



## Monitoring public opinion on Nanotechnology in Europe

*European Platform on Nano Outreach and Dialogue (NODE)  
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### **D7.2 – Mid-term project report on dissemination and exploitation activities**

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# 1. EXECUTIVE SUMMARY

Dissemination activities are carried out according to the plan formulated by the DoW in the dissemination strategy and editorial plan of the project.

A wide scale media campaign has been developed, reaching a broad group of the public. Printed media supplements have a circulation in the millions and their microsites reach hundreds of thousands of views and visits. Print media and the microsites are interconnected content-wise, and their thematic reinforcement and synergy is supported by discussions on social networks and in live meetings in the form of panel discussions and round tables.

The effort to address the general public has thus been successful, offering attractive topics that provoke lively discussion.

Regarding the thematic focus, the most concentrated attention was paid to applications of nanotechnology in medicine and food. These were the subject of printed supplements, numerous articles on microsites, and live debates.

Extensive dissemination activities are also being realized by non-media NanOpinion partners. They disseminate nOp-related news on their websites, write and publish blogs and comment on the topic on their institutional and personal social media accounts.

Also numerous are their live appearances at various conferences, workshops, courses, summer schools, where partners deliver presentations and lectures, and participate in discussions.

The partners also promote NanOpinion on their networks by mediating and making possible the dissemination of information via the communication channels of "third parties" and institutions outside the Nanopinion area.



## 2. INTRODUCTION

Dissemination is a core activity of nanOpinion. It is needed to inform stakeholders, evoke opinions and promote dialogue among our target groups, all the while raising public awareness of and interest in nanotechnologies and their contexts. (DoW WP7, D7.1 NanOpinion Dissemination & Implementation Strategy). Dissemination has “project-focused” and “knowledge-focused” dimensions, supporting, on the one hand, awareness of the project itself (brand promotion such as our logo, brochure, cards, etc. or spreading news about the project) and, on the other, the diffusion of specific knowledge gained in the implementation process.

All of this is in the context of the project’s aim of improving understanding of the formation of public opinion of these new technologies – which is achieved by feedback through poll surveys, questionnaires, qualitative research on the basis of dialogue, and opinions presented in workshops, events, streetlabs and social media debates. More detailed information about diverse publics’ knowledge and attitudes will increase our understanding of what kinds of nanotechnology are acceptable, under what conditions – and feed into our final policy recommendations.

The NanOpinion audience is diverse and so are the communication channels. Some of them are focused specifically. Teachers' workshops address school youth. Our Monitoring Stations target the general public but can be deployed at sites selected to help gather data from hard to reach groups. These work alongside and in conjunction with output from our “traditional” print and broadcast media partners, and the central NanOpinion web portal. Our strategy calls for reinforcement and synchronization among the media channels, with synergy occurring between newspaper supplements and their electronic micro sites, or even between radio and TV broadcasting (TiConUno). Experience acquired in the early phases of dissemination enables learning in the earlier stages to influence detailed implementation later in the project.

Our broader dissemination strategy covers all partners in all work packages, and includes crucial elements such as maintaining the Nanopinion portal, organizing the Monitoring Station and Street Lab events, and teachers' workshops, and competitions. Those parts of the project will be assessed in reports linked to the respective work packages (WP2, WP3, WP4, WP5), which will also comment on dissemination. However, “the most powerful dissemination tools available to the project are the media outlets, allied to the project website, and the various specialist networks which will be mobilized” (D7.1 NanOpinion Dissemination & Implementation Strategy). These are covered in this report.

The document thus details the work of our media partners, as well as the dissemination activities performed by all other partners over and above their tasks specified in the in the other work packages of the NanOpinion project. This is where the various communication channels used by NanOpinion partners for feeding NanOpinion materials into their networks and environment come in. Our project partners are a varied set of organisations and these channels include a range of web and blog sites (including the blog site on the Nanopinion portal, which is not linked by its content to any specific work package and deals with more general questions), newsletters, e-lists, and social media accounts, as well as promotional materials, presentations at conferences, workshops and other events.

This midterm report seeks mainly to sum up dissemination activities quantitatively, to gain an overview of their range and structure and map a two-year effort by the partners to disseminate NanOpinion materials and evoke dialogue. The next and final dissemination report, to be



submitted in October, will be more reflective and analytical, focused more on content and individual good practices.



### **3. OVERVIEW OF DISSEMINATION ACTIVITIES – MEDIA PARTNERS**

Media partners are vital in NanOpinion dissemination because they alone can address millions of people through different communication channels that are mutually reinforcing, via print, web, radio and face to face events.

Media dissemination activities were carried out in accordance with goals set in the DoW (Task 7.4 Wide scale Dissemination campaign), in conjunction with NanOpinion editorial plan (D3.5) and NanOpinion dissemination strategy (D7.1). The nanOpinion Editorial board provided regular advice and consultancy.

During the wide scale dissemination campaign, Nanopinion media partners produced printed supplements, web microsites, and panel discussions; they were also able to broadcast radio and (web) TV programmes.

Media partners were guided by the topic choices agreed with the Editorial Board, as well as by newsworthiness of particular items. These topics also formed the basis for other nanOpinion activities such as opinion polls. Of the main topics set – Food, Sports/Textiles, Medicine, Cosmetics, and Environment – the most important media contributions focussed on applications of nanotechnology in Food and Medicine.

In the following pages, dissemination activities performed by the individual Nanopinion media partners are identified and described.



### 3.1. The Guardian

The Guardian, with its 1,2 million audience, is a global media actor and thus played a key role in Nanopinion dissemination.

In the main dissemination phase, between April 2013-March 2014, The Guardian published two 4 page printed supplements appearing in the enlarged Saturday edition of the paper - 'Future of food' and 'Nanomedicine'. The feature material prepared for the supplements also formed part of the content of one of the 2 internet Microsites on the main Guardian website - 'What is nano?' and related to commentaries published on the other blog microsite 'Small world'. The food topic was also the focus of a panel discussion in London on nanofood ('How Will We Continue to Feed Ourselves?').

The first supplement was published on 27 April and it focused on Food.



For feedback on supplement content, the Guardian research team surveyed readers, asking them questions how effective the supplement was in explaining and in addressing questions about how nanotechnologies and other advanced technologies are being introduced, the positive and negative aspects to this and what other options are available to society. The supplements aimed to consider the broader picture; so in addition to technological advances they discussed societal and economic aspects, and what changes may be necessary within the regulatory framework.

This supplement survey went out to the Brand Aid panel between the 29<sup>th</sup> April and the 6<sup>th</sup> May 2013. The total sample size was 551 respondents who read the Guardian on Saturday the 27<sup>th</sup> April, of which 349 recalled seeing the supplement and 261 read it in some form. See attached survey results and the list of questions Annex 1.

The second Guardian 4 pages supplement focusing on Nanomedicine was published on 28 March 2014. Coinciding with the final nanOpinion poll question on the same topic.





The microsite 'What is nano?' - which also published the supplement articles - served as a platform for discussing and commenting on various nanotechnology issues presented. This discussion platform is extended by the respective social media – Facebook, Twitter, Google + - where readers express their attitudes and opinions relating to nanotechnologies.

The dedicated Microsite 'What is nano?'

<http://www.theguardian.com/what-is-nano>



was launched on 23 April 2013. The site also incorporates materials prepared for the previous Nanochannels project.

On the microsite, the questions of Nanopinon monthly poll were published regularly, and readers could indicate their attitudes and opinions on urgent issues relating nanotechnology. In total, there were registered 413 votes as answers to 9 questions.

The separete blog site

<http://www.theguardian.com/science/small-world>

was launched to ensure wider engagement of readers. It presetned regular news and comment articles by leading writers in this field which did not appear in the printed newspapers, and was well received by the Guardian readers who interacted with the content.



The blog 'Small world' attracted high numbers of visitors, with a peak of 40,000 page views in September 2013 - see the table below.



## Visits and views on 'Small world' microsite:

Month	Page Visits	Page Views
May 2013	1,872	2,394
June 2013	11,799	13,626
July 2013	5,135	6,712
August 2013	9,599	11,421
September 2013	35,017	42,382
October 2013	16,336	20,373
November 2013	25,689	30,706
December 2013	9,133	11,075
January 2014	20,961	24,237
February 2014	6,409	8,083
March 2014	8,709	10,849
<b>Total</b>	<b>87.234</b>	<b>105.323</b>

These numbers resulted from 39 separate blog articles posted since April, as listed in Annex 2. Some blog posts evoked a strong response. For example, 'We face being buried under an avalanche of Chinese science' (<http://www.theguardian.com/science/small-world/2014/jan/24/chinese-science-research-development>) received 105 comments, along with 207 Facebook shares, 142 Tweets, 37G+1 and 1 Linked-in shares.

To engage readers face to face the Guardian staged a panel discussion on 9<sup>th</sup> October, 2013. The theme was 'How Will We Continue to Feed Ourselves?' with 3 panelists and 50 participants. The panel discussion was written up as a feature in the print edition of the paper which appeared separately from the supplements.

In print and on the web the most often targeted topic was Medicine (13 articles in both print and microsite blog) followed by Food which was also a subject of panel discussion.

