

STRATEGY REPORT 2024

Institute of Neurosciences of the University of Barcelona (UBneuro)

In this report, we will list the actions foreseen for 2024 to achieve these goals and challenges. Actions already performed in the past will be listed (see activity report 2023 for further information) and only the new actions will be explained.

Strategy

- **Scientific Advisory Board (SAB) meeting:** it is expected to be held during two days in June.
- **NEW! Business Advisory Board (BAB) meeting:** it will be created to help us to improve in innovation projects and public-private partnership and it will be held in December.

Research specialization /promotion

- **Reinforcement of the research promotion strategy:** we will continue promoting the obtention of new international projects by a close symbiosis among managers, researchers and externals consultancies.
- **New! Horizon Europe Proposal Writing Training:** a two days' workshop it is expected to be held by Modus Research and Innovation in April to promote the participation of researches in international projects and more specifically and those that need a consortium.
- **Technical and Scientific platform program:** Six specialized technological platforms will keep funded if they have a positive evaluation.
- **Invited Key Expert grants (IKE):** To promote the internationalization IKE grants will keep being offered.

Human resources

- **Attraction of talent:**
 - **Visibility:** Vacancies will keep being posted.
 - **Welcome information:** Keep improving the current information posted and a protocol.
 - **NEW! Upgrade of the International talent attraction grant (IMAN):** last year to promote the recruitment of International Research personnel UBneuro initiated a grant to cover the cost of short visits of highly potential PhD and Postdoctoral candidates. In 2024 it will be an upgrade of this call to cover the accommodation of international researches just before the start of their to be able to arrange the bureaucracy in person.
- **Support on Human Resources fellowships:** the mentoring program keeps working.
- **Master-PhD bridge program:** 3 master-PhD bridge contracts of 5 months will be offered to retain and attract talent.

Training

- **PhD activities:** The PhD committee will keep organizing PhD activities. Among them we highlight:
 - *A satellite PhD workshop:* to keep synergies a satellite workshop will be held to train on mental health and to learn about Postdoctoral opportunities.
 - *Neurobrews:* This event will be held again on June.
- **Training grants:** Are still being offered.
- **Hands-on course:**
 - **Neuropsychological assistance hands- on course:** Organized by Joanna Sierpowska.



- **Tech Transfer workshop on Applied Neurosciences:** Organized by David Bartrés and Ruben Perellón (see transfer section for further information).

Scientific infrastructure

- **Creation of the “Unitat d’Estimulació TranscraNeal No Invasiva” (ESNOV):** The Unit will be located at the Faculty of Psychology (wing 3100). During 2024 the space will be arranged and the equipment’s will be installed. The inauguration is expected in July or September.

Internationalization & Synergies

- **Multi-brain Barcelona International Congress:** will be held on the 13-14th of November at the Faculty of Medicine and Health Sciences following a similar structure than the first edition. Among others we will apply for the Ajuntament the Barcelona Call (up to 15k€).

- **Neuroscience Conference Series; Barcelona Lecture Series; Medicine and Pharmacy Seminars.**

- **Mobility grants (Neuroestades).**

- **Congress grants.**

- **Support of international meetings (sponsoring):** among others we already expect to support

- [European Metaverse Research Network](#), March 15-16th at CCCB (PI: Mel Slater).
- Jornada de recerca del Departament de Patologia i Terapèutica Experimental, July at Faculty of Medicina and Heath Science, Bellvitge Campus.
- UniStem Day 2024 to be held on the 22nd March, at the Paranimf of the Faculty of Medicine and Health Sciences Campus Clínic.
- [GENFI](#) meeting: 13-14th June at Paranimf, Faculty of Medicine and Heath Science, Campus Clínic. (PI Raquel Sanchez-Valle).

- **Human Brain Project/EBRAINS:** we will keep participating/attending to theirs events.

- **SOMMa membership:** in October in Palma de Mallorca will be held the General Assembly of the SOMM Aliance and the 100xCiencia 7 dissemination event.

-**NEW! Research managers meeting:** In June-July UB will host the next SOMMa Research managers meeting.

Knowledge transfer

- **Knowledge transfer activities:** we count with the new incorporation of Almudena Campuzano who will work on transfer research findings to society and to establish a solid relationship academy-private industry. One of her objectives will be to make economically sustainable the new BCAN Unit and prepare the BAB meeting.

- **NEW! Tech Transfer workshop on Applied Neurosciences:** a new workshop will be created in 2024 to learn applied neurosciences technics with an intersectoral approach, i.e. researchers, companies and students will work on practical cases together. The workshop will be coordinated by David Bartrés and Ruben Perellon.

-**NEW! Synapse Grants: Intramural seed projects:** 3 projects of 20.000 euros between UBneuro groups will be funded to initiate new collaborations and to start pilot trials necessary to be able to apply for bigger grants in applied neurosciences.

- **Patient Advocacy:** Patient associations will be invited to participate in several events organized by UBneuro such as the Multi-Brain.





Scientific communication & Outreach activities

Enhance Institute Visibility: Elevate awareness of neuroscience-related research, discoveries, and events across local, national, and global platforms.

Fostering Collaboration: Encourage and facilitate collaboration and communication among institute members and various academic and scientific entities.

December-January Tasks: Revamp the website for better accessibility and user experience, develop and publish initial content that resonates with the Institute's goals and mission and identify and pursue grants to support Institute activities and initiatives for 2024.

