portugal**) – delayed to 2021
21. Journey around the Brain - Marta Quatorze Correia (CIBB – Centre for Innovative Biomedicine and Biotechnology (CNC – Center for Neuroscience and Cell Biology - and iCBR – Coimbra Institute for Clinical Biomedical Research), **Portugal**) – scheduled for 11-17 October 2020; will be included in the next report
24. Homo emoticon - Stefan Jakovljević (Student section of Serbian Neuroscience Society, **Serbia**) – delayed to fall 2020 or in 2021
25. Brain Awareness Week 2020: No Man is an Island - Kristina Kolle (SiNAPSA, Slovenian Neuroscience Association, **Slovenia**) – delayed to 2021
26. X Anniversary of Brain Awareness Week (BAW) in Ciudad Real - Javier Frontiñán (Facultad de Medicina de Ciudad Real. Universidad de Castilla la Mancha, **Spain**) – delayed to 2021
27. Brain Awareness Week 2020: discovering neuroscience at the Hospital Nacional de Parapléjicos - M. Asunción Barreda Manso (Hospital Nacional de Parapléjicos, **Spain**) – delayed to 2021

29. Neuromascletà 5th Edition: Meeting Neuroscientists during Fallas Festival - Lucia Hipolito (University of Valencia, **Spain**) – delayed to 2021

30. From neuronal circuits to mental concepts, behavior and social relationship: free public lectures and discussion platforms on current neuroscience research topics - Anne-Catherine Feutz (University of Basel, **Switzerland**) – delayed to 2021

31. Brain Awareness Week Activities of the Neuroscience Society of Turkey (NST) Ege District - The Story of My Brain - Gulgun Sengul (Ege University, School of Medicine, **Turkey**) – delayed to 2021

33. Speak red: aphasia and opera - Finn Beames (Oedipa, **United Kingdom**) – delayed to fall 2020 or in 2021

Cancelled events

The following event was cancelled and the organisers agreed to refund their grant to FENS. We suggest that the refunded amount (1.000,00 €) be used for the BAW campaign in 2021 in order to support additional projects. FENS will continue monitoring the situation; in case of further cancelled events, we would propose additional ways that the funds could be used to support neuroscience outreach.

28. Celebrating the BAW 2020 at the Department of Experimental and Health Sciences of UPF - Mari Carmen Cebrián (Pompeu Fabra University, **Spain**)

Reports of the selected projects that were submitted in 2020

2. Tuzla Brain Week

Dates and Duration: 09-13/03/2020

Contact:

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Medical faculty Tuzla

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Bosnia and Herzegovina

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Email: tbw.medicus@gmail.com

Co-organiser

Tuzla Brain Week is organized by Student's Council of Medical faculty Tuzla "MEDICUS".

Report

Tuzla Brain Week is a project held within initiative Brain Awareness Week from March 9 to March 13 2020. We succeeded to maintain most of the activities, such as age and professional workshops, plenary lectures, TBW Science Cafe and Student science-research session as mentioned in the report at the Brain Awareness Week Page at a "Partner Dashboard":

Type of Events Held:

Brain Bee, Brain Fair, Conference/Forum, Lecture/Briefing, Radio Show, School Program, Social Media Campaign, TV Show, Workshop

Target Audiences:

Elementary school students (1-5), General Public, High school students (9-12), Middle school students (6-8), University students

Approximate Number of People Reached:

We have successfully reached 800 people (500 female, 300 male). Our target number was 900, but we couldn't achieve it due to COVID-19 restriction measures that stopped the project 2 days earlier.

