

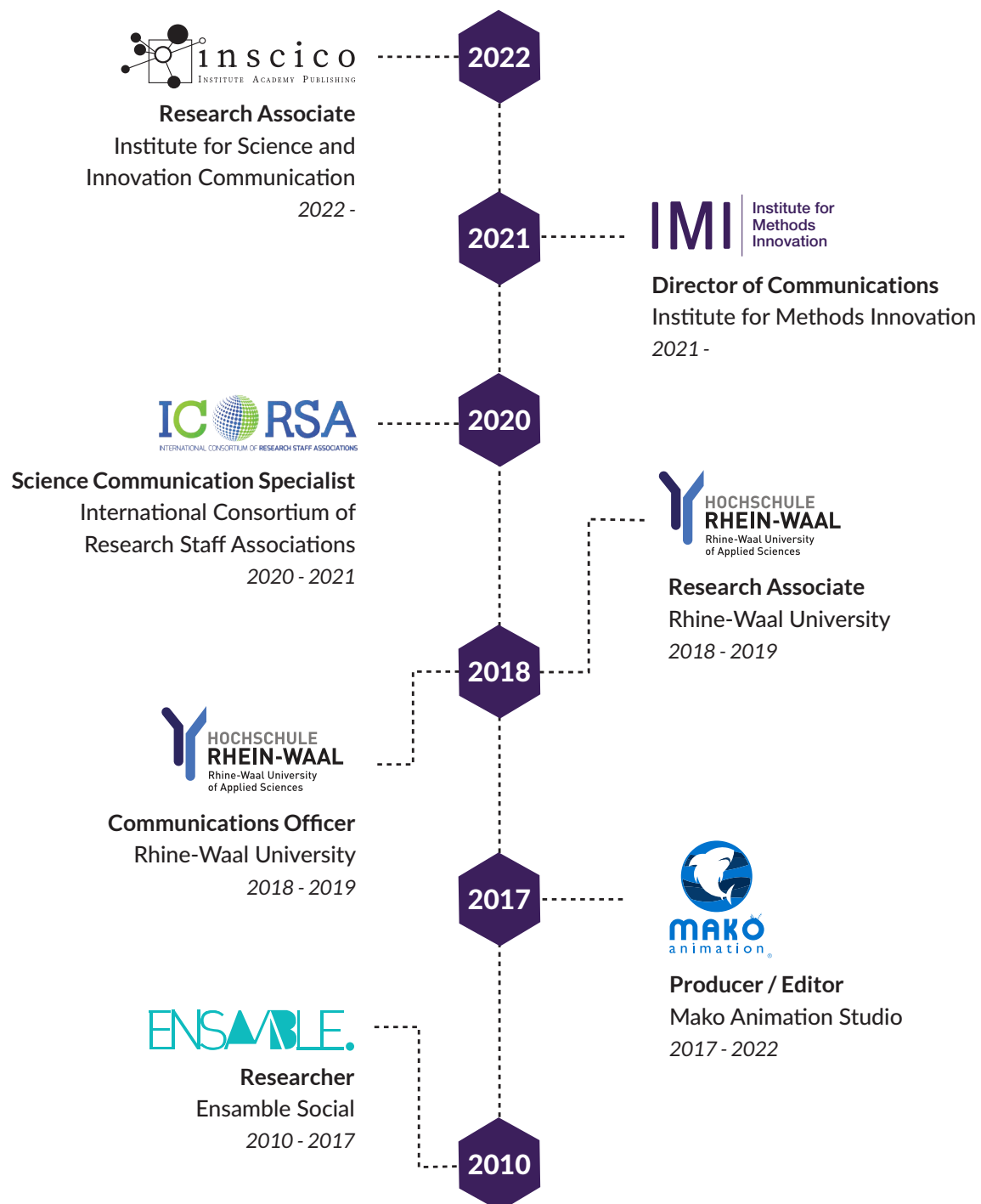
Daniela Martin

BA, MA

Director of Communications, Institute for Methods Innovation

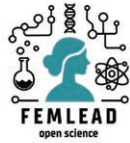
CAREER HISTORY

Relevant highlights



GRANT-FUNDED PROJECTS (Selected)

Daniela's contributions to research and innovation projects span more than a dozen European Commission-funded initiatives, including Horizon 2020 and Horizon Europe projects. She is experienced in communication for impact, dissemination planning, stakeholder engagement, and the creative integration of emerging technologies, including AI tools, into communication strategies.



FEMLEAD: Fostering fEMale participation and LEADership in open science initiatives
European Commission Erasmus+ (2024-2027)
Budget: €400,000 | www.femlead.eu



REMHub: Rare Earth and Magnets Hub for a resilient Europe
European Commission Horizon Europe IA (2024-2028)
Budget: €16,000,000 | www.remhub-project.eu



ATLIC: Atlantic InnoBlue Communities
Interreg Atlantic Area | Co-funded by the European Union (2024-2026)
Budget: €3,500,000 | www.atlic.eu



EU-CIEMBLY: Creating an Inclusive European Citizens' Assembly
European Commission Horizon Research and Innovation Actions (2023-2027)
Budget: €2,106,591 | www.eu-ciembly.eu



Hypop: HYdrOgen Public OPiniOn and acceptance
European Commission Horizon2020 Innovation Action (2023-2025)
Budget: €1,062,755 | www.hypop-project.eu



AURORA: Achieving a new European Energy Awareness
European Commission Horizon2020 Research and Innovation (2021-2025)
Budget: €4,786,456 | www.aurora-h2020.eu



Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water
European Commission Horizon2020 Innovation (2018-2022)
Budget: €10,569,305 | www.eu-project-o.eu



NUCLEUS: New Understanding of Communication, Learning and Engagement in Universities and Scientific Institutions
European Commission Horizon2020 Research and Innovation (2014-2020)
Budget: ~€4 million | www.nucleus-project.eu

PUBLICATIONS

Books

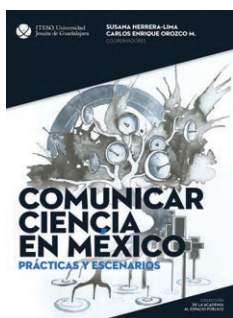


Martin, D. (2019). *La construcción simbólica del futuro en los discursos científico-tecnológicos de las industrias culturales: EPCOT como caso de estudio*. Guadalajara, Mexico: ITESO. ISBN 978-607-8616-55-8

Chapters in edited books



Martin, D. (2021). Proyecto COM100-CIA: Ciencia con y para la Sociedad. In S. Herrera-Lima, C. Orozco and A. Pantoja (Coords.). *Comunicar Ciencia en México: Fundamentos, Estudios y Experiencias*. Guadalajara, Jalisco: ITESO. ISBN 978-607-8768-52-3



Martin, D. (2018). Disney y su construcción simbólica del futuro. In S. Herrera-Lima and C. Orozco (Coords.), *Comunicar Ciencia en Mexico: Prácticas y Escenarios*. Guadalajara, Mexico: ITESO. ISBN 78-607-8616-39-8

Selected articles in international peer-reviewed journals

Jensen, E. A., Reed, M., Daybell, J., Martin, D. et al. (2025). Responsible research impact: Ethics for making a difference. *Open Research Europe*. DOI: 10.12688/openreseurope.19649.1

Martin, D. (2019). EPCOT theme park as a science communication space: the Test Track case. *JCOM* 18(04). DOI: 10.22323/2.18040209

Herrera-Lima, S. & Martin, D. (2018). Promised future and possible future: science communication and technology at World's Fairs and theme parks. *JCOM*, 17(03). DOI: 10.22323/2.17030204