Overall structure of Guardian dissemination activities appears as follows:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Articles – I. supplement „Future of food“	Nanotechnology offers small food for thought	27.3. 2013	The Guardian, <a href="http://www.guardian.co.uk/what-is-nano/nanotechnology-small-food-for-thought">http://www.guardian.co.uk/what-is-nano/nanotechnology-small-food-for-thought</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
	What you need to know about nano-food	27.3. 2013	The Guardian, <a href="http://www.guardian.co.uk/what-is-nano/what-you-need-know-about-nano-food">http://www.guardian.co.uk/what-is-nano/what-you-need-know-about-nano-food</a>	General public	Circ. 340,000 audience 1,2	UK, global



					million	
Articles – II. supplement „Nanomedicine“	More than a question of taste	27.3. 2013	The Guardian, <a href="http://www.guardian.co.uk/what-is-nano/nanotechnology-food-more-than-question-taste">http://www.guardian.co.uk/what-is-nano/nanotechnology-food-more-than-question-taste</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
	Nanofood: the global picture – infographic	27.3. 2013	The Guardian, <a href="http://www.guardian.co.uk/what-is-nano/graphic/nanotechnology-the-global-picture-infographic">http://www.guardian.co.uk/what-is-nano/graphic/nanotechnology-the-global-picture-infographic</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
	Small science, big future	28.3. 2014	The Guardian, <a href="http://www.theguardian.com/what-is-nano/small-science-big-future">http://www.theguardian.com/what-is-nano/small-science-big-future</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
	What on earth is this thing and how exactly can it help me?	28.3. 2014	The Guardian, <a href="http://www.theguardian.com/what-is-nano/what-is-nano-and-how-can-it-help-me">http://www.theguardian.com/what-is-nano/what-is-nano-and-how-can-it-help-me</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
	The life-saving future of medicine		The Guardian, <a href="http://www.theguardian.com/what-is-nano/nano-and-the-life-saving-future-of-medicine">http://www.theguardian.com/what-is-nano/nano-and-the-life-saving-future-of-medicine</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
Survey	What are the risks of nanotech?		The Guardian, <a href="http://www.theguardian.com/what-is-nano/what-are-the-risks-of-nanotech">http://www.theguardian.com/what-is-nano/what-are-the-risks-of-nanotech</a>	General public	Circ. 340,000 audience 1,2 million	UK, global
	Survey on I. supplement Future of Food see Annex 1	29.4.-6.5. 2013	London, The Guardian	General public	551 respond.	UK
Web microsite	„What is nano“ – 11 articles		<a href="http://www.theguardian.com/what-is-nano">http://www.theguardian.com/what-is-nano</a>	General public – civil society	Average 5,702 views per a month	UK, global
Web blog	„Small world“ – 40 blog posts – see Annex 2	Since April 2013	<a href="http://www.theguardian.com/science/small-world">http://www.theguardian.com/science/small-world</a>	General public – civil society	Average 9,575 views per a month	UK, global
Panel discussion	How will we continue to feed	9.10. 2013	London	General public –	50 part.	UK, EU



	ourselves				civil society	
Poll survey	Displaying questions and collecting answers for nOp month poll	May 2013- March 2104	<a href="http://www.theguardian.com/what-is-nano">http://www.theguardian.com/what-is-nano</a>	General public – civil society	413 votes	UK, global



## 3.2. El Mundo

El Mundo, established in 1989, is the second largest newspaper in Spain, with a circulation of 178,000 (February 2014). Its website, [www.elmundo.es](http://www.elmundo.es), is the leading Spanish language site, with more than 7,4 million unique users (comScore, February 2014). El Mundo augments the Nanopinión project as it is able to address audiences in South America.

El Mundo's engagement with Nanopinión began even before the main dissemination campaign, with a series of articles on nanotechnologies on both paper and digital edition in the period July 2012 – March 2013.

Besides two 4-page printed Nanopinión supplements, over 50 articles on nanotechnology have been published on the Nanotecnología microsite with a large number of page visits and views.

El Mundo published the first printed supplement containing four articles on 28 May 2013.

### NANOTECNOLOGÍA

#### La revolución del grafeno

Casi una década después de su descubrimiento, este material flexible, transparente y extremadamente resistente comienza a salir del laboratorio. Los expertos creen que abrirá la puerta a una nueva era en campos como la electrónica y la aeronáutica.

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APLICACIONES TECNOLÓGICAS  
Electrónica flexible y de muy bajo coste en cada rincón

La revolución del grafeno comienza a salir del laboratorio. Los expertos creen que abrirá la puerta a una nueva era en campos como la electrónica y la aeronáutica.

The second printed supplement was published on 25 March 2014 with three articles on nanomedicine, aligning with the topic choice for the second Guardian supplement and the then current opinion poll question, as planned.

### Francotiradores de la medicina

La nanotecnología está convirtiendo en realidad el sueño futurista de la película 'El viaje fantástico'. Sus avances permitirán lanzar diminutas 'naves' en la corriente sanguínea de un paciente para eliminar células enfermas sin dañar tejidos sanos.

**H**ace unos meses se anunció que la nanotecnología estaba convirtiendo en realidad el sueño futurista de la película 'El viaje fantástico'. Sus avances permitirán lanzar diminutas 'naves' en la corriente sanguínea de un paciente para eliminar células enfermas sin dañar tejidos sanos.

Los investigadores representan la nanotecnología como la clave para el futuro de la medicina. Los expertos creen que abrirá la puerta a una nueva era en campos como la electrónica y la aeronáutica.



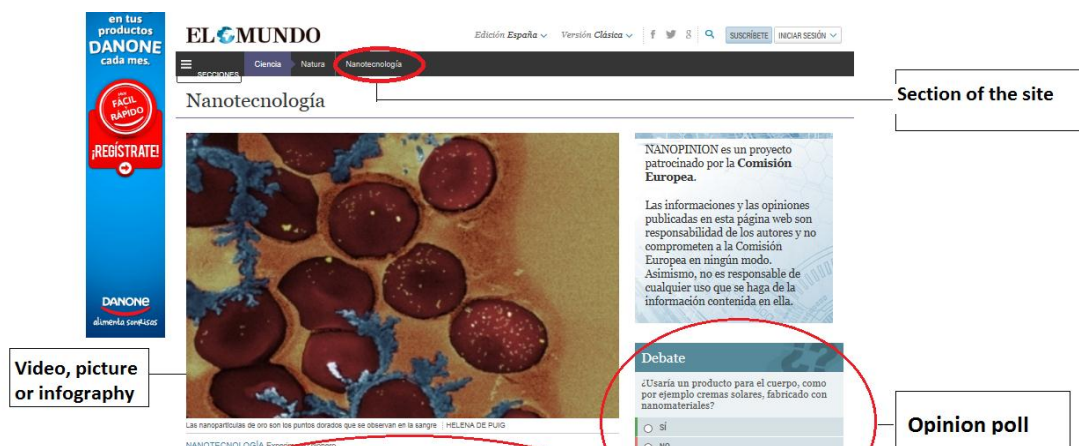
La revolución nanotecnológica en la medicina del futuro

The El Mundo microsite was launched on May 2012:

<http://www.elmundo.es/ciencia/nanotecnologia.html>.

Since the beginning of the project, the site has become a standard section of the main website ([www.elmundo.es](http://www.elmundo.es)), being updated regularly – and a final total of 54 articles. The editors of the microsite are science journalists, with additional input from scientific experts who analysed and reviewed some of the main articles.





All the content uploaded in the site can be shared in social media through different channels: Facebook, Twitter, Google +.

Microsite „Nanotecnología“ has a good reach, as seen from data on page visits and page views, the latter peaking at 58,000 in August 2013.

Visits and views on the microsite:

Month	Page Visits	Page Views
April 2013	12,430	15,346
May 2013	27,750	36,916
June 2013	31,799	39,108
July 2013	10,565	15,136
August 2013	47,530	58,247
September 2013	29,816	37,991
October 2013	15,194	21,439
November 2013	16,318	25,603
December 2013	9,363	16,427
January 2014	10,152	17,265
February 2014	9,587	15,164
March 2014	11,252	18,521
<b>Total</b>	<b>219.326</b>	<b>317.163</b>

The Microsite also displayed the questions for Nanopinión monthly poll – readers are voting online. So far, 513 microsite visitors have indicated their answers.

It also featured the Monitoring Station taking place in La Coruna  
<http://www.elmundo.es/ciencia/2014/03/10/531d905322601dae6f8b4571.html>.

Medicine was the most frequent article topic (print+microsite) with Sport/Textile and Environment also enjoying attention.

Full details of El Mundo dissemination activities are in the following table:



Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Articles - (pre-campaign period)	Una crema contra el cáncer de piel	14.7. 2012	Madrid, El Mundo	General public	1,150,000	ES, South America
	El cerebro del mayor ojo cósmico'	3.9. 2012	Madrid, El Mundo	General public	1,150,000	ES, South America
	El periódico electrónico y enrollable llegará en 2015	10.12. 2012	Madrid, El Mundo	General public	1,150,000	ES, South America
	Un diminuto laboratorio portátil debajo de la piel	20.3. 2012	Madrid, El Mundo	General public	1,150,000	ES, South America
Articles – web-pre-campaign	¿Sabías que el oro puede ser un imán?	26.7. 2012	<a href="http://www.elmundo.es/elmundo/2012/07/26/nanotecnologia/1343313168.html">www.elmundo.es/elmundo/2012/07/26/nanotecnologia/1343313168.html</a>	General public		ES, South America
	Dispositivos electrónicos que se desintegran en el cuerpo	27.9. 2012	<a href="http://www.elmundo.es/elmundo/2012/09/27/ciencia/1348769484.html">www.elmundo.es/elmundo/2012/09/27/ciencia/1348769484.html</a>	General public		ES, South America
	El blindaje de las nuevas nucleares	1.10. 2012	<a href="http://www.elmundo.es/elmundo/2012/10/01/ciencia/1349077292.html">www.elmundo.es/elmundo/2012/10/01/ciencia/1349077292.html</a>	General public		ES, South America
	El grafeno multiplica la cantidad de electricidad que se obtiene de la luz	25.2. 2012	<a href="http://www.elmundo.es/elmundo/2013/02/25/ciencia/1361816560.html">http://www.elmundo.es/elmundo/2013/02/25/ciencia/1361816560.html</a>	General public		ES, South America
Articles – I. printed supplement	La revolución del grafeno	28.5. 2013	Madrid, El Mundo	General public	1,150,000	ES, South America
	Electrónica flexible y de muy bajo coste en cada rincón	28.5. 2013	Madrid, El Mundo	General public	1,150,000	ES, South America
	Del laboratorio a nuestra vida cotidiana	28.5. 2013	Madrid, El Mundo	General public	1,150,000	ES, South America
	La fascinante danza molecular en nuestras pantallas electrónicas	28.5. 2013	Madrid, El Mundo	General public	1,150,000	ES, South America
Articles – II. printed supplement	Francotiradores de la medicina	25.3. 2014	Madrid, El Mundo	General public	1,150,000	ES, South America
	Nanopartículas de oro para controlar coágulos en la sangre	25.3. 2014	Madrid, El Mundo	General public	1,150,000	ES, South America
	La revolución nanotecnológica en la medicina del futuro	25.3. 2014	Madrid, El Mundo	General public	1,150,000	ES, South America
	Nanotecnología microsite	April	<a href="http://www.elmundo.es">http://www.elmundo.es</a>	General public	Average	ES, South America



