

### Action 12 — Engaging social and traditional media

Institute of Agrophysics, Polish Academy of Sciences (IA PAS)

The Institute actively uses social media (Facebook, LinkedIn) and traditional media (radio, television), and takes part in public-science events, to disseminate its research results and engage society. The exhibits below evidence the channels used and representative activity across 2017–2026.

#### Exhibits

##### **Social media**

**A** Facebook — official Institute page (profile and featured posts on scientific events and campaigns). (2026)

**B** Facebook — example post: Institute research featured in the “LOGIN: NAUKA” television programme on TVP3 Lublin. (3 Nov 2017)

**C** Facebook — Reels (short-form video content popularising the Institute’s research). (2026)

**D** LinkedIn — official Institute page (c. 2,000 followers). (Jul 2026)

**E** LinkedIn — research-team page: Microstructure and Mechanics of Biomaterials (MMB) (c. 3,000 followers). (Jul 2026)

##### **Traditional media and public engagement**

**F** Radio — the HoloBIOME project featured on Radio Lublin. (2025)

**G** Television — biodiversity campaign on the “Nauka” programme, TVP3 Lublin. (18 Mar 2026)

**H** Public science event — 28th Science Picnic of Polish Radio and the Copernicus Science Centre (Warsaw). (10 May 2025)

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Further examples are available on request. Evidence is provided as dated screenshots and documents so that it remains verifiable independently of live links. For the LinkedIn screenshots, browser/OS chrome and third-party personal references (network connections) have been removed. The Facebook items are public content from the Institute’s official page. The full bilingual (PL/EN) records for the radio, television and science-picnic items are provided as separate files.

*Compiled: July 2026.*

## Exhibit A — Facebook: official Institute page

Official Institute Facebook page (Instytut Agrofizyki PAN / Institute of Agrophysics, PAS), presenting the Institute and its activities, with featured posts on scientific events and campaigns. Screenshot; public page. Source: facebook.com.



**Instytut Agrofizyki PAN / Institute of Agrophysics, PAS**  
626 obserwujący • 130 obserwowanych  
Research institution, focused on the processes within soil-plant-climate system  
■ Nauka, technologia i inżynieria

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**Szczegóły**

- 1 opinia
- Otwarte teraz
- ul. Doświadczalna 4, Lublin, Poland, 20-290

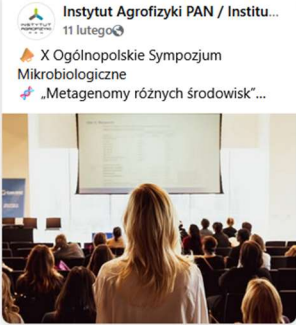
**Linki**

- [lublin.pl](#)

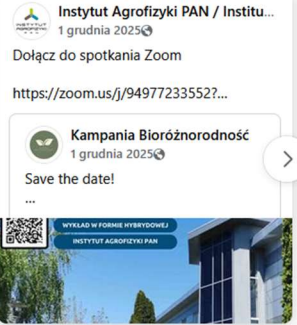
**Informacje kontaktowe**

- <https://www.linkedin.com/company/10617881> Agrophysics\_PAS
- 81 744 50 61
- [sekretariat@ipan.lublin.pl](mailto:sekretariat@ipan.lublin.pl)
- Instytut Agrofizyki PAN / Institute of Agrophysics, PAS

**Wyróżnione**



Instytut Agrofizyki PAN / Instytu...  
11 lutego  
X Ogólnopolskie Sympozjum Mikrobiologiczne  
„Metagenomy różnych środowisk” ...



Instytut Agrofizyki PAN / Instytu...  
1 grudnia 2025  
Dołącz do spotkania Zoom  
<https://zoom.us/j/94977233552?...>  
Kampania Bioróżnorodność  
1 grudnia 2025  
Save the date!

