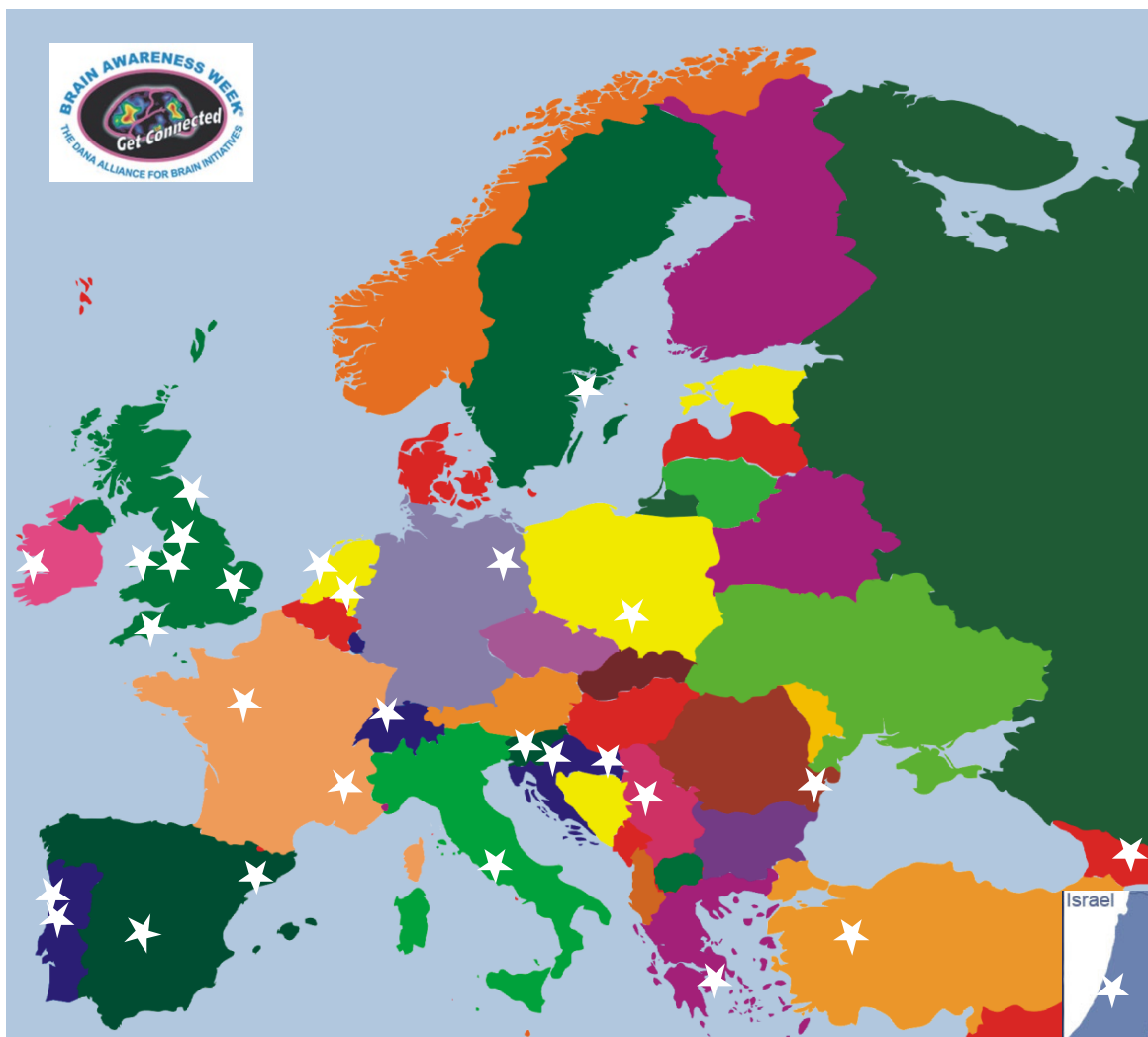


FEDERATION OF EUROPEAN NEUROSCIENCE SOCIETIES



DANA/FENS funded Brain Awareness Projects - Final Report 2014



In 2014, the directors of the Dana Foundation once more approved a grant to FENS. This money enables funding of several small grants to various European Brain Awareness Week partner organizations for public presentation during the campaign.

Selection procedure

The selection was done by a committee composed of members of Dana, EDAB and FENS:

Barbara Gill (Dana)

Malgosia Kossut (EDAB, FENS)

Pierre Magistretti (EDAB)

Colin Blakemore (EDAB)

Marianne Amalric (FENS)

Vincent Prévot (FENS)

FENS distributed these grants in a competitive procedure. A call for applications was launched and the best projects were selected. **58 applications from 21 different European countries were submitted, 27 projects in 19 different European countries could be supported.** The following BAW events (listed in alphabetical order by last name) were selected for funding:

1. Arsen, Gasparyan (**Yerevan, Armenia**) - "Neuroscience in Art" contest – exhibition
2. Brezovar, Simon (**Ljubljana, Slovenia**) – Brain Awareness Week: In the network
3. Dierssen, Mara (**Barcelona, Spain**) - Barcelona Brain Awareness Week 2014
4. Džaja, Domagoj (**Zagreb, Croatia**) - Brain: neural gates and mathematical keys
5. Echevarria, Diego (**San Juan de Alicante, Spain**) - Animal models for understanding brain function
6. Esen, Ferhan (**Eskişehir, Turkey**) - BAW 2014 in Eskişehir-Turkey
7. Fitchett, Ann Elizabeth (**Newcastle Upon Tyne, UK**) – Amazing Brains
8. FitzGerald, Una (**Galway, Ireland**) - My Amazing Brain
9. Franke, Margret (**Berlin, Germany**) - Brain Awareness week in Berlin
10. Girão da Cruz, Maria Teresa (**Coimbra, Portugal**) - What Goes Through My Mind?
11. Gurzu, Cristian (**Brăila, Romania**) – Changing Brains
12. Jovanovic, Ksenija (**Toledo, Spain**) - BAW 2014 Toledo, Spain
13. McCall, Julianne (**Heidelberg, Germany**) - Discover Your Senses: School Workshops by PhD Students
14. Mogoase, Cristina (**Cluj-Napoca, Romania**) - Mind Your Brain!
15. Moldovan, Mihai (**Bucharest, Romania**) – Brain for society
16. Opacka-Juffry, Jolanta (**London, UK**) - Legal highs – can they kill?
17. Pajazetović, Semra (**Tuzla, Bosnia and Herzegovina**) - Creativity and the Brain
18. Panagis, George (**Crete, Greece**) - A School Day for the Brain - "BRAIN ESCAPE"
19. Pollozhani, Kreshnik (**Skopje, Macedonia**) - Drugs and Addiction
20. Radwanska, Kasia (**Warsaw, Poland**) - Brain Awareness Week: "The top questions in neuroscience"
21. Rebelo, Sandra (**Aveiro, Portugal**) - Brain emotions
22. Rovere, Rovere (**Valbonne, France**) - French Riviera in Nice, Antibes and Valbonne and the surroundings
23. Shohami, Esther (**Jerusalem, Israel**) - Brain Awareness Week in Israel
24. Sukhotina, Irina (**St Petersburg, Russia**) - 1st St.-Petersburg Brain Awareness Week: "Out of stress and depression"
25. Tillet, Yves (**Nouzilly, France**) - Brain Awareness Week 2014: Events in Tours (France)
26. Tóth, Éva (**Hevesvezekény, Hungary**) - Design Your Brain
27. Zappalà, Giuseppe (**Torino, Italy**): Food and Brain

FENS warmly congratulates the grant winners!

1. "Neuroscience in Art" contest exhibition - Armenia

Dates and Duration: March 10-16, 2014

Contact:

Arsen Gasparyan (Young Biologists Association NGO)

18 Charents str. 0025 Yerevan, Republic of Armenia

Tel.: (+37410) 570495

E-mail: arsen@yba.am

www.yba.am

"Young Biologists Association" NGO, in collaboration with the Yerevan State University Student Scientific Society, organized "Neuroscience in Art" exhibition-contest during the "Brain Awareness Week". 23 participants submitted 35 art works (photographs, paintings, sculptures, handicrafts etc.) introducing brain functioning, nervous system diseases (Alzheimer's, Parkinson's diseases, etc.) by means of art and also everything related to neuroscience. All works were exhibited on March 10-16, 2014 in the central building of Yerevan State University. The 3 winners were selected by the voting on Facebook and jury's votes. The winners received valuable prizes (e-readers, books etc.). Besides, our partners, the Student Scientific Society, Rotary Club Yerevan and Medicine Producers and Importers Union (MPI Union) of Armenia also prepared prizes for the participants. All other participants received the souvenirs and diplomas. The winning artworks printed and distributed. Support of Dana Foundation and FENS was recognized during all media reports, interviews, as well as published materials.



The short video about the BAW event is available at:

https://www.youtube.com/watch?v=uM_I0KDyVtE&feature=youtu.be&hd=1

All art works are available on our Facebook page at:

<https://www.facebook.com/media/set/?set=a.10153902980147355.1073741832.117548342354&type=3>

2. Brain Awareness Week: In the network - Slovenia

Dates and Duration: 10-15 March, 2014

Contact:

Brezovar, Simon

SiNAPSA, Slovensko društvo za nevroznanost

Inštitut za patološko fiziologijo

Zaloška 4, p.p. 2218

SI-1000 Ljubljana, Slovenia

simon.brezovar@gmail.com

BAW 2014 was the 11th consecutive BAW event organised in Slovenia. In commemoration of this occasion, we organised events in nine towns across Slovenia, with the majority of the events taking place in the capital Ljubljana. The programme followed the previously established format with lectures, discussions, workshops, movie projections and round tables. Before BAW we organized the press conference on Friday. Monday was again dedicated to the opening of the events, and basic lectures on this year's theme – Networks. Workshops for children and adults took place on Tuesday and Saturday. On Wednesday we presented the "Top 10" research in neuroscience in the previous year. On Thursday clinicians from different fields presented their contribution in stroke treatment, while the round table took place on Friday. Each day was also accompanied by movie projections and talks explaining the movie from a neuroscientific point of view (6 altogether). In preparation for BAW we organised an art competition for schools that started in September 2013 and a concluding ceremony which will take place during exhibition [Brain: The Inside Story](#). During the Brain Awareness Week exposition of children's artistic products from previous years were presented in the hall of Neurological Clinic Ljubljana.





3. Barcelona Brain Awareness Week 2014 - Spain

Dates and Duration: March 10 - 20, 2014

Contact:

Dierssen, Mara

Systems Biology Program

CRG-Center for Genomic Regulation

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Fax [+34 93 316 00 99](tel:+34933160099)

www.crg.eu

Email: mara.dierssen@crg.eu

The Neuro-Unconference

The event was open to general public around neuroscience with a strong creative and innovative component. It was centered about the debate on hackers invading the brain, such as food, drugs, schizophrenia ... that is, everything that makes us lose control, as well as new neuro- technologies and Neuroenhancement help us gain or re-gain control.

Several experts explained what makes our brains lose control and what we can do to increase our control. These ideas were discussed with the experts in a relaxed environment where everyone had

their say. And finally we saw and experienced the new neuro-engineering that will help us to increase control upon the environment.

Publicity

Mailing: An e-mail was sent to the mailing list of the most important research centers of Barcelona (around 30.000 persons), the lists of the City Hall Communication Department, and the Institutes of Culture and of Education of the City

Mail subject: If you like neuroscience, ... Do not miss the brain awareness week in Barcelona!

Social Networks (Facebook/Twitter/Blogs): All our events were publicized in the social networks, with many posts video, etc.

BAW: All the activities were posted to BAW web page:

<https://www.dana.org/BAW/Calendar/>

Internet:

<http://desconferencia.org/>

<https://www.facebook.com/neuro.desconfere>

<http://neurodesconferencia.blogspot.com.es/>

<http://pessicsdciencia.blogspot.com.es/>

<http://www.dana.org/baw/eventdetails.aspx?id=112351>

<http://www.sepsiq.org/agenda>



4. Brain: neural gates and mathematical keys - Croatia

Dates and Duration: March 10-16, 2014

Contact:

Džaja, Domagoj

Institute: Croatian Institute for Brain Research

Department: Basic Neuroscience

Street: Šalata 12

10 000 Zagreb, Croatia

Within the project 'Neural gates and mathematical keys' we organized and realized activities towards three focus groups – children, young adults and general public.