Web microsite	- 54 articles – <b>see Annex 3</b>	2013 – March 2014	<a href="http://www.elmundo.es/ciencia/nanotecnologia.html">es/ciencia/nanotecnologia.html</a>		27,438 views per a month (April 2013 not included)	
Poll survey on microsite	Displaying questions and collecting answers for nOp month poll	May 2013- March 2104	<a href="http://www.elmundo.es/ciencia/nanotecnologia.html">http://www.elmundo.es/ciencia/nanotecnologia.html</a>	General public	513 votes	ES, South America
Article	Article on MS event La Coruna „Nanotecnología explicada para todos los públicos“	10.3. 2014	<a href="http://www.elmundo.es/ciencia/2014/03/10/531d905322601dae6f8b4571.html">http://www.elmundo.es/ciencia/2014/03/10/531d905322601dae6f8b4571.html</a>	General public	1,150,000	ES, South America





### 3.3. *TiConUno (Sole 24Ore)*

TiConUno is a private company that produces the radio broadcasts Moebius on Radio24, station of the “Il Sole 24 ore” group. It also publishes the science online magazine Moebiusonline ([www.moebiusonline.eu](http://www.moebiusonline.eu))

TiConUno has launched TV station TRIWU’ (<http://www.triwu.it>) aimed at companies and researchers involved in innovation. It also coordinates the content for NOVA, the science weekly insert of Sole 24 Ore.

TiConUno communication portfolio and its audience:

Nova	Weekly science insert of Sole24Ore	400,000 copies	
Moebius	Science programme of Radio24	150,000 weekly listeners, 18,000 for podcasts	
Moebiusonline	Science online magazine	1,300 views daily,	NanOpinion Micro-site: 11,500 views since launching, 33,000 Twitter followers
Triwu	Web TV		NanOpinion Micro-site: 3,500 views since launching,

TiConUno thus combines diverse and versatile communication channels – paper, radio, tv, online magazines, live events. This promotes sharing and synergy – with relevant news and contributions spreading through several channels which reinforce each other. On its microsites, TiConUno publishes not only articles from Nova, but also materials originally issued by other NanOpinion media partners and links to other media partners websites.

TiConUno was able to address nanotechnology applications in Medicine, Food and Cosmetics.





**Round Table: "Make Nanotechnology Research Open-Source from TRIWU on Vimeo.**

*a cura di Enrico Rini*

Overall TicConUno dissemination activities are as follows:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Web microsite	NanOpinion micro-site on Moebiusonline – articles, videos, nOp monthly poll questions	Since October 2012	<a href="http://www.moebiusonline.eu/fuorionda/nanopinion/nanopinion_index.shtml">http://www.moebiusonline.eu/fuorionda/nanopinion/nanopinion_index.shtml</a>	Scientific community – General public	1,300 views daily, 33,000 Twitter followers	IT
Web TV	NanOpinion micro-site on web TV Trivu	October 2012	<a href="http://www.triwu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/il-progetto-europeo-nanopinion">http://www.triwu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/il-progetto-europeo-nanopinion</a>	Industry – Scientific Community		IT
Article	La guerra dei brevetti nanotech	7.4. 2013	Nova/Il sole24ore, <a href="http://www.ilsole24ore.com/art/tecnologie/2013-04-05/guerra-brevetti-nanotech-193203.shtml?uuid=Ab6UQgkH">http://www.ilsole24ore.com/art/tecnologie/2013-04-05/guerra-brevetti-nanotech-193203.shtml?uuid=Ab6UQgkH</a> , <a href="http://www.moebiusonline.eu">www.moebiusonline.eu</a> , <a href="http://www.triwu.it">www.triwu.it</a>	General public	400,000 copies	IT
	Il nanopasto che sfamerà il mondo	16.6. 2013	Nova/Il sole24ore, <a href="http://www.ilsole24ore.com/art/tecnologie/2013-06-16/nanopasto-sfamera-mondo-082605.shtml">http://www.ilsole24ore.com/art/tecnologie/2013-06-16/nanopasto-sfamera-mondo-082605.shtml</a> , <a href="http://www.moebiusonline.eu">www.moebiusonline.eu</a> , <a href="http://www.triwu.it">www.triwu.it</a>	General public	400,000 copies	IT



	Nanoavanguardia: la sicurezza è a prova di futuro?	1.12. 2013	Il Sole 24 Ore	General public	400,000 copies	IT
	Il grande futuro della nanomedicina	20.4. 2013	Il Sole 24 Ore	General public	400,000 copies	IT
	Diabete, arriva il tatuaggio sensibile al glucosio	20.4. 2013	Il Sole 24 Ore	General public	400,000 copies	IT
Video – round table	Nanotecnologia – open source?	13.3. 2013	<a href="http://www.moebiusonline.eu/fuorionda/nanopinion/nanotecnologie_open_source.shtml">http://www.moebiusonline.eu/fuorionda/nanopinion/nanotecnologie_open_source.shtml</a>	Scientific community – General public		IT
Video	Il Progetto Europeo Nanopinion, Milan MS event video	June 2013	<a href="http://www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/il-progetto-europeo-nanopinion">www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/il-progetto-europeo-nanopinion</a>	General public		IT
	Nanotecnologie, dite la vostra, Milan MS event	June 2013	<a href="http://vimeo.com/69004009">http://vimeo.com/69004009</a>	General public		IT
	NANOTECONOLOGIE ALLA RIBALTA, Video on new ways of producing nano-particles	11.12. 2013	<a href="http://www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/nanotecnologie-alla-ribalta">www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/nanotecnologie-alla-ribalta</a>	General public		
Video – interview	MS event Roma	28.1. 2013	<a href="http://www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/la-monitoring-station-di-nanopinion-arriva-a-roma">www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/la-monitoring-station-di-nanopinion-arriva-a-roma</a>	General public		IT
	Video on a new application of Graphene	3.3.2013	<a href="http://www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/grafene-e-onde-terahertz">www.triwiu.it/sezione-nanotecnologie/-/asset_publisher/E9rU/content/grafene-e-onde-terahertz</a>	General public		IT
	Radio24+Moebius broadcast on NT and textile	18.1. 2014	<a href="http://www.moebiusonline.eu/trasmissioni/140118trasmissione.shtml">www.moebiusonline.eu/trasmissioni/140118trasmissione.shtml</a>	General public		IT
Radio broadcast	Radio24+Moebius broadcast on nano-cosmetics		<a href="http://www.moebiusonline.eu/trasmissioni/140419trasmissione.shtml">http://www.moebiusonline.eu/trasmissioni/140419trasmissione.shtml</a>	General public		IT
Radio broadcast	Various Radio 24 stations – dissemin. of nOp monthly poll questions	continuously		General public	Radio24 audience	IT



### 3.4. Le Courrier

Courrier International, a weekly magazine belonging to the Group Le Monde, published its supplement on 4th July, 2013. It was circulated to 200,000 subscribers in France, Belgium, Luxembourg & Switzerland with a global reach of 950,000 readers.



Supplement 'Tout est nano dans notre vie' includes four articles and was uploaded to the web microsite that carries the same title

<http://www.courrierinternational.com/dossier/2013/07/04/tout-est-nano-dans-notre-vie>

Le Courier dissemination activity:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Articles supplement	Déjà dans l'Antiquité...	4.7. 2013	Le Courier, <a href="http://www.courrierinternational.com/article/2013/07/04/deja-dans-l-antiquite">http://www.courrierinternational.com/article/2013/07/04/deja-dans-l-antiquite</a>	Scientific community – General public	950,000	FR, BE, LU, CH
	Il nous faut des garde-fous	4.7. 2013	<a href="http://www.courrierinternational.com/article/2013/07/04/il-nous-faut-des-garde-fous">http://www.courrierinternational.com/article/2013/07/04/il-nous-faut-des-garde-fous</a>	Scientific community – General public	950,000	FR, BE, LU, CH
	Nanotechnologie : les découvreurs	4.7. 2013	<a href="http://www.courrierinternational.com/article/2013/07/04/nanotechnologie-les-decouvreur">http://www.courrierinternational.com/article/2013/07/04/nanotechnologie-les-decouvreur</a>	Scientific community – General public	950,000	FR, BE, LU, CH
	<a href="http://www.courrierinternational.com/article/2013/07/04/vous-reprendrez-bien-un-peu-de-nanopuree">http://www.courrierinternational.com/article/2013/07/04/vous-reprendrez-bien-un-peu-de-nanopuree</a>					
Web microsite	Tout-est-nano-dans-notre-vie	4.7. 2013	<a href="http://www.courrierinternational.com/dossier/2013/07/04/tout-est-nano-dans-notre-vie">www.courrierinternational.com/dossier/2013/07/04/tout-est-nano-dans-notre-vie</a>	Scientific community – General public		FR, BE, LU, CH