Details of Major Brain Awareness Week Events/Activities:

- Age Workshops were really important because they included kindergartens, primary and secondary schools, Universities and elderly population. Since we had a large number of participants we dedicated the whole week just for this part of project to educate them and to promote mental health.
- 1st day of project started with the Opening Ceremony. It was a welcoming part for all participants but also a time for all of the people that supported Tuzla Brain Week to say a few words, such as the Dean of Medical Faculty in Tuzla, Major of Tuzla City and others.
- Plenary lectures were a great opportunity for young students and future doctors to hear about neuroscience and it's wide spectrum. In that spirit we held three plenary lectures from experts and scientist. Emphasis is on the lecture of dr. Ali Jawaid who is a part of UZH Brain Research Institute in Zurich and had a didactic and interactive plenary lecture.
- Professional workshops had a major impact on project. There were 12 workshops and they had the task to improve clinical skills of all of the participants.
- Students scientific session: We wanted to engage students from our University but also other students from Universities around our country and neighbour countries to improve their research skills, encourage their will for researching which will make the best path for their future careers and hopefully new discoveries in medicine and neuroscience. Topics we related to neuroscience primarily but also other branches of medicine.

- TBW Science Cafe-topic was Brainstorming in different kind of fields. We had actors, economist, pshycologist and sports director. They were telling us about the process of making ideas, cognition and creativity.

Publicity Methods Used:

Advertisements, Calendar Listings (newspapers, radio, television), Emails, Posters/Flyers, Press Release/Media Advisory, Website, Social Media

Which of These Publicity Methods Was The Most Successful?

The most successful publicity methods were internet platforms such as Facebook, Instagram, Twitter, but also TV programmes. We included many TV and radio programmes to promote mental health, all of the activities, to call out for our citizens to be a part of our story. In the educational and informative process of media campaign we have had the help of our mentor doc.dr.med.sc. Nermina Kravić who visited many of the programmes, answering questions of our citizens related to mental health.

Unfortunately, due to worsening of an epidemiological situation caused by Corona virus, we had to stop our activities the last day when we were supposed to hold a Biomedical Engineering activities and TBW Quiz activity.

Since that period (12th March 2020) the situation in the state is getting worse. No gatherings were allowed nor we had University space or permission to hold a physical conference.

We also tried to make a schedule with the lecturers who were planned to prelect the conference, but due to their own obligations we got a negative answers.

Afterwards we hoped that epidemiological situation would get better so we can hold at least one or two sessions, or TBW quiz, but the number of infected patients grew day by day and we were at the beginning with all restrictive measures.

Realizing that this is a matter that we need to learn to live with, we have already started preparing the possible scenarios for the next year project. Our preparations include adaptation to work with virtual presentations, quizzes and lectures, but also to be prepared for any psychical type of activity (if that would be allowed following the epidemiological situation).

We are very optimistic about our next year project. We hope that it will be getting better with each year that is held and also to be prepared for any kind of situation, either we can hold the project in physical contact with the participants or made it based on an virtual conference.

It is an honour to be a part of global initiative and we will do all it takes to promote neuroscience, especially in times like these, where we can see how much our mental health is fragile and needs support, just as our physical health.

Related Links

- <https://tbw.sv-medicus.ba>

- <https://www.facebook.com/TuzlaBrainWeek>
- https://www.youtube.com/watch?v=2_ukF7glyWg



8. The brain through the ages – BAW on the French Riviera, France

Dates and Duration: March 12 to 14th, 2020

Contact:

Dr. Carole Rovere
 Université Côte d'Azur, IPMC-CNRS-UCA
 660 route des Lucioles
 Valbonne
 06560
 France
 Tel: (+33) 609086239
 Email: rovere@ipmc.cnrs.fr

Co-organiser

Prof. Jacques Noel
 Université Côte d'Azur, IPMC-CNRS-UCA
 Email: noel@ipmc.cnrs.fr

Report

“The brain through the ages” was the theme of this year’s 2020 BAW on the French Riviera, in the south of France. The original program was prepared for 10 days of activities (+60), from March the 13th to 23 (see full schedule in attachment - in French), but the containment imposed in France from March 17th due to the Covid-19 epidemic obliged us to stop all activities early in the week.

We managed to maintain some of the activities with schools and with the lay public between the 12th and 14th of March. These included conferences on “The evolution of the body and the brain through the ages”, by Dr A. Valverde (PhD student, IPMC-CNRS-UCA), and “Neurobiology of olfaction” by Dr. T. Lorivel (Researcher, IPMC-CNRS-UCA) at the International Perfume Museum in Grasse. A full day of workshops on neurons and the brain in middle school classrooms at Villeneuve-Loubet, near Nice, where children could discover by themselves the brain organisation and play in with cultured neurons.