Internal Communication:

Cultivate Institute Belonging:

- Develop a comprehensive style guide for **consistent communication** following the new corporative UB image.
- Establish a direct channel to streamline participant recruitment processes (potential inclusion on the website, monthly email notifications).
- Transition from a newsletter format to a more engaging biweekly email update.
 - o **News** + upcoming events
 - o **Vacancies** + grants

Dissemination:

Scientific Capsules: Produce informative infographics or articles to simplify and highlight the relevance of ongoing research for public consumption.

- Aim for a minimum of one infographic per research area every three months
- It is vital to encourage active participation from Institute members in content creation and dissemination.
- Ideally achieving three per area annually.

Social Media Engagement:

LinkedIn: Broaden the scope of LinkedIn posts beyond job-centric content to encompass broader Institute initiatives and achievements.

Audience Engagement (TW and LinkedIn):

Introduce interactive content such as quizzes, surveys, and engaging responses to inquiries from the community.

- Regularly pose thought-provoking questions at the beginning of the week and share solutions by Thursday. Implement a monthly raffle as an incentive for participation, offering Institute merchandise as rewards.
- Conduct a monthly survey on trending topics to engage and understand the audience better.

Meet UBneuro: Showcase personnel and essential resources through regular features

- 2 per area, monthly, totalling 16 features annually (hopefully).
- Launch a campaign in January spotlighting "selected/volunteer" individuals, showcasing their contributions to the Institute's success.

NEW! VBRAIN: A virtual reality brain will be created with educational and dissemination objectives if the Ajuntament de Barcelona grant is awarded.

Keep up Improvement Strategies:

Regularly evaluate engagement metrics and feedback to fine-tune communication strategies.





Equality

- **Implement the equality plan:** finish the plan and propose adequate measures.
 - **NEW! Leadership course for women:** this action is specifically designed to reinforce women in their careers also as leaders. We have been working on this activity through 2023 and will take place in 2024, with around 20 participants in different stages of their careers.
 - **Workshops:** the Gender in Research in the PhD Workshop day got positive feedback and the intention is to be able to repeat or teach other workshops about the topic of gender and inclusion.
 - **Continue with the UB equality commission:** Julia Peral will continue working with the UB regarding equality measures and representing the Institutes.
 - **Activities for the 11F:** as has been for several years, the Institutes are responsible for the activities done to commemorate the International Day of Girls and Women in Science, therefore, we will organize and participate in different actions from the University or other organizations.
 - **100tífiques:** several researchers will be involved in these initiatives.
- The main objective for next year is to implement the equality plan since it will include all the other proposals. Therefore, the priority is to be able to make the diagnosis and extract the appropriate conclusions to specify objectives and actions.

Financial management and justification

- **NEW! Audit:** a biannual audit is expected to be contracted to avoid future collapse and prevent possible financial mistakes.
- **Financial management and justification:** Marta Turro will be in charge of managing the finances of the BCAN Unit (1M€), Maria de Maeztu project (435K€/y), the “contracte programa” (135K€/y), five Inphinit projects (18K€) among others.

Management aspect

The management team will be formed by:

- Administration (Marta Turró, full time).
- Research development (Cristina Pulido, full time, co-founded with PROFOR).
- Scientific communication (Marta Rubio, full time, co-founded with INVESTIGO).
- Gender and Equality officer (Julia Peral, full time, co-founded with INVESTIGO).
- Innovation management (Almudena Campuzano, part time).





FINANTIAL FORECAST FOR 2024

2024 FOUNDS AND SOURCE

Contracte Programa - Universitat de Barcelona	187.694
Maria de Maeztu - AEI (MCIN) 2023 - 2024	580.673
BCAN - Generalitat de Catalunya	1.000.000
Grants from activities - Ajuntament de BCN	32.697
Congress "Multi-Brain" - Private companies	5.330
Neuroacanthocytosis Meeting – Private sources	22.054
Scientific activity "Creativity" - VR recerca	2.000
TOTAL	1.830.448

2024 FINANTIAL STRATEGY

Research Specialization

SAB	10.000
BAB	10.000
Reinforcement of the research promotion strategy individual	8.000
Reinforcement of the research promotion strategy in consortiums	8.000
Scientific Platforms Technicians	282.240

Human resources

Master PhD bridge program	36.000
International talent attraction	15.000

Training

International funding course for PI	8.000
Training grants	5.000

Scientific Intraxtructure & Equipment

BCAN - ESNOV	1.000.000
--------------	-----------

Internationalization& synergies

NeuroEstades	20.000
Congress Grants	6.000
Invited Key Experts and Neuroscience Conf. Series	8.000
Suport to international meetings organization	2.000
SOMMa activities / Research manager meeting	3.500
International Multi-Brain BCN Congress	30.000
Retreat	0
PhD Workshop	0

Communication & Outreach activities

Annual Report	3.500
NeuroArt, "a peak into the brain" activities, and videos, Neurohumanities	8.000
WEB (maintenance Update) & Media Channels	5.000
Other outreach activities promotion "Cajalidades"	1.000

Innovation & transfer

Seed Intramural Projects	60.000
Technological Transfer workshop Applied Neurosciences	10.000
Activities with patients advocacies	1.000





<u>Open Access Grants</u>	0
<u>Gender leadership training</u>	3.000
<u>Organisation & management aspect</u>	
Administration	48.950
Research Developer	20.000
Scientific Communication	5.000
Innovation/transfer manager	22.500
Gender	3.750
MdM Audit	1.500
<u>Other expenses</u>	1.500
TOTAL	1.644.940