### 3.5. Jon Turney

Jon Turney is editorial co-ordinator for nanOpinion, and an independent science writer and science communicator. In addition to editorial advice channeled through the Editorial Board, which he convenes, he made separate contributions to dissemination via blogging and social media channels, as follows:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Blog	What is nanotechnology and why does it divide public opinion?	11.10. 2013	<a href="http://blog.britishcouncil.org/2013/10/11/what-is-nanotechnology-and-why-does-it-divide-public-opinion">http://blog.britishcouncil.org/2013/10/11/what-is-nanotechnology-and-why-does-it-divide-public-opinion</a>	General public – Civil society		UK, EU
	As above, reprinted	Winter 2013	Ecsite magazine Spokes	Scientific community – Industry – Policy makers	Approx. 400 people receive a hard copy	EU
	Eurobarometer findings	29.11. 2013	Nanopinion.eu	General public		
Presentation	Precautionary principle	26.07. 2013	Nanopinion.eu	General public		UK, EU
	Nanotechnology and responsible innovation (with R. Malagrida)	22.7. 2013	University of Nottingham, Science in Public Conference	Scientific community	30	
Social media	Twitter - tweets from @jonWturney			General public	2,500 followers	Global
	25 RTs of nanOpinion tweets; 15 original tweets		n/a			



## 4. Overview of dissemination activities – non-media partners

Non-media partners in the NanOpinion consortium carry out dissemination in two ways: as an integral part of their main activities, in brand promotion through logo, posters, fliers, and templates, and as a deliberate "full" activity in the form of presentations, lectures, web applications, etc.

The most common forms of publishing have been news and information appearing on the communication channels administered by the individual partners themselves to their various already established audiences– such as web sites, newsletters, or social media accounts. These are usually short messages describing the basic characteristics of the NanOpinion project as well as invitations to various NanOpinion events or activities. NanOpinion members also mediate and enable publishing of such news on other websites run outside the project. This form of message – news, info, advertisement – also prevails on social media accounts operated by NanOpinion partners.

Some partners write blogs, in which they deliver more complex, structured information containing analysis and deliberation setting Nanopinion in a broader context.

All consortium members – organizers of such events as teachers' workshops, Monitoring Stations or Street Labs – have reported extensively on these activities on their websites or social media channels and delivered information to as many stakeholders as possible. Some partners and third parties produced videos about these events, uploading them to their websites and social media, including YouTube.

Live presentations were delivered at scientific conferences, workshops, various courses, and summer schools. The range of such events is quite extensive. Partners teaching at universities lecture on nanotechnologies and their societal impact – and they include Nanopinion project in their lectures.

In the following pages, dissemination activities performed by the individual Nanopinion non-media partners are identified and described.





## 4.1. ZSI

ZSI ensures that project activities in the respective work packages are coordinated and interconnected with dissemination process and results and experience gained are delivered to the general public and to specific target groups. ZSI also supervises synchronization, circulation and feedbacks of information that is produced, acquired and disseminated in the NanOpinion project.

ZSI arranged production and diffusion of general Nanopinion promo materials – Nanopinion logo, brochure, posters, cards and give aways.

ZSI runs its own blog site which has published regular posts on NanOpinion; the same holds for the ZSI e-newsletter (ZSI e-journal) where information on NanOpinion in general as well as on individual events appear regularly.

ZSI also plays a key role in mediating and enabling publication of NanOpinion info on “external” communication channels – operated by various institutions outside the NanOpinion field.

ZSI presents the projects at various events and conferences and actively participates in the project’s social media channels.

ZSI dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Publication	Nanopinion brochure, poster and card template for use in all languages	2012	Vienna, Indesign templates at google plus group	General public – Civil society - Media	15-20,000	EU
Blog	Kick-off meeting	26.5. 2012	<a href="https://technikundwis-sen.zsi.at">https://technikundwis-sen.zsi.at</a>	Scientific community – Civil society	1100	AT, EU
	nOp 2nd consortium meeting in London	13.11. 2012	<a href="https://technikundwis-sen.zsi.at">https://technikundwis-sen.zsi.at</a>	Scientific community – Civil society		AT, EU
	nOp on tour and online – jetzt auf deutsch!	27.6. 2013	<a href="https://technikundwis-sen.zsi.at">https://technikundwis-sen.zsi.at</a>	Scientific community – Civil society		AT, EU
	nOp presented at Forschungsfest Vienna	16.10. 2013	<a href="https://technikundwis-sen.zsi.at">https://technikundwis-sen.zsi.at</a>	Scientific community – Civil society		AT, EU
	nOp consortium meeting Tel Aviv	26.11. 2013	<a href="https://technikundwis-sen.zsi.at">https://technikundwis-sen.zsi.at</a>	Scientific community – Civil society		AT, EU
	nOp in action	2.12. 2013	<a href="https://technikundwis-sen.zsi.at">https://technikundwis-sen.zsi.at</a>	Scientific community – Civil society		AT, EU
	How do people get the information to form their own opinion on nanotechnologies?	31.1. 2014	<a href="http://nanopinion.eu/de/blog">http://nanopinion.eu/de/blog</a>	General public	Portal visitors	AT, EU, internet
	Preliminary results of the analysis of the public opinion on our future with nanotechnologies	13.12. 2013	<a href="http://nanopinion.eu/de/blog">http://nanopinion.eu/de/blog</a>	General public	Portal visitors	AT, EU, internet
	More than 2000	23.9.	<a href="http://nanopinion.eu/">http://nanopinion.eu/</a>	General public	Portal	AT, EU,



Presentation	questionnaires answered within the NanOpinion Research Project	2013	de/blog		visitors	internet
	Lessons learned from the first Mobile Stations of NanOpinion	16.7. 2013	<a href="http://nanopinion.eu/de/blog">http://nanopinion.eu/de/blog</a>	General public	Portal visitors	AT, EU, internet
	nOp presentation and discussion in Master course „Social Innovation“	17.2. 2014	Donau Uni Krems	Scientific community	15	AT
	Euro-Nanoforum Dublin – Education workshop	20.6. 2013	Dublin Ireland	Scientific community	70	IR
	Communicating Nanotechnologies	6.9.2012	Nancy, France	Scientific community	120	FR
	PCST 2012 12th Internation Public Communication of Science and Technology Conference	18-20.4. 2012	Florence	Scientific community	60	EU
	Fourth Annual Conference of the Society for the Study of Nanoscience and Emerging Technologies	22-25.10. 2012	Twente	Scientific community	80	NL
Newsletter	Nanoday Deutsches Museum	25.6. 2012	Munich	Students, teachers	300	DE
	7 infos on nOp and ist events incl. invitations to the events – ZSI e-newsletter	Novemb. 2012- March 2014	<a href="https://www.zsi.at/pr/esse/zsi_ejournal">https://www.zsi.at/pr/esse/zsi_ejournal</a>	Scientific community – Civil society - Media		AT, EU
	Info on nOp Austrian school competition	February 2014	Austrian Science Centre Network	Scientific community		AT
Info- press release	Info on Guardian nano blog – Institute of Nanotechnology newsletter – enabled by ZSI - IoN newsletter	July 2013	<a href="http://www.nano.org.uk">www.nano.org.uk</a>	Scientific community		UK, EU
	Info on Guardian panel discussion on food – enabled by ZSI – IoN newsletter	Septemb. 2013	<a href="http://www.nano.org.uk">www.nano.org.uk</a>	Scientific. community		UK, EU
	Press release on MS event	11.4. 2014	Press release sent to Austrian press agencies	Media		AT
Promo	Logo, posters, cards					EU
Web info	Mushroom design – enabled by ZSI	December 2012	<a href="http://www.postlerferguson.com/design/nanopinionnanopod">www.postlerferguson.com/design/nanopinionnanopod</a>	General public		EU





## 4.2. *ORT*

ORT is a key actor in education, especially in implementing scientific visions and methods in educational process. ORT is notable for its innovative approach towards teaching methodologies using online communication.

In dissemination, ORT is active in both scientific and educational fields, and in interconnecting them. It offers presentations and lectures at scientific encounters, and, simultaneously, engages with schoolchildren.

ORT is a leading institution in online teaching and is very active in the nano-field on social media. It is very succesful in boosting posts relating to various FB pages on nanotechnology ([#nanoparticles](#), [#nanotechnology](#), [#cosmetics](#)). These boosts multiplied reach 100 times and more and, what is especially valuable, attracted groups 13-17 years as well 55-64 years old, and a majority of women.

ORT dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Web info	nOp info on ORT portal	29.6. 2012	<a href="http://ort.org.il">http://ort.org.il</a>	Educators community - Civil society	more than 60K visits per month	IL
	Info on teachers seminar	October 2013	<a href="http://ort.org.il">http://ort.org.il</a>	Scientific community	30	IL
Presentation	Presentation of the NanOpinion Project in a symposium in the framework of the Minerva-Weizmann Group	17.3. 2013	IPN, Kiel, Germany	Scientific community - Civil society – Policy makers	60	DE, IL
	Presentation at 4th International Nanotechnology Conference & Exhibition Lecture ORTs' scientific consultant of the project on new metodologies of teaching nanotechnology to youngsters	24.-25. 3. 2014	Tel Aviv	Scientific community - Industry – Policy makers Eductors and managers from the educational ministry	2,000	IL
Blog	Blog on nOp teachers seminar	October 2013	<a href="http://ort.org.il">http://ort.org.il</a>	Scientific community - Civil society – Policy makers		IL
Live event	ORT Binyamina finishing project event Pick evening with parents to celebrate the end of Nanotechnology course. 25, 9th grades students, led debates on NT subject and have an exhibition of their works in the course.	February 2014	ORT Binyamina Zichron Yaacov	- Civil society - Educators	50	IL



Peak day	Singularity day on Nanotechnology	April 2014	ORT Givaatyim	Students and schools stuff	40	
	<p>A day's activity to sum up the nanotechnology studies of students from 10-11th grades:  A lecture on NT, conducting the drug delivery experiment of Nop and a workshop on building projects for NanOpinion Contest  "Distilled Nano Ideas"</p>					
Social media campaign	Facebook social media campaign	February – April 2014	Talking Nano facebook page	Facebook users – Civil society	Reach of 540,000 FaceBook users. Additional 7% fans-followers of the page	All over the world, with speical target of EU citizens



### 4.3. EUN

EUN is a network-type organization – besides its own important portal and a system of newsletters, it operates a network of educational institutions throughout Europe. Its dissemination activities are therefore quite extensive. EUN and its partners publish Nanopinion info on their own communication channels – mostly websites or newsletters. This has been supplemented by presentations. EUN or its partners also prepare promo materials such as flyers relating to Nanopinion events.