We innovated this year with 2 escape-games that were never presented at the BAW before, "A researcher loses his memory" created by doctoral students and researchers in our lab at IPMC (CNRS-UCA), and "Opération Cortex" created by INSERM, open to schoolchildren (middle and high schools) and the general public on the premises of the International Perfume Museum in Grasse. The aims of these games were to solve riddles about the brain in order to escape the room where there were locked and to stop the spreading of a dangerous substance. Trailers for both games are on the web (<https://youtu.be/qsn50BwcHh0>; <https://youtu.be/GcFZwP6nXBQ>).

All the activities received a very warm welcome from the participants and we are grateful to our neurobiologist colleagues and to the PhD students of IPMC for their contribution. Of course, we were disappointed not to be able to present this year's program in full, but as scientists we are well aware of the situation worldwide with the pandemic, and we plan on proposing all the activities of this year's BAW as soon as possible, and if not possible before the end of 2020, this will be organized during next year's BAW in March 2021.

Related Links

- [Flyer](#)
- [Video](#)
- <https://youtu.be/qsn50BwcHh0>
- <https://youtu.be/GcFZwP6nXBQ>

9. The Beauty of the Brain

Dates and Duration: The whole BAW Week (7 Days)

Contact:

Mrs. Laurence Lanfumey

IPNP, Inserm U1266

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Paris, 75014

France

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Co-organiser

Mrs. Isabelle Dusart

Report

This year events were structured on two levels. The first one was supposed to describe how the brain is working ("My healthy vs. My sick Brain"). The second one was supposed to explain how neuroscientists are working ("Live from the lab"). The main functions of the brain (memory, sleep, eating behaviour) and some of its pathological aspects (neurodegeneration, DYSpathologies, depression, addiction) were

supposed to be discussed with a special focus on anatomical and histological aspects to exemplify the Beauty of the Brain.

For each level, we wanted to propose a variety of activities, conferences, workshops, discussions and mediation, and interactive courses at school.

By targeting these two axes, we wanted to reach two specific objectives. The first one was to explain to the general public how the brain is working in healthy conditions versus when it is sick, how it is fragile, how we can protect it. The second objective was to give them access to brain research, to explain its specificity and to give them a feeling on what's is going on in the lab with direct access to microscopes.

To reach these objectives we wanted to focus on the beauty of the brain through illustrations and exhibitions. Two axes have been developed, one for the basic explanation of how the brain is working and another one on the brain beauty through art exhibitions made from the work of local neuroscientists who give us their impressive pictures from the brain.

However, because of the Covid-19 pandemic and the imposed restriction, we could not held most of the planned actions. However, we prepared the illustrations and we printed the microscopic images on Pexiglas, with the DANA support you gave us. The images were placed in the Lab to prepare the exhibition. An informal presentation was done before the 2020 BAW, with DANA support mention, and which met a large enthusiasm. It will be reconducted next year.

10. Events for the Brain Awareness Week 2020 in Tours: how neuroscience can improve education and learning

Dates and Duration: The whole BAW Week (7 Days)

Contact:

Yves Tillet

Structure Fédérative de Recherches de Neuroimagerie Fonctionnelle (Université de Tours- Institut National de Recherches pour l'Agriculture, l'Alimentation et l'Environnement)

Tel: 33 2 47 42 79 66

Email: yves.tillet@inrae.fr

Co-organisers

- UMR Physiologie de la Reproduction et des Comportements
- Inrae Nouzilly
- Inserm de Nantes
- Structure Fédérative de Recherches 4226 « Neuroimagerie Fonctionnelle »
- Université de Tours- Fondation Thérèse et René Planiol
- Bookshop : La Boite à Livres à Tours
- Publisher "L'ICONOCLASTE"

Report

Type of Events Held:

Conference/Forum, Exhibit

Target Audiences:

General Public

Approximate Number of People Reached:

150

Details of Major Brain Awareness Week Events/Activities:

The exhibition "Science Porns" presented photographs by H  l  ne Bellenger, winner of the school of photography of Arles. The aim of this exhibition is to question the subjective and unrealistic aspects of scientific pictures when the injunction for publication and popularization of science "dysneylandize" sometimes the pictures and the meaning. The discussion in the bookshop "La Boite    Livres", with Herv   Chneiweiss, the author of "Notre Cerveau" was a pretext to discuss about the complexity of the brain and about its important capacity to think, to dream, to remember, to have emotion.....Both events were weakened by the arrival of Covid 19 and only few people attended the exhibition and the discussion compared to previous BAW. The exhibition was stopped after one week and we had to cancel all the other events because of the lockdown decided by the government.

Publicity Methods Used:

Calendar Listings (newspapers, radio, television), Emails, Posters/Flyers, Press Release/Media Advisory, Social Media

Which of These Publicity Methods Was The Most Successful?

Press release and social media



12. Ask the neuroscientist! videos (in Greek)

Dates and Duration: The whole BAW Week (7 Days)

Contact:

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University of Crete
Department of Biology

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Report

Since all our events planned for BAW2020 were cancelled, we have looked into alternatives. At the Hellenic Society for Neuroscience, we have decided to produce videos that will answer short neuroscience-related questions that are of interest to the general public. Currently, there is an announcement for HSfN members who are interested in helping produce these videos. The goal is for these videos to be posted on-line at the HSfN website (www.hsfm.gr) and at the HSfN Youtube channel by the end of November.

Related Links

- www.hsfm.gr

14. Neuroscience for Teens: Know Your Brain

Dates and Duration: 18/09/2020

Contact:

Ms. Szintia Szent

University of Debrecen, Department of Anatomy

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4032 Debrecen, Hajdú-Bihar Megye

Hungary

Email: szintiaszent@gmail.com

Tel: (+43) 6604766481

Report

This year my Brain Awareness Week project planned for March had to be postponed to September and switched to a virtual format due to Covid-19. This way I could invite Hungarian students not only from Debrecen, but nationwide from all schools, as the project was aimed at high school students, aged 14-18 in Hungary. For my BAW project, five university professors from the University of Debrecen, Eötvös Loránd University, Semmelweis University and the Hungarian Academy of Sciences held lectures. The professors gave quizzes based on their lectures, which were discussed by the teachers and students. Two schools in Debrecen, the Kossuth Lajos Gyakorló High School and the Tóth Árpád High School also received BAW booklets, t-shirts, lanyards, pens and sharpeners with the logo on it. These were then given to students who participated in the event and quizzes.

Below are the lecture topics presented by the professors:

1. Dr. Attila Laczovics: We are Our Brain

It is known, that the morphology of our brain very accurately describes our personality. Is it true or not? What is the connection between the body and the brain? And what can you say about the process of neuropathology? There is little doubt that a tumour can be very small, but it can turn into a monster. Also a major talking point: Why is continuous development of medicine so important? What happens behind the scenes?

2. Prof. Dr. Dóra Zelena: Another stressor, do we need this?

Stress is part of our everyday life, however, there is a misconception in all of the brain about its harmfulness. Indeed, a certain level of stress, challenge is required for normal life, called eustress. We should be proud of the creator of the stress concept, János Selye, having Hungarian roots. He emphasized the importance of glucocorticoids in stress adaptation, and based upon his work the main human glucocorticoid, cortisol became a wonder drug, effectively treating inflammatory disorders, including rheumatoid arthritis. Thereby stress level can be measured either by examining sympathetic activation induced changes or measuring glucocorticoid level. We can treat stress by proactivity; learn to cope better with situations as well as by increasing parasympathetic tone by pleasurable activities.