We have hand made over 200 plaster brain hemispheres, which have been handed out to children from kindergarten to elementary school age (i.e. 5 to 13 years). Under guidance of medical students and faculty staff, this dynamical population of some 600 visitors, was working in groups of two or three, using marker pens to colour different functional areas on these colourless hemisphere models. Stories” was presented by the neurologist Prof. Aytaç Yiğit. Students’ questions and their contribution made the conference a real celebration.

For the general public, we held the following lectures: neuro-rehabilitation of neural networks, where dr. Bene showed a series of examples demonstrating significant plasticity of the adult brain; the group of Professor Cifrek from FER showed us how EEG signal can be used to interact with

computers e.g. to write on a virtual keyboard or control a wheelchair. Finally, neurosurgeon dr. Chudy explained the method of deep brain stimulation (DBS) and presented a series of video clips with his clinical cases where DBS was used, showing impressive improvement in terms of symptoms and quality of life.

For young adults, we have organized a workshop regarding EEG, in collaboration with Faculty of Electrical Engineering and Computing (FER). Around 50 mathematical gymnasium students attended this event, where we demonstrated how to prepare the subject for EEG recording, what are the main constituents of this signal and how it can be used for medical diagnostics.



5. Animal models for understanding brain function - Spain

Dates and Duration: March 10 – 13, 2014

Contact:

Dr. **Diego Echevarria**, Associate professor of Anatomy
Institute of Neuroscience
University Miguel Hernandez de Elche/ CSIC
Department of Histology and Anatomy
Street: Avda. Ramon y Cajal s/n
03550. San Juan de Alicante. Spain
Email: diegoaza@umh.es

On March 10, in our Local newspaper installations (El Club la Información) it was held the Symposium entitled “Ethics and Neuroscience”.

The itinerary at exhibition room at Institute (March 11-13) showed wild type and mutant fruit fly and fish of different developmental stages, living chick embryos at different developmental stages, Green mice (GFP-Mice) and finally human brain. In this BAW 2014 we included “histological technics” bench to show the different possibilities to process nervous tissue to differentiating neural cell subpopulations. Furthermore, a bench with the concept “synaptic transmission” on which visitors tested the electromyography at the opponent muscle of the thumb with electrodes. Finally we add a “Sensory Perception/illusions” bench including smell perception, touch and temperature sensitivity, two-point discrimination and Rubber hand illusion tests. A total of 650 people visited the event.

Photo Gallery video of the BAW event 2014 can be followed at:

- <https://www.youtube.com/watch?v=mXgfjrWOMc8>
- http://in.umh.es/paginas_particulares/SemanaCerebro/Semcerebro2014_2.html



Brain Awareness Week at Alicante Institute

6. BAW 2014 in Eskişehir-Turkey

Dates and Duration: March 4 – April 1, 2014

Contact:

Prof. Ferhan ESEN
Department of Biophysics
Faculty of Medicine
Eskişehir Osmangazi University
26 480 Eskişehir, Turkey
Email: fesen@ogu.edu.tr

This year the 16th Brain Awareness Week activities were realized in Eskişehir-Turkey. BAW activities included 7 distinct projects: Lab Tours, 7th Brain Bee, Conferences, Panel, Exhibit, Preschool and Middle School Visits.

First activity started on March 4, one week before BAW, with lab tours, which were specifically organized for Turkish National Brain Bee (TNBB) competitors. Local high school students who were participating in Brain Bee and their teachers visited Biophysics and Anatomy laboratories at the Faculty of Medicine, Eskişehir Osmangazi University (ESOGU).

A number of conferences organized about brain and brain functions on March 5 for competitors, their teachers and also for the local community.

Beyin Farkındalığı Haftası-BAW Facebook: <https://www.facebook.com/BeyinFarkindaligiHaftasi>



“Let’s make a Neuron”



“My Nervous System”



ESOGU Preschool Students

7. Amazing Brains - United Kingdom

Dates and Duration: March 10-16, 2014 & on going

Contact:

Dr Ann Fitchett & Dr Tom Smulders

The Institute of Neuroscience
Newcastle University
The Medical School
Framlington Place
Newcastle Upon Tyne
NE2 4HH, UK

We created an exhibit illustrating our research, which encompasses a wide range of species, such as learning and memory in honeybees and 3D vision in mantids. We used pop-up banners featuring striking images to catch people's attention at larger events encouraging them to come and ask questions and take part in the activities. The portable and durable nature of the banners means that these can be used repeatedly for a number of events. The exhibit included a range of elements to engage with people for varying amounts of time. Resources included brain scans and pictures, movies, preserved brains and skulls, interactive 'guess the brain' quizzes and the chance to take part in tasks comparing human and non-human intelligence. The exhibit was a great success during Brain Awareness Week 2014 where it was used at after schools clubs and a museum and we will continue to add to it in the future.



8. My Amazing Brain, Ireland

Dates and Duration: March 11-12, 2014

Contact:

Dr. Una FitzGerald

National University of Ireland, Galway
Orbsen Building, National University of Ireland, Galway,
University Road
Galway, Ireland
una.fitzgerald@nuigalway.ie

As part of the international 'Brain Awareness Week' event, staff and students of NUI Galway's Neuroscience Centre organised a major public information exhibit in the Aula Maxima, Quadrangle, NUI Galway on Tuesday 11th March and Wednesday 12th March.