EUN dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Workshop	Teachers workshop	11.4. 2013	EUN classrooms	Scientific community (higher education, Research) - Civil society		EU
Blog	Experiment Nanoscale thin films	31.3. 2014	<a href="http://nanopinion.eu/en/blog/experiment-nanoscale-thin-films">http://nanopinion.eu/en/blog/experiment-nanoscale-thin-films</a>	Sc. community (teachers), General public		EU
	NanoOpinion Turkish high School	2.12. 2013	nOp blog	Sc. community (teachers), General public		EU
	nanOpinion organises courses for teachers around Europe	14.11. 2013	nOp blog	Sc. community (teachers) - General public		EU
Article (newspaper)	Nano school competition	13.2. 2014	national education newspaper Az Buki (Bulgaria)	Sc. community - teachers		BG
Info	Nano school competition	6.3. 2014	LUMA News: <a href="http://www.luma.fi/artikkelit/2842/luova-nanoteknologiakilpailu-opettajille-ja-oppilaille">http://www.luma.fi/artikkelit/2842/luova-nanoteknologiakilpailu-opettajille-ja-oppilaille</a>	Sc. community		FI
	Workshop for eTwinning	8.3.2013	InGenious Academy, Madrid	Scientific community (higher education, Research) - Civil society		ES
	Description of the nanOpinion project on the Scientix portal	1.2.2013	<a href="http://tinyurl.com/bm4laqh">http://tinyurl.com/bm4laqh</a>	Scientific community (higher education, Research) - Civil society		EU
Newsletter	the newsletter for Danish Science Communication	2.1.2013	EUN Newsletter	Scientific community - Industry - Civil society		DK
	Austrian nOp info	October 2013	<a href="http://www.imst.ac.at/">www.imst.ac.at/</a>	Sc. community (teachers)		AT
	Greek nOp online	October	Greek School Network	Sc. community		GR



Presentation	Workshop	2013	Newsletter	(teachers)		
	Romanian nOp online Workshop	October 2013	Newsletter for teachers in the Galati County	Sc. community (teachers)	RO	
	Austrian nOp info	October 2013	www.imst.ac.at/	Sc. community (teachers)	AT	
	Greek nOp online Workshop	October 2013	Greek School Network Newsletter	Sc. community (teachers)	GR	
	Romanian nOp online Workshop	October 2013	Newsletter for teachers in the Galati County	Sc. community (teachers)	RO	
	Croatian nOp online Workshop	October 2013	Croatian School Network Newsletter	Sc. community (teachers)	HR	
	nOp info	September 2013	<a href="http://www.eun.org/newsletters">http://www.eun.org/newsletters</a>	Sc. community (teachers)	EU	
	German nOp workshop	October 2013	Newsletter for physics teachers	Sc. community (teachers)	DE	
	Nanotechnologies closer to education	November 2013	<a href="http://www.eun.org/newsletters">http://www.eun.org/newsletters</a> , <a href="http://us6.campaign-archive2.com/?u=fcaa73d53911340a72d92d73f&amp;id=f99aa5bee2">http://us6.campaign-archive2.com/?u=fcaa73d53911340a72d92d73f&amp;id=f99aa5bee2</a>	Sc. community (teachers)	9 000	EU
	NANOPINION CONTEST: "DISTILLED NANOIDEAS"	February 2014	<a href="http://www.eun.org/newsletters">http://www.eun.org/newsletters</a>	Sc. community (teachers)	9000	EU
	Invitation to Online Workshop in Finland	November 2013	MAOL (the Federation of Finnish STEM Teachers): <a href="http://uutiskirje.maol.fi/index.php?id=1835">http://uutiskirje.maol.fi/index.php?id=1835</a>	Sc. community (teachers)		FI
	Invitation to Online teacher training in nOp	November 2013	The Austrian association ELSA – Schulen (eLearning schools Austria)	Sc. community (teachers)		AT
	Nano school competition	February 2014	In the Italian Physics department newsletter	Sc. community (teachers)		IT
	nOp present.	25 10. 2013	European Schoolnet, Brussels	Sc. comm. - Danish schoolmasters		DK

nOp present.	August 13	Conference for physics teachers in Hradec Králové <a href="http://vnuf.cz/2013/cz/">http://vnuf.cz/2013/cz/</a>	sc. Comm- CZ teachers of physics			CZ
nOp contest "Distilled nanoideas"	5.2.2014	3rd Science Projects Workshop at the Future Classroom Lab, Brussels	Sc. comm. - teachers			EU



[http://files.eun.org/SP/WatFCL3/Gx\\_closingevent\\_FCL\\_Feb\\_2014\\_program.pdf](http://files.eun.org/SP/WatFCL3/Gx_closingevent_FCL_Feb_2014_program.pdf)

	Presentation of nOp brochure	28.5. 2013	CPD Lab project, Brussels	Policy makers - regional repr. Brussels		EU
	nOp mentioned at event	Sept. 13	Announcement of the online workshop during workshop for sci. teachers in Split Dalmatian region	Sc. comm., chem +physics teachers		HR
Interview (radio)	Nano school competition	13 February	Interview in Radio Varna	Teachers		BG
Flyers	Finnish nOp workshop	4.-5. 10. 2013	MAOL Training Days for STEM teachers	Sc. comm.,chem +physics teachers		FI
	Flyer for workshop at the conference "Faszination Nanotechnologie"	7.10. 2014	Augsburg, Germany	Sc.comm., teachers		DE
	Nano school competition	March	Finish distribution of flyers with information about the competition	Sc.comm., teachers		FI
	Nano school competition	March	Austria, Bulgaria, Czech Republic, Croatia, Denmark, Germany, Greece, Israel, Italy, Lithuania, Romania, Spain, Turkey and United Kingdom	Sc.comm., teachers		EU
Web info/ invitation 15	info or inv. to nOp events	May 2013- Feb. 2014	15 Eur. Countries			EU
E-mails	info or inv. to nOp events and competition	February 2013 – April 2014	15 Eur. Countries	Sc.community, Teachers	800	EU
Social media	Twitter – 14 tweets	Sept. 2012- March 2014	Scientix: 12 tweets, inGenious: 1 tweet, EUN: 1 tweet	Policy Makers, Teachers, Project Managers, Reseachers of Education.	Scientix: 1.757 followers, inGenious: 470 foll.,EUN: 6,405 foll.	EU
	Facebook – 5 posts	Sept.2012 -April 2014	EUN FB	Sc.community	5,753 likes	EU



#### 4.4. British Council

The British Council has a world-wide role, with a large global audience and has offices in every European country. Its dissemination potential is great. NanOpinion has mainly benefitted from the BC newsletter and blog site. BC offices in Poland and Bulgaria have been engaged in the Nanopinion dissemination process in the context of Monitoring Station events taking place in these countries.

Social media has also featured in British Council NanOpinion dissemination. Nanopinion appears on both institutional (British Council) and personal (Tim Slingsby) Facebook and Twitter accounts. In addition, British Council Poland and Bulgaria staff actively communicate about it on social media.

BC dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Blog	What is nanotechnology and why does it divide public opinion? By Jon Turney	11.10. 2013	<a href="http://blog.britishcouncil.org/2013/10/11/what-is-nanotechnology-and-why-does-it-divide-public-opinion">http://blog.britishcouncil.org/2013/10/11/what-is-nanotechnology-and-why-does-it-divide-public-opinion</a>	General public - Civil society		UK, EU
Info/journal	nOp info in journal BBC Knowledge Bulgaria	December 2013	<a href="http://knowledge.bg">http://knowledge.bg</a>	Scientific community – General public		BG
Newsletter	Info on nOp	October 2012	<a href="http://www.britishcouncil.org/society/science/public-engagement">http://www.britishcouncil.org/society/science/public-engagement</a>	General public – Civil society		UK, EU
	Info on nOp and invitation to MS	February 2014	<a href="http://www.britishcouncil.pl/en/events/nanopinion">http://www.britishcouncil.pl/en/events/nanopinion</a>	General public – Civil society		UK, EU
Interview	Darik Radio	December 2013	<a href="http://dariknews.bg/view_article.php?article_id=1192556">http://dariknews.bg/view_article.php?article_id=1192556</a>	General public – Civil society		UK, EU
Social media	2 posts FB British Council Poland	February - March 2014	<a href="http://www.facebook.com/BritishCouncilPolska">www.facebook.com/BritishCouncilPolska</a>	Scientific community - General public – Civil society	3,320 likes	PL
	Posts FB British Council Bulgaria	December 2013	<a href="http://www.facebook.com/BritishCouncilBulgaria">www.facebook.com/BritishCouncilBulgaria</a>	Scientific community - General public – Civil society	FB page 24,155 likes	BG
	Twitter on nOp – 20 tweets	October 2013- March 2014	BC + Tim Slingsby Twitter	Scientific community - General public – Civil society	BC Twitter 103,000 followers	UK, EU



	Twitter on nOp	26.2. 2014	BC Poland Twitter	Scientific community - General public – Civil society	560 followers	PL, UK
	Twitter on nOp	December 2013	BC Bulgaria+ Lyubov Kostova Twitter	Scientific community - General public – Civil society	1,263 followers	BG, UK



## 4.5. ECSITE

As a network organization integrating over 400 European institutions, ECSITE is able to address a wide range of interested recipients who can spread NanOpinion knowledge further. ECSITE has made regular use of its newsletter, in which some info on NanOpinion has been published in each issue since the start of the project up to now (May 2012 – March 2014). Also “third parties” – members of ECSITE network – have published Nanopinion info in their newsletters or web sites. Ecsite dissemination activities have also included articles and presentations.