3. Prof. Dr. Árpád Dobolyi: Why do we eat? And why do we stop eating?

This 30 min presentation covered the topic for lay audience but also included experimental data and interesting novel findings in the field. First, motivational background was presented, which was followed by homeostatic food intake regulations and the description of sensory neurons in the arcuate nucleus as well as the effect of satiating hormones on the nucleus of the solitary tract. Furthermore, hedonistic components were presented including the connections of the food intake regulatory centres with the reward system.

4. Dr. Gergely Zachar: Autistic chickens? Zebra finches with linguistic problems? What do birds have to do with human mental disorders?

Birds are less frequently used as models of human behaviour despite the fact that we share many traits with them. Some birds such as songbirds use complicated song signals to communicate, which are learned very similar to human language. Some disorders of the human brain such as autism, affect human behaviour in such a way that the social behaviour and the vocal communication is almost always corrupted. Studying the aforementioned phenomena in birds might lead us to a better understanding, how a healthy brain produces social behaviour and vocal communication. If we can reproduce the symptoms of autistic patients in these model animals, we might even understand how the brain is affected by autism and how to repair it. One very useful model animal is the young domestic chick, which is capable of many complex behaviours immediately after hatching. Even better, drugs that cause developmental disorders can be easily injected into the egg to cause an autistic phenotype after hatching. A drug called valproic acid affects the embryonic development of the chick's brain and incapacitates them from recognizing their siblings while still recognizing chicks in general.

5. Dr. Balázs Pál: Glial Cell: "Smartglue" or Partner in Thinking?

Besides neurons, the brain consists of non-neuronal cells known as glia. Their importance was underestimated in the past as they were considered as “glue” between neurons. In the last two decades, a quiet revolution of understanding glial functions took place and nowadays glial cells are known as important contributors to neuronal functions. However, the question is still open whether they are “smart devices” of the brain to provide neuronal functions or partners of the neurons in thinking.

Related Links

- https://drive.google.com/drive/folders/1EIGJs9Qd_7DHNmONVeFBInYH5Dvw0x3t?usp=sharing
- <https://youtu.be/W5lI8yhReHc>
- <http://teenagebrain.org/>



16. The 11th edition of the Brain Awareness Week: Young Researchers discuss Neuroscience

Dates and Duration: 18-19/05/2020

Contact:

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Report

Due to the Covid-19 related restrictions across Italy and beyond, the yearly public event ‘Brain Awareness Week: Young Researchers discuss Neuroscience’ that was supposed to take place on March 16th-17th 2020 from 3.30 pm to 6.30 pm in the Aula Nievo, Palazzo Bo, University of Padua, was postponed. Professors and Senior Researchers of the Departments of Neuroscience, Developmental Psychology and Socialization, General Psychology and Biomedical Sciences of the University of Padua in Italy held the 11th edition of the event on May 18th-19th 2020 from 5 to 7 pm using the zoom online platform.

Our BAW event has as target audience mostly scientists, members of the lay public, secondary school and university students from Padua city and nearby towns.

The event was advertised using several sources: online, through University mailing lists and Press Office, and social media (Facebook, Instagram, LinkedIn and Twitter) and kindly invited everyone to join a zoom meeting during which young researchers talked about the new discoveries in the neuroscience field.

Usually, this experience contributes to arouse public general interest on human brain research and strengthening the participants' knowledge on the subject. The event consisted in eight excellent selected researchers (PhD and Post-Doc fellows) that presented a variety of neuroscience topics ranging from human brain activity, neuronal interaction to brain-related disorders.

In details, the two-day event began with the official opening of the organizers, who introduced the speakers and elucidated the importance of sharing neuroscientific research results to the public. The speakers discussed on new techniques, tools and discoveries on several psychological, neurological and neurodegenerative disorders. At the end of the event, the organizers gave the closing speech and thanked all participants and speakers. The zoom meeting was shared live on the University Facebook page reaching about 1000 views per day, while the participants in the zoom meeting were about 160 people per day.

Related Links

- <https://ilbolive.unipd.it/it/event/giovani-ricercatori-discutono-neuroscienze>
- <https://www.facebook.com/100942068297961/videos/284258726300067>
- <https://www.facebook.com/100942068297961/videos/355096395464344>

18. How new technologies impact the brain

Dates and Duration: The whole BAW Week (7 Days)

Contact:

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Report

Before the International Brain Week, we announced the artistic competition for children and youth aged 7-18, entitled: "A portrait of neuron". We selected three age categories based on the school grades: I-IV, V-VIII and High School.