Members of the public and children from local schools visited the exhibit to learn more about how the brain and nervous system work. The exhibit consisted of 8 interactive displays, supplemented by

brain models, where visitors could learn more about the nervous system in a hands-on way. Interactive stations included: 1) Brain biology. This interactive station provided basic knowledge on human brain anatomy, different brain cell types and processes by which neurons communicate; 2) Microscopy. Very thin slices of brain and spinal cord tissue were viewed through a microscope; 3) Identi-brain. Pictures of brains from different kinds of animals were displayed and students had to guess the species from which the brain was taken. How the human brain evolved, was explained and brain size and shape in different mammals was discussed; 4) Optical Illusions. A range of images that play tricks on the brain were projected onto a screen and affects on brain perception explained; 4) Benham's Disc. A spinning striped disc was used to demonstrate how the brain perceives colour; 5) Rotary Pursuit. Students and teachers tested their hand-eye coordination using this spinning disc. Its use in testing the affects of drugs and brain trauma, was explained; 6) Spatial memory span. The limits of human working memory were demonstrated using Corsi's block test; 7) Mirror Writing. Aspects of procedural memory and learning of new motor skills were demonstrated using a mirror writing apparatus; 8) Eyewire (the retinal connectome). The global 'citizen neuroscience' project, conceived at MIT by Sebastian Seung, was introduced to Galway schoolchildren for the first time. Eleven school groups from Galway city and county, ranging in age from 12 to 16 years of age, attended the event.



Brain models Funded by DANA Grant 2014
Undergrad Biochem students



Mirror writing!

9. Brain Awareness week in Berlin - Germany

Dates and Duration: March 10-16, 2014

Contact:

a. Berlin School of Mind and Brain
Humboldt-Universität zu Berlin
Unter den Linden 6
10099 Berlin, Germany

Organizers:

Inken Dose, inken.dose@hu-berlin.de, phone: +49-30-20938105

b. Bernstein Center for Computational Neuroscience
Humboldt-Universität zu Berlin
Unter den Linden 6
10099 Berlin, Germany
Organizers:
Margret Franke, margret.franke@bccn-berlin.de, phone: +49-30-20939110

c. International Graduate Program Medical Neurosciences
Charité Universitätsmedizin Berlin
Charitéplatz 1
10117 Berlin, Germany
Organizer:
Lutz Steiner, lutz.steiner@charite.de, +49-30-20934585

We offered a program during one week for different target groups. The week started in the “Urania” with the movie “Ein Tick anders” (comedy of a teenage girl with Tourette Syndrom). After the movie we offered a discussion with the director of the movie and an expert on Tourette (55 participants). On Tuesday morning we offered a three hour program for high school pupils at the Humboldt Graduate School: a talk on perception and perceptual illusions followed by seven workshops from which the pupils could choose (100 participants).

On Tuesday morning a PhD student reported in a high school class about her research topic and perspectives in neuroscientific careers (20 pupils). Tuesday evening we showed the movie “Shine” for the general public and offered a discussion with an expert on schizophrenia and split personality (52 participants).

The symposium “Mind, Brain, Body” a one day event on Wednesday had young neuroscientists as target group. It was the only event in English language during this week (52 participants). For younger children we organized a workshop in the “gelbe Villa” which is a day care activity center for kids aged from 4-12. In this three hour workshop the kids aged from 6-10 years could do brain puzzles, got an introductory talk to brain functions and illusions and could discover the brain and how it is working in a playful environment (45 participants).

On Thursday morning two PhD students gave an overview of their PhD research in a high school class (20 pupils) and we offered the four hour workshop “Computing Neurons” for high school pupils with a focused education in math at the Bernstein Center for Computational Neuroscience Berlin. This was offered for a very small group since the pupils learned about modeling neurons and neural networks on computers (16 participants).

The Max Planck Science Gallery showed the exhibition “Future Brain” during the whole week (500 visitors) and organized a tandem talk on “Hardware Human Brain” with a neuroscientist and a philosopher on Thursday evening (47 participants). On Friday evening the Max Planck Science Gallery organized a Science Slam on the topic “let the neurons fire” for the general public with four young scientists (300 participants).

At the “Stroke Service Unit” of the Charité University hospital we showed the exhibition “The beautiful mind” with photographs of neurons taken in several labs all over the world (29 visitors).

Our program was announced on TV at the university restaurants and in the underground TV system with more than 30 spots/day. Our Online media partner was “dasgehirn.info” who announced the

program on their website, their facebook site and twitter. All other partner organizations promoted the BAW events on their own websites', the www.baw-berlin.de website and on Facebook. The programs for high school pupils were announced by writing directly to biology and math high school teachers in Berlin.



“Gelbe Villa”



Tandem-Talk

10. What Goes Through My Mind? - Portugal

Dates and Duration: March 10- April 3, 2014

Contact:

Maria Teresa Girão da Cruz, Ph.D.

Center for Neuroscience and Cell Biology (CNC)

Science Communication Office

University of Coimbra

3004-504 Coimbra

Portugal

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Email: mtgirao@cnc.uc.pt

In 2014 the Center for Neuroscience and Cell Biology's activities included several events for the general public:

- 1) “Brain Myths and Facts” – a public session about some common myths and facts about the brain, preceded by hands-on activities; both the hands-on activities and the conference organization had the involvement of local high school students.
- 2) “Brain Buskers” – CNC neuroscientists performed hands-on activities, games, and brain teasers at public spaces (e.g. a public garden) with the support of the local Science Center.
- 3) “Neuroquiz” – the neuroscientists organized a public quiz at local cafés to challenge the participants to explore brain-related issues. Our programme also included a variety of activities for school-age children.
- 4) Neuroscientists go to Schools; during this event neuroscientists visited schools and gave lectures on brain related subjects to middle and high school students; elementary school students had the opportunity to perform several hands-on activities, games, and brain teasers.

5) Open Laboratories; during this event students visited CNC's laboratories and listened to talks about neuroscience research. The total audience was 1215 students from 16 schools. Overall, 62 CNC researchers took part in the activities dedicated to the school and the general public.