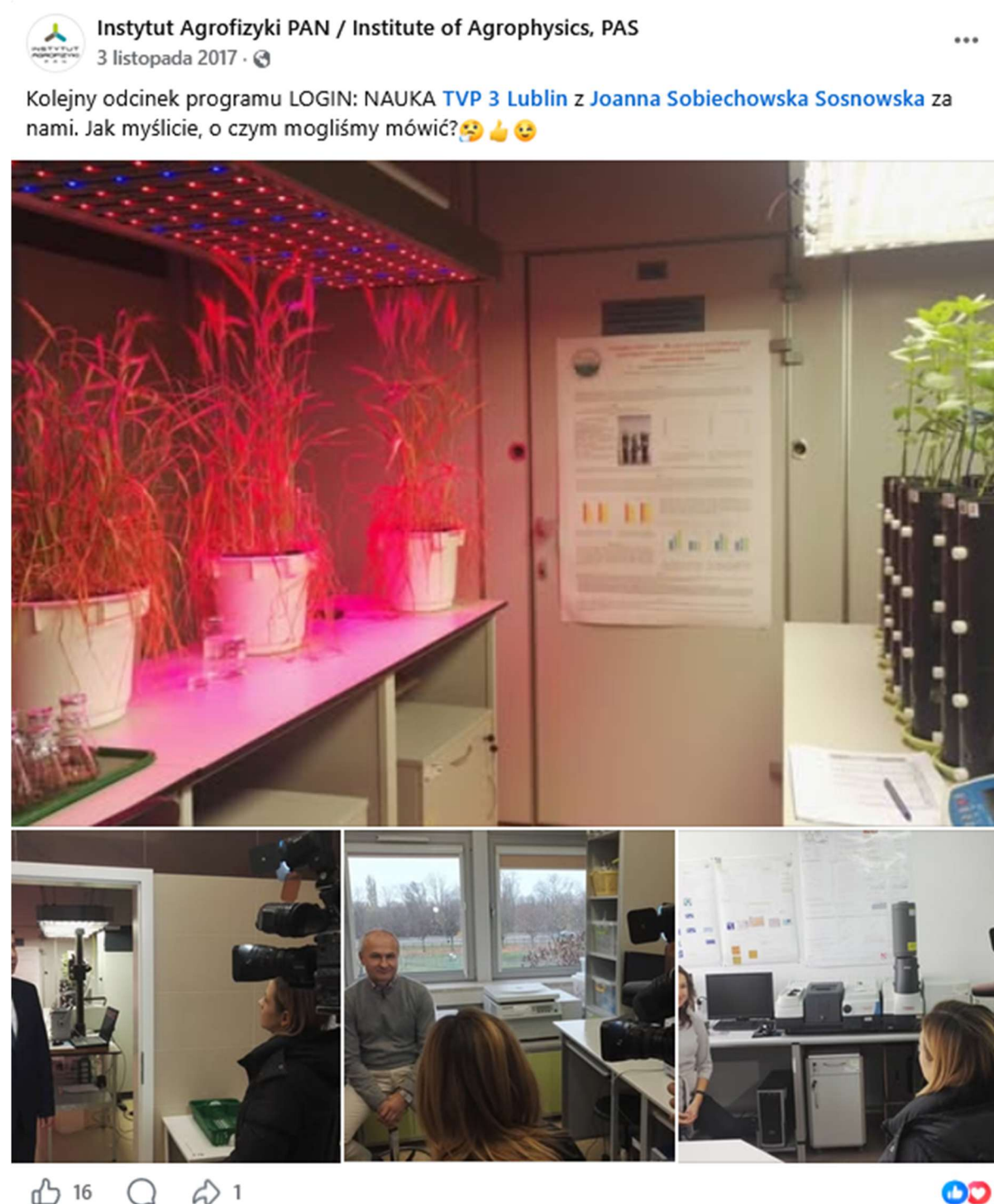
**Posty** [Filtry](#)

HRS4R supporting evidence — Action 12 — Institute of Agrophysics, Polish Academy of Sciences (IA PAS)

2

## Exhibit B — Facebook: example post (television feature, 2017)

Example Facebook post: the Institute's research featured in the television programme "LOGIN: NAUKA" on TVP3 Lublin (post of 3 November 2017), illustrating cross-promotion of media appearances on social channels. Screenshot; public post.