Students from 72 schools submitted their art work. Many of these schools were located outside Warsaw, in smaller towns and villages.

We received in total 603 portraits of neurons and all of the works showed great creativity of children. Because of that we decided to increase the number of awards granted to participants.

In categories I-IV and V-VIII, we awarded 3 equal awards, and 10 distinctions. In High School category we awarded 2 equal awards and 2 distinctions. This is based on the much lower number of submissions in this age category.

The prizes were books, about the brain or science related, selected accordingly to the age of children.

All the participants received diplomas for participation in the project. We also awarded diplomas to few selected teachers, whose pupils submitted the highest number of artwork.

All the lectures planned for the International Brain Week will be held in October - date to be declared. Depending on the Covid-19 situation, the lectures will be live or online.

Related Links

- <http://www.nenckifoundation.eu/category/aktualnosci/>
- <https://www.facebook.com/FundacjaNenckiego>

22. Explore Your Connectome

Dates and Duration: The whole BAW Week (7 Days)

Contact:

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Report

The objectives of project:

- involve the students to search and discover the brain facts
- share to students, teachers and parents the ultimate in brain research
- involve the students to learn and compete into neuroscience competitions
- share to public the Brain Awareness Week event 2020

The specific activities:

BAW posters – The brain connections – an exhibition of student's posters about the function of the most important brain pathways as dopaminergic, cholinergic, serotonergic, noradrenergic, reward, thermoregulation and movement pathway.

BAW lab – a laboratory of functional neuroanatomy it will organize for young students. The students have to identify and recognize on the human brain atlas the functional regions of the brain and also to

identify the connections between these regions which are activate during some activities like eating, walking, listening, reading, singing, dancing, play a computer game.

Due to COVID pandemic situation, the activity it is postponed or will be held online.

The Human Connectome – a lecture for students and teachers about Human Connectome. The lecture is organized in two parts: first part about functional neuroanatomy of brain connections for learning and memory. In the second part the students will present their own studies about the functional role of brain pathways involved in perception, movement and environment adaptation.

Due to COVID pandemic situation, the activity it is postponed or will be held online.

Explore your Connectome – students from art classroom of High School of Arts prepared colour drawings with the white matter fibre architecture from the gallery of Human Connectome Project website.

Romanian Brain Bee - the winners of local Brain Bee competition was attended the 13th edition of neuroscience competition Romanian Brain Bee.

Local competition was held online on the website www.romanianbrainbee.com. The competitors have to answer at questions and practical test with topics as neuroanatomy, neurophysiology, neurohistology and patient diagnosis.

Due to pandemic situation the International Brain Bee competition it is postponed for the next year.

For BAW event 2020 was printed posters, Neuroset magazine for students and trophies for the winners of Romanian Brain Bee competition 2020.

Related links

- www.romanianbrainbee.com



23. 7th St.-Petersburg Brain Awareness Week - How Emotions Are Made

Dates and Duration: 6 Days

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Report

The 7th St.-Petersburg Brain Awareness Week “Emotions” provided cutting-edge knowledge of how neuroscientists are rethinking the emotions along with new discoveries in the brain science. This year the event was converted into online format with full retention of the announced Program.

Topics of lectures included pioneering theories (“Emotio-stasis” and addiction: new point from the position of Anokhin theory”, Day 1), as well as very basic talks (“Emotions, non-verbal communication, laugh, brain”, Day 5) and discussions e.g. how emotions can affect health or disease (“Emotions and psychosomatic issues”, “Hormones, emotions, stress”, Day 4).

Specific target-focused events were presented as workshop “Emotion-based therapy in children with autism” (Day 2, three talks included) where parents, tutors, caregivers could meet specialists, and professionally-oriented master-classes “Musical therapy: correction and prevention of emotional disorders” and “Methods of self-diagnosis and correction of psycho-emotional state” (Day 3).