11. Changing Brains - Romania

Dates and Duration: March 10-16, 2014

Contact:

Cristian Gurzu, PhD, biology teacher

National College Nicolae Bălcescu

Street Alexandru I. Cuza 162, Brăila, Romania

On **10th March** was organized the poster exhibition **Brain Facts** with translated posters from Brain Facts.org web site. Posters were placed on a panel dedicated to BAW event and featured about:

- Neurons: A Curious Collection of Shapes and Sizes
- The Neural Regulation of Thirst
- Step Two: After Neurotransmitters Act
- Trophic Factors
- Electrifying the Brain
- Critical Periods in Early Life
- Toxins and Venoms

On **11th March** was organized the lecture ***Brain in the news*** with short presentations made by students about latest researches and discoveries in neuroscience, published in *Brain in the news* journal from Dana Foundation.

On **12th March** was organized the competition **BAW video contest**. Students prepare short scripts, which were selected to be used into short video. The best video will be submitted to BAV video contest.

On **13th March**, was organized **Neuroset** competition – a live neuroscience competition for 7th grade students about anatomy and physiology of human brain, sense and brain disease.

On **15th March** was organized the symposium ***The working memory is changing?*** where the students presented their own studies about how multimedia gadgets could influenced the working memory, attention in learning and school performances.

All the students involved in BAW events were awarded with diplomas, trophies, medals, BAW caps, *Neuroset* magazine and free materials from the Dana Alliance for Brain Initiative.



12. BAW 2014 Toledo, Spain

Dates and Duration: March 10-16, 2014

Contact:

Ksenija Jovanovic, PhD.

National Hospital for Paraplegics

Finca de la Peraleda, s/n

45071 Toledo, Spain

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Email: kjovanovic@sescam.jccm.es

For the 4th consecutive year the National Hospital for Paraplegics mobilized local Medias and institutions in raising public awareness of the CNS and neuroscience research.

At the city library our scientists offered engaging public talks as:

- Hardware and software for 21st century: is our brain a model for Internet?
- Brainbow: the brain as a rainbow
- MRI, new vistas of the brain
- Electricity and chemistry underlying the communication between brain and spinal cord
- Brain and movement: about the will and automatism
- Dialogues and disputes between our immune and nervous system: multiple sclerosis
- Therapeutic potential of cannabinoids: marihuana vs. endocannabinoids

At a local elementary school we gave a presentation 'What is telling us our brain?' while for high school students we organized guided tours to our laboratories.

The closing talk entitled **Biological significance of the art** explained to the public how our brain makes us perceive, process and enjoy arts. Overall, the BAW2014 caused great public interest.



A group of highschool students during the Hospital visit



Coordinado por la Fundación DANA y la Federación Europea de Neurociencia (FENS)
Organizada en Toledo por el Hospital Nacional de Paraplégicos

www.dana.org/BAW
www.infomedula.org
www.neuratreparhnp.es

40 años
Hospital Nacional de Paraplégicos
[@HNParaplegicos](https://twitter.com/HNParaplegicos)



CONÉCTATE ...

CELEBRA CON NOSOTROS LA SEMANA MUNDIAL DEL CEREBRO del 10 al 16 de marzo 2014

Coordinada mundialmente por la Fundación Estadounidense

DANA

Organizada en Toledo por el

Hospital Nacional de Paraplégicos

40 años
Hospital Nacional de Paraplégicos

BRAIN AWARENESS WEEK
Get connected
MARCH 10-16, 2014

13. Discover Your Senses: School Workshops by PhD Students - Germany

Dates and Duration: March 10-14, 2014, with continued programming throughout the year

Contact:

Julianne McCall

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Im Neuenheimer Feld 129

69120 Heidelberg

Germany

McCall@stud.uni-heidelberg.de

During Brain Awareness Week, PhD students of Heidelberg University HBIGS Graduate School conducted a 90-minute hands-on workshop, "Discover Your Senses", in 5 high schools across 3 states of Germany, specifically in Heidelberg, Cologne, Herxheim, and Mannheim. The set of activities includes the following: reversing the sensation of sourness with Miracle Berry tablets, resulting in shockingly sweet lemons; testing the sensitivity of touch receptors on multiple skin surfaces like the finger-tip and nape of the neck, leading to a conversation on the humunculus; experiencing colorful after-effects; and many other experimental tricks that unravel the miracles of the human nervous system. This workshop was developed at Denison University and has been translated into German. Students were also encouraged to participate in the 4th annual German National Brain Bee Neuroscience Competition, organized by Heidelberg Neuroscience Outreach in collaboration with other neuroscience programs in Germany.



14. Mind Your Brain! - Romania

Dates and Duration: March 10 – 16, 2014

Contact:

Cristina Mogoșe, PhD

International Institute for Psychotherapy and Applied Mental Health / Departament of Clinical Psychology & Psychotherapy, Babeș-Bolyai University

Republicii 37 Street

400015 Cluj-Napoca, Romania

cristina.mogoase@ubbcluj.ro

We prepared flyers with the BAW schedule (about 2500) and distributed them in the public square, universities, public libraries etc. We also prepared event posters and roll-ups, placed at the location of the events, in university campus, etc. We prepared and print two informational brochures (one on dementia, the other one on depression), and two leaflets (one about sleep in young people, the other one containing "Did you know.." facts about brain & brain functioning. We distributed about 1000 brochures and leaflets. Informational materials can be accessed [here](#).

We chose and purchased movies to be projected with educational purposes during the BAW. These movies will be kept within Institute and will be used for future educational activities. We also recruited and instructed volunteers from undergraduate and master level students in (clinical) psychology to assist us with the events implementation.

The event was popularized in media (see link below) and online, on our [Facebook page](#), and on our partner's [Facebook page](#), as well as on the [Babes-Bolyai University page](#).



15. Brain for Society - Romania

Dates and Duration: March 10-16, 2014

Contact:

Professor Mihai Moldovan, MD, PhD

National Neuroscience Society of Romania

Center of Excellence in Neuroscience, Div. of Physiology and Neuroscience, "Carol Davila" University of Medicine and Pharmacy

Street 8 Eroilor Sanitari Blvd.

050474 Bucharest, Romania

The main event "Brain for Society" was held on Friday the 14th of March, from 15:00 to 20:00, in the Emil G. Palade Amphitheater at Carol Davila University of Medicine and Pharmacy.