Both ECSITE and its network members are active in social media, communicating especially concerning Nanopinion events such as Monitoring Stations.

ECSITE dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Newsletter info	nOp info in Ecsite - newsletter	each month, May 2012- March 2014	<a href="http://www.ecsite.eu/news_and_events/e_news">http://www.ecsite.eu/news_and_events/e_news</a>	Scientific community - Civil society – Policy makers	6000 recipients	EU, World
Presentation	Present. (incl. MS) at Ecsite conference	6.-8.6. 2013	Gothenburg	Scientific community – General public - Civil society – Policy makers		EU
	nOp in present. by Joerg Haas – enabled by Ecsite	February 2014	Deutsches Museum	Scientific community - General public - Civil society - Policy makers		DE
	nOp present. - meeting with Director of NT Industry Association	17. 3. 2014	Brussels	Industry	1	EU
Article	Let's talk nanotechnology – by Maria Zolotonosa	Q.2., 2013	Attraction Magazine, vol.18, Q.2., 2013 <a href="http://www.attractionmanagement.com/">http://www.attractionmanagement.com/</a>	Scientific community - General public - Civil society - Policy makers		
	Why is NT dividing public opinion by Jon Turney (orig. on BC blog)	Winter 2013	Ecsite magazine Spokes	Scientific community - Industry – Policy makers	Approx 400 people receive a hard copy	EU
Web info	nOp info, Technopolis	Duration of the project	<a href="http://www.technopolis.be/eng/?n=9&amp;e=153">http://www.technopolis.be/eng/?n=9&amp;e=153</a>	General public		BE, EU
	nOp info, Explora	Duration of the project	<a href="https://www.mdbr.it/en/nanopinion/">https://www.mdbr.it/en/nanopinion/</a>	General public		IT
	nOp info, Techmania	Duration of the project	<a href="http://www.techmania.cz/info.php?mn1=471&amp;mn2=612&amp;inf=NANOPINIO">http://www.techmania.cz/info.php?mn1=471&amp;mn2=612&amp;inf=NANOPINIO</a>	General public		CZ
	Info on festival programme, Psiquadro	Summer 2013	<a href="https://sites.google.com/site/isoladieinstein2012/programma">https://sites.google.com/site/isoladieinstein2012/programma</a>	General public		IT





Social media	Post on the websie of the Rome city	January 2014	<a href="https://www.comune.roma.it/wps/portal/p.cr?contentId=NEW572115&amp;jp_pagecode=newsview.wp&amp;ahew=contentId:jp_pagecode">https://www.comune.roma.it/wps/portal/p.cr?contentId=NEW572115&amp;jp_pagecode=newsview.wp&amp;ahew=contentId:jp_pagecode</a>	General public		IT
	Info on MS event	February 2014	<a href="http://prensa.mc2coruna.org/2014/02/la-domus-organiza-talleres-sobre.html">http://prensa.mc2coruna.org/2014/02/la-domus-organiza-talleres-sobre.html</a>	General public		ES
	About 20 facebook/tweet posts	Duration of the project	Ecsite FB, Ecsite twitter	Sc. community	800 likes on FB and 1000 followers on Twitter	
	Explora, various posts	January-February 2014	<a href="https://www.facebook.com/mdbr.it">https://www.facebook.com/mdbr.it</a>	General public	8000 likes	IT
	Domus, various posts	February-March 2014	<a href="https://www.facebook.com/casaciencias">https://www.facebook.com/casaciencias</a>	General public	5000 likes	ES
	Techmania, varous posts	Novem. 2013	<a href="https://www.facebook.com/pages/Techmania-science-center/235141045157">https://www.facebook.com/pages/Techmania-science-center/235141045157</a>	General public	2000 likes	CZ
	Ciencia Viva Estremoz, various posts	Septem.-October 2013	<a href="https://www.facebook.com/centrocienciaviva.estremoz/media_set?set=a.532826146805414.1073741831.100002341012919&amp;type=1">https://www.facebook.com/centrocienciaviva.estremoz/media_set?set=a.532826146805414.1073741831.100002341012919&amp;type=1</a>	General public		ES
	Psiquidro	Summer 2013	<a href="https://www.facebook.com/pages/Psiquidro/113370305393819?fref=ts">https://www.facebook.com/pages/Psiquidro/113370305393819?fref=ts</a>	General public	1000 likes	IT



## 4.6. AU

AU has published information on NanOpinion on its web site – about the project in general and about the Monitoring Station in Aarhus specifically. AU has produced videos demonstrating various NanOpinion processes and made them accessible on iNANO web sites as well as on YouTube.

Luisa Filipponi has paid attention to Nanopinoin on her Twitter account.

AU dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Web info	Inano and Nanopinoin is getting ready for food festival	9.8. 2013	<a href="http://inano.au.dk/news-events/news/show/artikel/inano-and-nanopinoin-is-getting-ready-for-food-festival/">http://inano.au.dk/news-events/news/show/artikel/inano-and-nanopinoin-is-getting-ready-for-food-festival/</a>	General public - Civil society - Media		DK
	Nanopinoin received great response at the food festival	12.10. 2013	<a href="http://inano.au.dk/news-events/news/show/artikel/nanopinoin-received-great-response-at-the-food-festival/">http://inano.au.dk/news-events/news/show/artikel/nanopinoin-received-great-response-at-the-food-festival/</a>	General public - Civil society - Media		DK
	Inano produces video for nanopinoin	7.10. 2013	<a href="http://inano.au.dk/news-events/news/show/artikel/inano-produces-video-for-nanopinoin/">http://inano.au.dk/news-events/news/show/artikel/inano-produces-video-for-nanopinoin/</a>	General public - Civil society - Media		DK
Video	NanOpinion MS Aarhus	12.9. 2013	<a href="https://www.youtube.com/watch?v=k1vpqxrv070#t=57">https://www.youtube.com/watch?v=k1vpqxrv070#t=57,</a>  <a href="http://inano.au.dk/news-events/news/show/artikel/nanopinoin-received-great-response-at-the-food-festival/">http://inano.au.dk/news-events/news/show/artikel/nanopinoin-received-great-response-at-the-food-festival/</a>	General public - Civil society - Media		
	The Environmental Impacts of nanosilver - An earthworms point of	7.10. 2013	<a href="https://www.youtube.com/watch?v=_eMkwTwzTFI#t=41">https://www.youtube.com/watch?v=_eMkwTwzTFI#t=41,</a>  <a href="http://inano.au.dk/news-events/news/show/artikel/">http://inano.au.dk/news-events/news/show/artikel/</a>	General public - Civil society - Media		



Social media	tikel/inano-produces-video-for-nanopinion/			
	10 tweets –	Duration of the project	Twitter Luisa Filipponi	47 followers



## 4.7. IrsiCaixa

IrsiCaixa is the administrator of Nanopinion portal with its newsletter, blog site, list of events, depository of educational tools, etc. The Portal is running in 18 languages and is interconnected with social media – Facebook and Twitter (reported elsewhere). The number of unique visitors on this website is increasing with average 1,653 per month (growth from 817 visitors in May 2013 to 2,823 visitors in March 2014).

IrsiCaixa is a scientific institution and IrsiCaixa people have delivered a number of presentations (namely for Xplore Health Courses) and lectures (at the University of Barcelona). They have published a blog on the IrsiCaixa website and brokered another one being offered on an "independent" website; the same applies to NanOpinion info.

As to social media, IrsiCaixa is an administrator of Nanopinion Facebook and Twitter accounts.

IrsiCaixa dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Web portal	NanOpinion	Launched in May 2013	<a href="http://www.nanopinion.eu/">http://www.nanopinion.eu/</a>	General public	Aver. 1,653 of unique visitors per month	EU
Presentation	Xplore Health Course	1.-4. 7. 2013	Barcelona	Scientific community (teachers)	23	ES
	Xplore Health Course	13.11. 2013	Barcelona	Sc. community (teachers)	18	ES
	Xplore Health Course	9.1.2014	La Coruna	Sc. community (teachers)	32	ES
	Xplore Health Course on AIDS research	January 2014	Lleida, Catalonia	Sc. community (teachers)	18	ES
	Xplore Health Course on AIDS research	January 2014	Tarragona, Catalonia	Sc. community (teachers)	26	ES
	Xplore Health Course on AIDS research	February 2014	Girona, Catalonia	Sc. community (teachers)	6	ES
	Conference „Science in Public“	22.-23.7. 2013	Nottingham	Sc. community, Civil society, Media, Policy makers	34	Global
	Summer school „Campus Gutenberg“	16.-17.9. 2013	Barcelona	Sc. community, Civil society, Media	20	ES
Lecture	Lecture at Faculty of Biology, Uni Barcelona	5.12.2013	Barcelona	Sc. community	72	ES
	Lecture in Master on Bioethics and Law, Uni Barcelona	11.2. 2014	Barcelona	Sc. community (teachers)	21	ES
Blog	Senzibilar a la opinion	5.8.2013	<a href="http://www.media-tics.com">www.media-tics.com</a>	Sc. community, Civil		ES



Web info	publica sobre la nanotecnologia			society, Media		
	Blog on nOp teachers seminar	October 2013	<a href="http://www.irsicaixa.org">www.irsicaixa.org</a>	Sc. community, Civil society, Media		ES
	info on nOp and nOp teachers workshops	5.12.2013	<a href="http://www.ibecbarcelona.eu/IBEC-News/ibec-and-irsicaixa-collaborate-in-eu-project-to-bring-nanotechnology-to-the-classroom.html">http://www.ibecbarcelona.eu/IBEC-News/ibec-and-irsicaixa-collaborate-in-eu-project-to-bring-nanotechnology-to-the-classroom.html</a>	Sc. community	4,392 un. visitors, 411 FB fans	ES
	link to nOp video	January 2013	<a href="http://paper.li/Greenomic/1309171306">http://paper.li/Greenomic/1309171306</a>	Sc. community, Civil society	2,200 Twitter followers	



## 4.8. STSSCZ

STSSCZ dissemination is based on the teaching activities of its members at Czech universities in Prague and Pardubice. They include nanotechnology and NanOpinion topics in their “Science - Technology - Society” lectures program.