The “University Saturday for school children” (Day 6) finished the Week. Lectures were performed by young physicians as set of short talks (“Are emotions in the 21st century belong to the past or the future?”, “Emotional manifestations”, “Emotions and pain”, and “Emotional intellect”). The lectures were supplemented by useful tips on lecture topics.

Advertising:

The contribution of FENS and DANA was acknowledged in printed materials and on a web-site of event (brainweekspb.org). Pavlov First St.-Petersburg State Medical University made significant contribution to advertise BAW actions by including them to a special printed Calendar issue, and posting an announcement on the University web-site. In social network the event was announced and promoted by BAW_spb group.

Statistics:

Events: 6 lecture days, 1 workshop, 2 master-classes, 13 lectures, tutorial book donation within workshop; target audiences: general public, high school students (9-12), university students, patients and caregivers, professionals, parents of children with autism; approximate number of people: ca. 900 of registered listeners.

Post-hoc:

Two best lectures, i.e. plenary lecture by Prof. A. Kozinstev “Emotions, non-verbal communication, laugh, brain” and talk of Dr. A. Martynikhin “Autism and emotionality: neurobiological and diagnostic aspects” were chosen by voting. Finally, the online format was not totally weaker. It allowed expanding the audience significantly and getting immediate feedback. After BAW we received a lot of thanks and new topic suggestions in post-hoc questionnaires. Post- release articles were published in newspapers “Pulse”, and “Herald of High School”.

The goals of BAW “Emotions” – to spread the nowadays knowledge about scientific background of emotions, to discuss how emotions can be both a source of some psychosomatic diseases and the origin for different types of emotion-based therapy, to meet specific target audience (parents, tutors, caregivers) with the experts – were achieved. The fact that BAW 2020 “Emotions” was conducted online had at least the advantage that we received immediate comments and feedback on the lectures, and this allowed us to confirm the above conclusion.

Related Links

- <https://brainweekspb.org>



32. HerStory - Opera workshops for performers with Parkinson's

Dates and Duration: March 2020 - Dec 2020

Contact:

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Report

Throughout the summer of 2019 artistic collective CARVE coLAB worked with members of the Suffolk and London Parkinson's communities to co-create a new operatic work; HerStory: The Catchpole Chronicles.

To celebrate Brain Awareness Week we proposed to hold two workshops, one in Suffolk and one in London, as tasters for community participants interested in taking part in a performance of HerStory at the Royal Opera House later in 2020. We saw this as an ideal opportunity to raise awareness of the creative talents of people living with this significant health challenge, the positive impacts of arts participation, and recruit participants and supporters for our forthcoming opera project.

We were able to successfully run the Suffolk workshop, which took place on Thursday 5th March 2020. Photos from the day were used to promote Brain Awareness Week via social media.

The 2 hour workshop was attended by 30 people living with Parkinson's and their loved ones, and was led by Dance Artist Sarah Lewis and Musical Director Dr Amy Mallett. Attendees took part in improvisational dance exercises and learned 2 songs from the opera. A Q and A was held about the project, and participants were able to connect socially over tea, coffee and cake at the end of the session. There were many expressions of interest in taking part in the opera project going forward.

Unfortunately, the planned London workshop was unable to take place due to COVID-19, and our residency at the Royal Opera House was cancelled soon after. Since the COVID-19 lockdown physical workshops have not been possible due to the age and vulnerability of this community.

Despite this challenge we would very much like to keep the HerStory project alive and moving forward, and plan to reappropriate the funds intended for the London event to facilitate a series of on-line and postal activities in which participants are encouraged to generate artistic material that can be combined to create a video representation of HerStory. This may include repertoire from the opera (spoken, sung and dance elements) generated via video conferencing, and also creative input such as photography, visual artworks and creative writing. We plan to begin this work in September with the aim of completing a video artwork in Dec 2020.

We will report on this activity in Dec 2020.

Related Links

- <https://twitter.com/DrAmyMallett/status/1240254163113644041>