A public BAW conference and a round-table on the emerging post-informational neurosociety

Key persons from the Media and Ministry of Education and Research participated in the meeting, together with a broad panel of opinion leaders including neuroscientists, physicians, psychologists, philosophers and engineers. Event coordinators were Prof. Leon Zagrean, the honorary president of the National Neuroscience Society of Romania and the science theologian Adrian Sorin Mihalache.

A BAW brainstorming competition on “What should we understand next about the brain to improve our society” was organized among students. The best 15 abstracts submitted by students were selected and presented as oral presentations during an oral brainstorming session before BAW conference. The best four presentations were awarded with FENS/DANA prizes.

An outline of all BAW events can be found on the SNN website: <http://info.snn.ro/en/brain-awareness-week-2014/>.



“Brain for Society” event at the “Carol Davila” University, Bucharest



Miruna Stefan presenting her project on Viruses, optogenetics and competitive neuro - behavioral systems... or breaking free from the chains of pleasure.

16. Legal highs – can they kill?, United Kingdom

Dates and Duration: March 11-15, 2014

Contact:

Jolanta Opacka-Juffry, PhD

Department of Life Sciences

University of Roehampton

London SW15 4JD

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BAW2014 at Roehampton was focused on the theme of ‘legal highs’, novel psychoactive drugs, with the aim to raise awareness of their risks and dangerous effects on the brain and behaviour, and disseminate our research in the local community.

We conducted a range of public activities. We invited students (16 years old) and teachers from three local schools for lab demonstrations and discussion of our research on ‘legal high’. A quiz held at the end indicated very good learning outcomes among our young guests, and their feedback was positive. We offered teaching materials on drugs of abuse and ‘legal highs’ to local schools; it is a ‘train-the-trainer’ approach, which is being continued as a long-term benefit of BAW.

<http://www.roehampton.ac.uk/Courses/Life-Sciences/News/Brain-Awareness-Week-at-Roehampton/>

We also distributed posters on the risks of ‘legal highs’ with the help of local community; the youth club, youth job centre, local chemists, GP practice and public library were all keen to support this BAW activity.



17. Creativity and the Brain – Bosnia and Herzegovina

Dates and Duration: March 10-15, 2014

Contact:

Semra Pajazetović

Faculty of Medicine, University of Tuzla

Univerzitetska br.1

75 000 Tuzla, Bosnia and Herzegovina

Faculty of Medicine, University of Tuzla, was a host of Tuzla Brain Week opening ceremony. Tuzla Brain Week is the biggest project by Section of Neuroscience which operates within the „Medicus“ association of students. It has been held by Dana Alliance for Brain Initiatives. TBW project has involved 60 students of Tuzla University arranged in seven teams: Elementary school team, High school team, Kindergarden (child day care) team, Home of Retired's team, Design and technical support team, Team of leaders. They diligently worked in their work-shops to make TBW's subject „Creativity and Brain“ more approachable.



18. Brain Awareness Activities in Neurosciences - Grece

Dates and Duration: February 27-April 5, 2014

Contact: George Panagis

University of Crete

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74100 Rethymno, Crete, Greece

panagis@uoc.gr

A number of activities involving mainly high school students were organised in many medium to small size Greek cities. They included oral and poster presentations on the structure and function of the brain, microscopic observation of brain sections, demonstration of behavioural experiments, as well as mini theatrical/ musical performance by students on various subjects concerning the human brain.



Brain Escape event, Conference and Culture Center of the University of Patras



Young Brainiacs: a team consisting of high school students who participated last summer in the "Neuroscience Summer School", while giving a public presentation on their experience of learning brain function by performing their own experiments and producing their own data.

19. Drugs and Addiction - Macedonia

Dates and duration: March 10 – 14, 2014

Contact:

Kreshnik Pollozhani
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The project involved 12 student trainers, 700 students in 10 high schools in Skopje, 2 professors, and a Training of Trainers. The 12 students were trained on the effects of drugs in the brain and addiction as well as how to best convey the message to high school students.

The feedback from the high school students was excellent; there was a very high level of interest on the subject. It was noted that it was particularly helpful that the trainers were closer to them in age and they felt they could be more open on the topic. Furthermore, the high school administrations also deemed the training as a very necessary one.

Regarding media coverage and visibility, we were invited to two national TV stations (ALSAT and MTV) where we presented our activities for the Brain Awareness Week.

Due to the success of this project, the schools are attempting to explore whether such a training can become part of the curriculum and be taught in high schools at the national level with the help of the relevant ministries and institutions.



20. Brain Awareness Week: “The top questions in neuroscience today” - Poland

Dates and Duration: March 10-16, 2014

Contact:

Kasia Radwanska,
The Nencki Institute of Experimental Biology,
ul. Pasteura 3, Warsaw, Poland
kradwans@nencki.gov.pl

Five, open for the public, lectures took place at the conference hall of the biggest Polish weekly magazine POLITYKA. They included the following talks:

- How to talk with the brain?
- The future is today but not evenly distributed: on brain-computer interface.
- Genetic basis of brain diseases.
- Seeing Human Brain with MRI.
- Noble Prize 2013: why the transport is important in the brain.

We also organized the workshops and exhibitions at the Nencki Institute, which included:

- The workshop on transgenic animals in neurobiology
 - Histology workshop
 - Behavioral analysis workshop
- and some more.

Furthermore we advertised competitions for school children for the best drawing/ painting, PowerPoint presentations, and neurobiological board game.

All the information on the events was advertised on the website <http://tydzienmozgu.nencki.gov.pl/> and Facebook. The lectures were recorded and can be found on YouTube and our website.