STSSCZ also provides info on NanOpinion on its website, launched dissemination campaign about the Monitoring Station event in Pardubice and delivered several presentations on nOp.

STSSCZ dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Web info	nOp info	October 2012	<a href="http://stss.flu.cas.cz/cz/projekty/nanopinion">http://stss.flu.cas.cz/cz/projekty/nanopinion</a>	General public, Scientific community		CZ
	Info, invitations, comments	April 2013	<a href="http://utesla.cz/">http://utesla.cz/</a>	General public, Sc. community		CZ
Video	Video on MS Pardubice	20.11. 2013	<a href="https://www.youtube.com/watch?v=66WHQOUW7Xc">https://www.youtube.com/watch?v=66WHQOUW7Xc</a>	General public, Civil society	100 views	CZ
Lecture	6 lectures on NT and nOp	April 2012- March 2014	Prague universities	Sc. community	250	CZ
	3 lectures on NT and nOp	April 2012- March 2014	Uni Pardubice	Sc. community	80	CZ
Article	3 articles on nOp and MS Pardubice	Ocrober 2013	Regional press	General public	thousands	CZ
Presentation	Week of science festival	Sept. 2013	Prague	General public	hundreds	CZ
	Academia Film - Art&Sci section	March 2014	Olomouc	Sc. Community – Civil society	200	CZ
	Art&Sci Festival	Dec. 2013	Pardubice	Gen. Public – Civil society	2000	CZ
	Edu workshop on high school curricula	Sept. 2013	Hradec Kralove	Sc. Community (teachers)	80	CZ
Radio interview	Interview on nOp and MS event	Sept. 2013	Pardubice	General public	thousands	CZ
Social media	10 posts – invitations, comments	Feb.2013 -Feb.2014	FB UTESLA	General public		CZ



## 4.9. BfR

In Germany, BfR is the scientific agency which is responsible for preparing expert reports and opinions on food and feed safety as well as on the safety of materials.

For its dissemination activities, BfR utilizes its own website. In the next weeks, BfR will organise a stakeholder discussion group (groups of max 20 people), that is aimed at consumers.

BfR dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Web info	Info on MS in Berlin		<a href="http://www.bfr.bund.de/de/presseinformation/2013/25/berlin_alexanderplatz_das_bundesinstitut_fuer_risikobewertung_stellt_sich_vor-187765.html">http://www.bfr.bund.de/de/presseinformation/2013/25/berlin_alexanderplatz_das_bundesinstitut_fuer_risikobewertung_stellt_sich_vor-187765.html</a>	General public		DE
Video	Video on MS in Berlin		<a href="http://www.youtube.com/watch?v=UQYC9nKTHcl">www.youtube.com/watch?v=UQYC9nKTHcl</a>	General public		



#### 4.10. LMNSC

LMNSC offered a wide and versatile portfolio of Nanopinion dissemination activities. LMNSC (Julija Baniukevic) took part in a number of international conferences, workshops and round tables. In Lithuania, young people in particular have had the opportunity to learn about nanotechnology and NanOpinion through participation in summer camps, summer trips or competitions.

Thanks to LMNSC, NanOpinion was present at nationwide events such as Researchers Night or the Education Exhibition. A “privileged” target group for LMNSC are teachers, as they can spread gained knowledge further among young people; for them, LMNSC organizes courses and workshops on nanotechnology.

LMNSC dissemination overview:

Type of activity	Title	Date	Place	Type of audience	Size of Audience	Countries addressed
Presentation at conferences	Conference „EUROSENSORS“ (on Solid-State Transducers)	Septemb. 2012	Cracow	Scientific community	500-600	Global
	Conference of Young Chemists „Nanochemistry and Nanomaterials“	December 2012	Palanga, Lithuania	Sc. community	130	Global
	EuroNanoforum	June 2013	Dublin	Sc. community	400-500	Global
	Conference „Advanced Materials“	August 2013	Palanga, Lithuania	Sc. community	150	Eastern Europe
	EcoBalt conference	October 2013	Vilnius, Lithuania	Sc. community, civil society. Policy makers	250-300	Baltic countries
	National student conference „Stebiu, tiriui, darau“	October 2013	Kaisiadorys, Lithuania	Sc. community	100	Lithuania
	Conference „Modern achievements of young researchers in S&T“	December 2013	Chuvassia, Russia	Sc. community	125	Europe, Asia
	Young scientists international Baku forum	May 2013	Baku, Azerbaijan	Sc. community	150-200	Global
Workshop	2 workshops "How to teach about NanoFood at school?"	March 2013	Vilnius	Sc. community	53	Lithuania
	workshop for teachers about future of the food	March 2013	Kaunas	Sc. community	55	Kaunas region
	workshop about Future of nanofood	March 2014	Vilnius	Sc. comm. (LMNSC colleagues)	20	Lithuania
	round table with the guests from Japan	February 2013	Vilnius	Sc. community	15	Lithuania, Japan
Round table	student meeting with	Septemb.	Vilnius	Sc. community	13	Lithuania,





	guests from Malaysia and Netherlands	2013				Malaysia, Denmark, Netherlands
	round table with guests from Denmark, Singapore, Malaysia	October 2013	Vilnius	Sc. community	12	Lithuania, Denmark, Singapore, Malaysia
Summer camp	international scientific summer camp „Smithy Ideas“	July 2013	Rusne, Lithuania	Sc. community	33	Lithuania
Summer trip	Summer trip through Ignalina region with nOp volunteers team	July 2013	Lithuania	Sc. community	20	Lithuania
Researchers night	International event „Researchers'night“	September 2013	Vilnius	General public	10 000	Lithuania
School	Part-time chemistry school „Cognition“	October 2013	Vilnius	Sc. community	80	Lithuania
	Part-time biochemistry school	January 2014	Vilnius	Sc. community	30	Lithuania
Exhibition	Exhibition „Mokykla 2013“ (School 2013)	December 2013	Vilnius	General public	10 000	Lithuania+neighboring countries
Competition	National research competition "My view on the world around me"	February 2014	Vilnius	Sc. community	120	Lithuania
Lesson	Lesson for schoolchildren about nanotechnology	March 2014	Kaunas	General Public	55	Kaunas region



## 5. CONCLUSIONS

In the period May 2012-March 2014, dissemination activities have been running on a large scale – on major media platforms, individual twitter accounts and at many points in between. They have addressed the general public, as well as targeting selected groups and used a highly ramified network of communication channels.

NanOpinion media partners have focussed mainly on the general public - as would be expected given the nature of the media involved -- while posing questions and addressing issues that interest civil societies and policy makers.

NanOpinion media partners operate primarily in print and on the web media, where they have been able to interconnect both spheres and achieve synergy. Printed supplements were uploaded to media microsites and commentary and debates on the issues raised then took place on the web microsites and on social media. TiConUno additionally offered radio broadcasting and web TV.

The total audience reach of the media partners is substantial -- the print editions' copies are in the millions, and microsites can register hundreds of thousands of visitors. For example, in the period May 2013 to March 2014, the Guardian microsite registered 105,323 views, while El Mundo registered as many as 301,817 views. The most discussed blog posts (on Small World, for example) receive hundreds of responses on social media (Face book shares or tweets).

NanOpinion media partners have published -- on both paper and the web -- a total of 141 articles or blogs. In addition, they have organized and produced over 10 videos, radio broadcasts and live debates.

In terms of theme, most of the contributions pertain to applications of nanotechnology in Medicine, followed by Food; the frequencies of other topics such as Sport/Textile, Cosmetics and Environment are distributed relatively evenly.

As for non-media partners, their main communication channels are the web and live events. Their existing networks are extremely broad and diverse and have spread news of nanOpinion in many different ways which are likely to have had more impact than is readily captured in straightforward reporting of actions and content. The primary addressees of their activities are the general public, and teachers as professionals in a position to amplify the message. This aspect of dissemination has also been important for spreading the word about NanOpinion streetlabs and monitoring stations across Europe, thus building visitor numbers and, ultimately, the number of responses to the nanOpinion questionnaire.

The most frequent form of dissemination is a short message -- info, press release, news or email to a list-- including some nOp notice or an invitation to nOp event or a link to a nOp portal. So



far, 85 such short messages have been registered. (It can be assumed that there are actually more of them since not all are reported) The number of e-mail messages is in the dozens.

Blogs prevail in terms of publications that Nanopinion (non-media) partners have written, in total, 20 publications (blogs+articles) have appeared so far.

Partners are very active in presenting the nOp project and the nanotechnology knowledge connected with it - they have delivered presentations at conferences, workshops, courses, various kinds of schools. Partners affiliated to scientific institutions and teaching at universities present the problematic of nanotechnology covered by NanOpinion in their lectures, addressing hundreds of students in this way. There is evidence of 50 of such presentations and lectures.

