

PRESS RELEASE

Winners of second “Reimagine Science” initiative to bring clinical research to young people receive their awards at Barcelona Science Park

- *From the over 1,750 secondary students at 52 schools in Catalonia who participated in the contest promoted by Novartis, Big Van Ciencia and the Barcelona Science Park, the judges chose the group from Col·legi Claret de Barcelona.*
- *Before the awards ceremony, the finalists’ videos were played for the panel of judges to decide how well they reflected the knowledge acquired during the training in a creative, dynamic way, expressing the scientific content through the performing arts in disruptive formats: science stand-up, songs, sketches, flash mobs, etc.*
- *Novartis, Big Van Ciencia and the Barcelona Science Park promoted this activity for the second year in a row in order to encourage secondary students’ interest in science and give them new ways of learning about subjects like clinical trials and drug research and development.*

Barcelona, 27 January 2022 - The second edition of the *“Reimagine Science: Clinical trials, drug research and development”*, training programme, organised by Novartis in Catalonia in collaboration with the Barcelona Science Park (PCB) and Big Van Ciencia, ended on Monday 24 January.

The final gala, with the announcement of the winning proposal chosen by the panel of judges, was held in the PCB auditorium. Coinciding with the International Day of Education, the event brought together the nine finalists in person to compete with their creative proposals explaining how they see and interpret the world of clinical trials. The event was also streamed live for the more than 1,750 students and teachers who initially submitted a proposal.

This initiative aims to encourage interest in science and foster scientific vocations, sharing the latest advances in the subject with secondary students and teachers. As a result, it ensures learning and group reflection on the new formats, factors and agents that are involved in the drug development and clinical research processes.

In order to hit on attractive, dynamic language, the event was planned so that the finalists would present their projects using the performing arts, specifically disruptive formats that are popular with young people: science stand-up, songs, sketches and flash mobs, among others. So, the candidates combined knowledge and dynamism, adapting to a more attractive language and reimagining learning through new formats that are more innovative, attractive, and efficient for young people.

The panel of judges, which included clinical research professionals from Novartis and experts in science, education and dissemination from the PCB and Big Van Ciencia, assessed more than 60 submissions created by 285 students at 14 schools throughout Catalonia.

After the judging, which looked at the clarity of the message, content presented and participants' charisma, the winning video this year was "La historia de una vacuna" by students from **Col·legi Claret de Barcelona: Nora Riera, Albert Font, Daniel Falces and Maria Rodríguez**, with the participation of **Sara Casagrande, Camila Dova, Roger Bermejo, Ariadna Tutusaus, Èric Muñoz, Bernat Rosés and Hèctor Via-Dufresne**, and their teacher **Anna Clavaguera**.

"For the students, this was a fairly difficult challenge because it wasn't only about learning the content but also sharing it with a young audience that always sets the bar very high. The goal was to create a final product with a touch of humour without sacrificing scientific rigour, that was entertaining yet educational," explains **Anna Clavaguera**. "This type of project encourages young people to be creative and shows them the value of teamwork. Taking part in *Reimagine Science*, the students learned in a meaningful way, had fun and were exposed to scientific vocations." Despite the exceptional situation caused by the pandemic, and following all pertinent healthcare recommendations, the event also featured representatives of the promoters of the gala and collaborating institutions.

Essential for the future

In this second edition of the programme, Novartis highlighted the power of research as a transversal tool that connects experts and young people interested in the field, and can change the future for generations to come. "Bringing science to young people isn't just about making it understandable; it's also giving them ownership. Training programmes like this one are key to the future of our society and of research because they spark young peoples' interest in science and encourage the coming generations to reflect. Expanding *Reimagine Science* into other communities, like the first edition held in Madrid, shows our commitment to reimagining medicine," shared Novartis Spain Clinical Trial Monitoring Head **Javier Malpesa**.

Barcelona Science Park CEO **Maria Terrades** thanked Novartis for its commitment to this programme: "The first edition of *Reimagine Science* showed us how much our young people want to learn and innovate, and their fresh take on science. This second edition consolidates that first experience and was able to do so in person. Working together, companies and institutions, our mission is to bring science to young people. Programmes like this one, thanks to Novartis and Big Van Ciencia, are blazing the trail we should follow over the coming years: innovative training formats and programmes with collaboration from public and private institutions that aim to bring science to everyone, from a very early age.

Also on Monday 24 January, the final gala of the Madrid programme was also held, announcing the winners of the first edition of the contest in the Community of Madrid, which had 614 students and teachers from 14 secondary schools. The winning students and school from the Madrid edition were **Silvia Fernández, Judith López, Amina Pavel** and **Laura Saldañan** at IES Miguel Delibes.

With this, Novartis concludes another edition of the *Reimagine Science* programme, with more than 2,300 participants. The initiative kicked off in 2021 and is a benchmark in science training. Preparations are already under way for the next edition, which will continue to work to bring medical science to young people.

About the Barcelona Science Park

The Barcelona Science Park (PCB) is a benchmark ecosystem in Europe for innovation in science, technology and business in the healthcare and life sciences. Established by the University of Barcelona in 1997, it was the first science park in Spain. With 100,000 m² of space, it is home to over 117 companies and public bodies (including 6 large public research institutes) and nearly 3,000 professionals (54% of which are women).

One thing that sets the Park apart is its wide range of science and technology services to facilitate R&D, available to internal and external, national and international companies and research groups, rounded out with a programme to build community at the PCB that encourages interaction among members and the innovation ecosystem.

The Park's strategic lines also include organising scientific dissemination activities to bring research to the people and encourage young people to go into science. As part of its Research in Society programme, the Park organises over 100 activities each year with 6,400 participants.

More information: <https://www.pcb.ub.edu/en/>
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About Novartis

Novartis is reimagining medicine to improve and extend people's lives. As the world's leading drug development company, we use innovation based on science and digital technology to create transformative treatments in areas with unmet medical needs. In our mission to discover new drugs, we are among the top companies worldwide in terms of investment in research and development.

Novartis products reach over 750 million people worldwide and we strive to find innovative paths to expand access to our treatments. Over 109,000 people of 145 nationalities work at Novartis around the world. Learn more at www.novartis.com

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About BigVanCiencia

We are a group of scientists and professional researchers whose aim is to make science communication appealing for general audiences. Since 2013, we have been sharing the latest science in a fun, affordable way, in Spain, the rest of Europe and Latin America.

We share, explain and reflect on science through several artistic disciplines; the performing arts is our speciality although not our only tool.

In our drive to bring science to the people, we've reached more than 1,000,000 people directly, face-to-face through our performances, sold over 50,000 books and been seen and heard by tens of millions on social media, TV and the radio. With our educational projects, we impact over 30,000 young people each year, especially the most vulnerable.

You'll find everything you need to know about us on www.bigvanciencia.com and we're @bigvanciencia on all social media platforms.

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