21. Brain emotions - Portugal

Dates and Duration: March 10-16, 2014

Contact:

Centro de Biologia Celular, Universidade de Aveiro

Odete da Cruz e Silva

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Phone: 00351-234-370200-22759

Sandra Rebelo

e-mail: srebelo@ua.pt ;

Phone: 00351-234-370200-22759

Several activities were organized for the Brain awareness week 2014 (BAW 2014). The purpose of this week is to make people aware of the importance of the brain, since it controls several vital functions and is associated with various processes including perception, learning, memory and emotions. The latter topic will be central this year and we focused on Brain emotions and how brain controls our emotions and its main and secondary actors. Additionally we also focused on the progress and benefits of brain research. We will perform several activities directed towards different

sorts of population including the school population, the university population and the general population. The carried activities were:

- Neuroscientists visit schools (every day visits)

We strongly support that brain awareness should start early in education and so we visited 12 different schools (different levels of education) in our district and we did the presentation named 'ABCÉREBRO' ('ABCBrain') and 'Cérebro Sr. Comandante' ('Commander Mr. Brain'). Other small activities were also performed such as puzzles, drawing and handcrafts related with the brain and neuronal cells. In overall, we contact with around 400 students and several professors.

- Guided visits to the Neuroscience laboratory (Thursday and Friday visits)

It is important to communicate the current neuroscience research but also what is going on locally. Therefore we received 28 people in our neuroscience laboratory.

- Main actors of brain emotions (Saturday)

The general population was also achieved. We organized a conference called 'A aventura das emoções e sentimentos' with several invited speakers (researchers and psychologists) that permitted a good discussion and a deep understanding of main actors of brain emotions. The number of participants was around 80 persons.

- Music and how it impacts brain emotions (Monday)

This activity was organized in collaboration with the DECA Department of University of Aveiro (Prof. Filipa Lã). Essentially we created a questionnaire and the first part was answered by the participants before the concert and the second after the concert. We pretend to establish how music impacts brain emotions in our population group that was mainly composed by university population and general population. The results are now being evaluated. The number of participants was around 80 persons.



22. The Brain in Sports, Pleasures and Addictions - France

Dates and Duration: March 10-21, 2014

Contact:

Scientific organizers:

Dr Carole Rovere (rovere@ipmc.cnrs.fr) & **Pr. Jacques Noel** (noel@ipmc.cnrs.fr)

Institute of Molecular and Cellular Pharmacology (IPMC)

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Coordination and communication:

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Delegation Côte d'Azur

Department: CNRS

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Between March 10th and 21st, neuroscientists and PhD students organized lectures, debates, open talks, exhibition, movies projections, scientific workshops and animation in museums (on themes: brain and memory, brain and taste, brain and pain, brain anatomy, brain and smell...) for the general public and high schools students in Nice, Valbonne, Cannes and Grasse (over 2,000 people reached). Some major events brought together neuroscientists and top-level athletes (swimming gold medal winner A. Bernard, handball world champion N. Myro, and volley-ball, cycling, triathlon and boxing champions...) to share their experiences with mental preparation and coping with competition. Researchers and PhD students visited high schools to present their research projects and research careers in neuroscience with the help of pedagogic material. They interacted with students to stimulate their curiosity and interest for the science of the brain and to encourage scientific careers of young students.



23. Brain Awareness Week in Israel

Dates and Duration: March 9 – 16, 2014

Contact:

Prof. Esther Shohami, President, The Israel Society for Neuroscience
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Department, Pharmacology Ein Kerem Campus
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The project aimed to inspire interest in brain research to the general public and draw major public attention to what is being accomplished in scientific laboratories. The project was based on lectures providing vivid illustrative information about brain structure and function, brain development, brain health and the fight against brain diseases. The project provided important information to young students, adult citizens and senior population about major advances toward diagnosis, treatment and prevention of disorders/diseases of the brain. Major diseases are addressed including neurodegenerative disorders such as Alzheimer's disease and Parkinson's disease, acute injuries such as stroke and traumatic brain injury, and psychiatric disorders such as schizophrenia and depression, which affect the lives of millions of people worldwide. Lectures encourage public awareness, new research ideas, future researchers and public support. Information was disseminated by multiple lectures that were open to the public and were given on a voluntary basis by eminent members of the Israel Society for Neuroscience.

In summary, all the well-advertised events had attracted thousands of people during the BAW and were open to the public free of charge. All speakers - eminent neuroscientists, post docs and doctoral students appeared on a voluntary basis and most of the lecture halls were given free of charge. However, in order to alert the public to the Brain Awareness Week activities, we advertised in the most popular electronic media, and announcements were also made through the popular Israeli websites and on the WEB site of the society at <http://isfn.org.il/brain-awareness-week>

9-15 מרץ 2013 - שבוע המודעות למוח

שנקין
בר ומטבח

ד"ר נאה נאווה
פרופסור חתול שניידר

חוקר המוח, מחלת האלצהיימר ובירה
יום רביעי | 12.03.14 | פתיחה 19:00 | הרצאה 20:00
שנקין בר ומטבח - רעננה

The Adams Super Center for Brain Studies at Tel-Aviv University

מורצה
חגיגת אלון - מנהלת חרעית בעמותה PRIZE4LIFE

מה חולה אחד יכול לעשות כדי לחצוא
הרופה למחלה שלו ובירה
יום שלישי | 12.03.14 | פתיחה 19:00 | הרצאה 20:00
בן גוריון 33 הרצליה

The Adams Super Center for Brain Studies at Tel-Aviv University

ד"ר נאה נאווה
ד"ר נאה נאווה

לכת בעקבות האף, על חוש הריח שלנו ובירה
יום רביעי | 12.03.14 | פתיחה 19:00 | הרצאה 20:00
ביר-גארדן, על כיכר דיזינגוף (ריינס 2, תיא)

The Adams Super Center for Brain Studies at Tel-Aviv University

24. 1st St.-Petersburg Brain Awareness Week: “Out of stress and depression”

Dates and Duration: March 17-21, 2014

Contact:

Irina Sukhotina, PhD (irina.sukhotina@gmail.com)

Cecilia Msekela (cecilia.msekela@gmail.com)

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Timofey Galankin, PhD

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Our BAW project lasted for 5 days with events started every evening at 5 pm. Participants received the up-to-date knowledge on etiology, brain mechanisms of emergence and principles of treatment of depressions. The cutting-edge topics raised many questions from the public, e.g. on neurophysiology and psychopharmacology of depression, diagnostic criteria, various aspects of a disease as age and women depression risks, the prevention care (see the Program attached).

BAW aroused a great public interest. 372 people have registered on the website brainweekspb.org. Ca. 400 listeners attended the lectures, from 70 to 100 people daily. The audience included mainly students (77%) as well as physicians, psychologists, scientists, and general public.