Outside the Nanopinion portal, 4 videos can be seen, largely featuring Nanopinion events like Monitoring Stations, and also 3 radio interviews are available.

Social media are employed by some media partners very intensively, by contributing or by boosting posts and pages that then reach thousands of users. Among non-media partners, we have registered around 90 social media interventions – posts, tweets, or boosts.

For the period May 2012-March 2014, the total overview of dissemination activities performed by all Nanopinion partners – both media- and non-media partners - looks as follows (besides general promotion items):

Articles and blogs	161
Presentations and lectures	50
Live events – workshops, debates, various encounters, etc.	20
Info, newsletter	86
Video, radio broadcast	16
Social media – posts, tweets, boosts	round 150 (estimated)

Evaluating the impact of all this activity will be part of the final reporting for the project, when we shall also draw together analysis of responses to nanotechnology gathered by nanOpinion, and consider the implications of our analysis for policy-makers and promoters of public dialogue.



## 6. Annexes

### 6.1. Annex 1

#### Survey on Guardian NanOpinion Supplement “Future of Food” (published on 27<sup>th</sup> April)

The survey went out to the Brand Aid panel between the 29<sup>th</sup> April and the 6<sup>th</sup> May 2013. The total sample size was 551 who read the Guardian on Saturday the 27<sup>th</sup> April. Of that total, 349 recalled seeing the supplement and 261 read it in some form and completed the rest of the survey.

Of those who recalled seeing the supplement, 4% read it thoroughly, 15% read a few articles, 55% skimmed or glanced at it and 25% didn't read it.

Most people recycled the supplement (70%), with a further 3% throwing it away. 21% kept it to read later, and 6% passed it on to someone else.

Around half (49%) said they found the supplement interesting or very interesting – this was 89% for those who ‘read’ it (read all of it or read a few articles) and 34% for those who ‘skimmed’ (skimmed or glanced at it).

41% said it covered issues that were relevant to their daily life, and this was 74% for ‘readers’.

38% said they thought the information in the supplement was balanced and 5% didn't – the rest (57%) don't know or weren't sure. Of those who ‘read’ it the number who didn't know was reduced but still relatively high (20%), and among this group 71% thought it was balanced and 9% didn't.

53% said they thought the content and the messages were clear, and 6% didn't – again, a high percentage didn't know (41%). Among ‘readers’ 87% said it was clear and 6% said it wasn't.

42% agreed the supplement made them want to find out more – this was 75% among ‘readers’ and 29% among ‘skimmers’.

28% agreed the supplement made them want to tell others about the issues they read about – this was 62% among ‘readers’.

Overall, 38% of respondents said they now understand the basic principles of the use of nanotechnologies in the food industry. This was 78% for ‘readers’ and 23% for ‘skimmers’.

When asked in an open ended question what they thought were the main messages of the supplement, a fair amount of respondents (especially those who glanced or skimmed the supplement) said they weren't sure. However, the following broad themes were picked out by some respondents:

Changes and challenges in food technology, e.g.:

“We must look to new food sources to feed a growing population”



“Management of food resources in the future will be challenging and governments should act now to plan for this rather than leaving these questions to "market forces"

Positives and negatives of nanotechnology in food, e.g.:

“That there are potential dangers - but also potential benefits - in adding artificial nanoparticles to foodstuffs.’

Some respondents thought the articles were suggesting this was a good thing, some bad and some that the articles were trying to present a balanced view, e.g.:

“I am a materials scientist, currently teaching. The supplement has helped to keep me up to date. I felt from the tone of the articles that the aim was to reassure the public about new technologies & food safety.”

“Beware of modifications to our food.”

“There is an argument about whether or not 'artificial' nanomaterials are safe to be added to our food.”



## 6.2. Annex 2

### List of posts on Guardian blogs Small World

	Article	Date
1	Nanotechnology: striking a balance between glorification and 'grey goo'	23.4.2013
2	Nanotech roundup: nanocapsules, DNA labelling and more	25.4.2013
3	Nanotech roundup: safety concerns, bionic ears and world's smallest movie	22.5.2013
4	Yes, nanoscience can enhance humans – but ethical guidelines must be agreed	3.6.2013
5	Nanotechnology and religion: a complex relationship	12.6.2013
6	Nanotech roundup: ultra-colour TV, nano-flowers and Trojan blood cells	25.6.2013
7	Is nanotechnology safe?	3.7.2013
8	Mother Nature talks nanotech: cancer	12.7.2013
9	Massive science projects won't crack the code of the human brain	12.12.2013
10	Mother Nature talks nanotech: quantum dots	13.8.2013
11	Cooking cancer cells with the help of a nanodiamond thermometer	14.8.2013
12	Nanotech roundup: a cheap oil guzzler, vitamin lasers, and quantum algae	19.8.2013
13	Move over Milan, hello Cornell	28.8.2013
14	The weird world of the incredibly small – in pictures	6.9.2013
15	Lessons nanotechnology can learn from past mistakes	16.9.2013
16	Mother Nature talks nanotech: the ultimate solar panel	17.9.2013
17	Nanotech roundup: a game that could save lives, and an extreme spinner	20.9.2013
18	Blooming tiny: nano flowers, ferns and gold stars – in pictures	4.10.2013
19	Big nanotech: towards post-industrial manufacturing	14.10.2013
20	Mother Nature talks nanotech: data storage breakthrough	15.10.2013
21	Big nanotech: building a new world with atomic precision	21.10.2013
22	Nanotech roundup: electricity from sewage, and self-cleaning solar panels	21.10.2013
23	Danceroom Spectroscopy makes the invisible world of atoms visible	25.10.2013
24	Big nanotech: an unexpected future	28.10.2013
25	A luddite link to nano-terrorists	8.11.2013
26	How nanotechnology could revolutionise food storage	20.11.2013
27	Nanotech roundup: gold on a hot-plate and wearable batteries	21.11.2013
28	Small is beautiful – nanotechnology in pictures	22.11.2013
29	Is it time to call a truce in the 'battle against disease'?	29.11.2013
30	How nanotechnology can trick the body into accepting fake bones	10.12.2013
31	I have a dream, that one day scientists and philosophers will join hands	19.12.2013



32	Nanotech roundup: impaling bacteria and sucking up carbon monoxide	8.1.2014
33	The nanotechnology in your toothpaste	13.1.2014
34	We face being buried under an avalanche of Chinese science	24.1.2014
35	Nanotech roundup: a robotic gecko and clues to the origins of life on Earth	29.1.2014
36	The nanotechnology in your clothes	14.2.2014
37	Nanotech roundup: turning seawater into drinking water, and body power	28.2.2014
38	The nanotechnology in your sunscreen	13.3.2014
39	Bionic spinach, invisible barcodes and nanotube computers	27.3.2014





### 6.3. Annex 3

#### List of articles published on El Mundo Microsite „Nanotecnología“:

	Article	Date
1	Un joven de 16 años mejora la terapia contra cáncer que usa nanopartículas de oro	15.4.2013
2	Nanotecnología: una apuesta con visión de futuro	23.4.2013
3	Bilbao acogió el mayor congreso europeo de nanotecnología	25.4.2013
4	La ‘piel’ electrónica	26.4.2013
5	La Unión Europea destina cuatro millones para diagnosticar la malaria	26.4.2013
6	Primer trasplante de una tráquea bioartificial en una niña	30.4.2013
7	La película animada más pequeña del mundo	1.5.2013
8	El nuevo grafeno electrónico que revolucionará la electrónica	9.5.2013
9	Desarrolla un nuevo material basado en el silíceo	22.5.2013
10	El grafeno, protagonista de los premios de Física 2012	23.5.2013
11	La grandeza de lo pequeño	27.5.2013
12	El físico que abrió la puerta a la nanotecnología	28.5.2013
13	En 30 años, no he visto un material como el grafeno	2.6.2013
14	Nos enfrentamos a un cambio de paradigma en el tratamiento de la salud	18.6.2013
15	La fascinante danza molecular en nuestras pantallas electrónicas	19.6.2013
16	Los límites de la ‘nano revolución’	25.6.2013
17	Nanodiamantes fluorescentes para rastrear células madre	5.7.2013
18	El nuevo grafeno magnético que revolucionará la electrónica	18.7.2013
19	Las propiedades catalíticas del oro a escala atómica	6.8.2013
20	Los cactus inspiran una técnica para separar el agua del petróleo	6.8.2013
21	De la Mona Lisa a la Mini Lisa: el cuadro más pequeño del mundo	7.8.2013
22	Un termómetro para nanopartículas magnéticas	14.8.2013
23	Desarrollan una nueva técnica para conseguir grafeno a bajo coste	19.8.2013
24	Nanoanillos de plata para teléfonos móviles y células solares más eficientes	23.8.2013
25	Una ventana transparente para ‘ver’ el cerebro	4.9.2013
26	El primer ordenador fabricado con nanotubos de carbono	25.9.2013
27	Una técnica para detectar nanomateriales en el medio ambiente	2.10.2013
28	Vela: España tiene mucho que decir en nanotecnología y nanomateriales	3.10.2013
29	¿Podremos construir un ser vivo pieza a pieza?	4.10.2013
30	Los biosensores del futuro hechos sólo con tres elementos	18.10.2013
31	Galicia y Portugal ponen en marcha el proyecto sanitario ‘Invennta’	28.10.2013
32	¿Para qué sirven las nanoestructuras magnéticas?	28.10.2013
33	Arranca la producción de ‘ultra materiales’ en España	29.10.2013
34	El 60% de los europeos no ha oído nunca la palabra ‘Nanotecnología’	4.11.2013
35	¿Por qué los científicos fabrican nanoguitarras?	6.11.2013
36	OPTOS, un pequeño gran satélite ‘made in Spain’	21.11.2013



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53	Oro para controlar la revolución de la sangre	25.3.2014
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