According to the questionnaires 80% of listeners liked BAW lectures and 72% considered them useful. The statistics, and pdf-lectures (with authors' permissions) we have uploaded on the website brainweekspb.org.



25. Brain Awareness Week 2014: Events in Tours - France

Dates and Duration: March 10-29, 2014

Contact:

Dr Yves Tillet,
INRA-PRC, UMR7243, 37380 Nouzilly, France
yves.tillet@tours.inra.fr

During the 2014 Brain Awareness Week, we organized different events, which are summarized below:

Lectures on:

- **New insight about sleep** (*"Les fonctions du sommeil: Développement cérébral et mémoire?"* Dr Pierre-Hervé Luppi (CNRS, Université Claude Bernard, Lyon); *"Le somnambulisme, un phénomène pas toujours bénin..."* Dr Nadège Limousin-Champfaiilly (CHRU de Tours)
- **Social interaction and moving** (*"Observer le mouvement humain: implication pour la compréhension sociale"*, Dr Laetitia Roché (Inserm et Univ F. Rabelais, Tours); Remise du Prix Jeune Chercheur de la Fondation Planiol pour l'étude du Cerveau.
- **Understanding Alzheimer disease** (*"Vers une meilleure compréhension de la maladie d'Alzheimer: quels sont les outils actuels de la recherche scientifique?"* Dr Laure Saint-Aubert (Inserm et Univ de Toulouse); Remise du Prix Jeune Chercheur de la Fondation Planiol pour l'étude du Cerveau.
- **Brain plasticity** (*"A chacun son cerveau"*, Dr Yves Tillet (INRA, Centre Val de Loire, Nouzilly)
- **Biological rhythms** (*"A chacun son rythme"*, par le Dr Hugues Dardente - (Inra Nouzilly)
- **Jail of Tours- Brain plasticity** (*"Un cerveau adaptable"*, Dr Yves Tillet - (INRA, Centre Val de Loire, Nouzilly).

Workshops for children: Discovering the brain

Exhibition: Sleep and rhythms

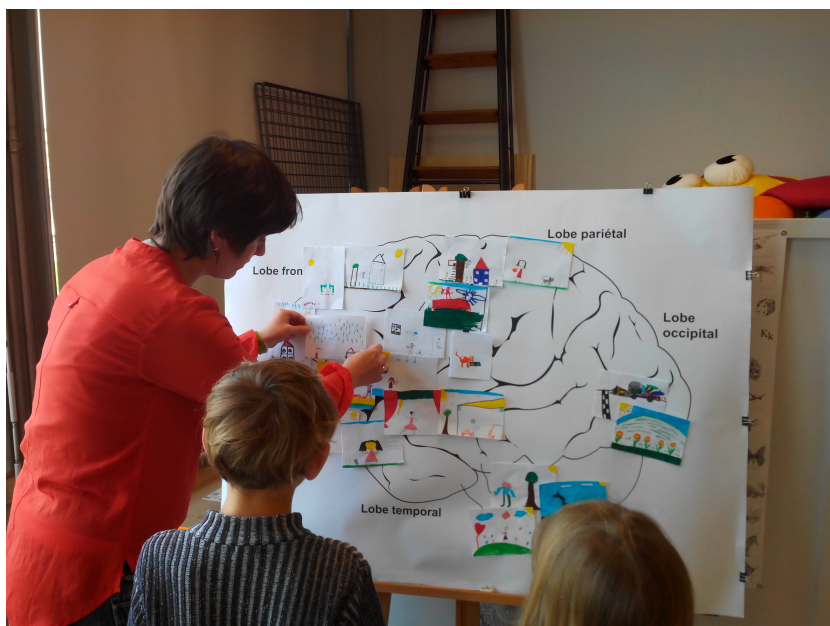
Brain and literature - Meeting in a bookshop



Public conference by Dr H Dardente



Workshop for 7-12-year old children



Workshop for 7-12-year old children

26. Design Your Brain - Hungary

Dates and Duration: March 10 - 14, 2014

Contact:

Ms Éva Tóth

Hanyi-Creek Association (Hanyi-Parti Egyesület, HPE)

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The brain is considered as the ultimate, mystic and beautiful entity for young and old. We aimed at exploiting the naive and inherent curiosity of preschool children towards the brain and raise and develop lifetime interest for them to deal with challenging issues such as what is the brain made of, in what aspects brain regions differ from each other and why healthy brain is important for life, just to mention a few.

The target group for this BAW activity were preschool children (4-7 years) from Heves and neighboring 4 villages. Each day a particular preschool was visited and 2-3 hours activities carried out together with the local staff and our BAW team members. Each nursery school was informed ahead about the activities and the detailed program. Topics included full play events under the theme:

Design your Brain, which covered creative activities such as handcrafts, singing, verbal practices on brainy parts, competitions who knows more about, did you know? making up brain map-helmets, forming neurons from plastiline, threading neuron nets from beads, etc. For relaxation, animated and document films (qualified as without parental guide) had been projected.



27. Food and Brain - Italy

Dates and Duration: March 10 - 14, 2014

Contact:

Giuseppe Zappalà

Associazione CentroScienza Onlus

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info@centroscienza.it - www.centroscienza.it

A series of entertaining lectures, covering feeding, brain and cognitive sciences to discover the relationship among the brain, nutrition and human behaviour.

The lectures have had an audience larger than 500 people (4 sold out), mostly general public, young students and some professionals with many questions from the public.

The topics of the lectures were:

- **Neurogastronomy:** dialogue between a neuroscientist and a great chef
- “How the Brain Creates Flavor and Why It Matters”, the title of the book by neuroscientist Gordon M. Shepherd, was our key for entering into the seductive dark room of food and to answer why it tastes good, by a close dialogue between a neuroscientist and a chef.
- **Ghosts of Food:** how and why the Mind Creates distortions of the eating disorders;
- **Psychology of Tiramisu:** from food to depression care
- **From the Belly to the Head:** intestinal bacteria, food, and brain



Neurogastronomia