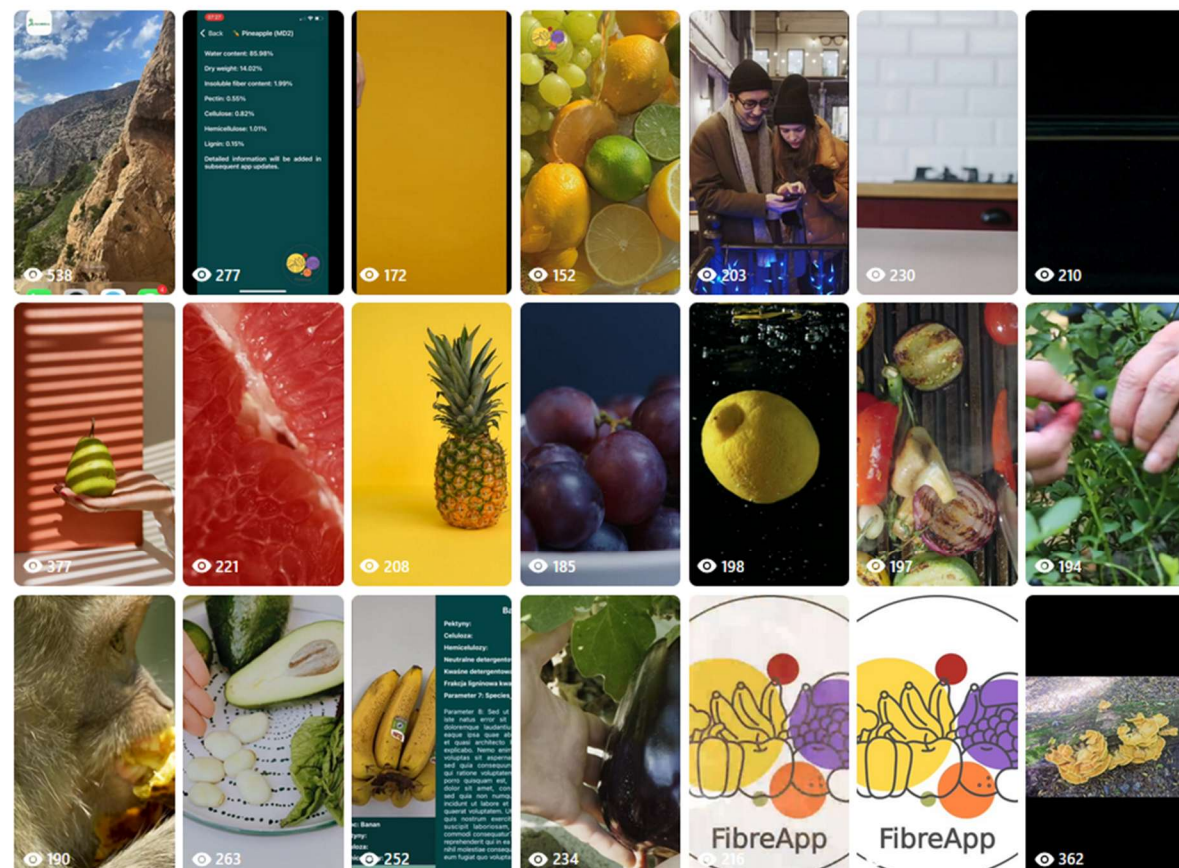


## Exhibit C — Facebook: Reels (video content)

Facebook Reels: the Institute's short-form video content popularising its research (e.g. the FibreApp application and plant- and food-science topics), with per-item view counts. Screenshot; public content.

**Rolki**

[Rolki Instytut Agrofizyki PAN / Institute of Agrophysics, PAS](#)



## Exhibit D — LinkedIn: official Institute page

Official Institute LinkedIn page (c. 2,000 followers), with the Institute's profile and "About" description. Screenshot; personal network references and browser/OS chrome removed. Source: linkedin.com.

**INSTITUTE OF AGROPHYSICS**  
POLISH ACADEMY OF SCIENCES

INNOVATIONS VISION COMMITMENT IMPACT EXCELLENCE

**Instytut Agrofizyki PAN / Institute of Agrophysics, PAS** ✓

Research institution of the Polish Academy of Sciences, focused on the processes within soil-plant-climate system

Usługi badawcze · Lublin, Lubelskie · 2 tys. obserwujących · 51-200 pracowników

Wyślij wiadomość Obserwujesz

Główna **O nas** Publikacje Oferty pracy Osoby

### Informacje ogólne

Since its establishment in 1968, the research interests of the Institute of Agrophysics, Polish Academy of Sciences have been focused on transport processes in the soil-plant-climate system, properties and processes affecting soil and plant quality, and processing for food and energy purposes. The interdisciplinary approach applies physics, physicochemistry, and biology to solve current problems of agriculture. Applied research focuses on developing and improving methods and equipment for evaluating and monitoring soils, agricultural plant materials, and gas emissions, as well as developing new food technologies for processing biomass for energy purposes or new biomaterials.

The Institute's mission is to conduct research for the sustainable production of agricultural plant raw materials in order to ensure food security and mitigate adverse environmental and climate changes.

The Institute's research objects are:

## Exhibit E — LinkedIn: research-team page (MMB)

Research-team LinkedIn showcase page — Microstructure and Mechanics of Biomaterials (MMB) team (c. 3,000 followers) — communicating the team's research on biopolysaccharides and biomaterials. Screenshot; personal network references and chrome removed. Source: linkedin.com.

The screenshot shows the LinkedIn profile of the Microstructure and Mechanics of Biomaterials (MMB) team. The header features the LinkedIn logo, a search bar, and navigation icons for Home, Network, Jobs, Messages, and Notifications. The profile banner includes a green header with 'MMB TEAM' and 'INSTITUTE OF AGROPHYSICS, PAS', followed by icons for Innovations, Vision, Commitment, Impact, and Excellence. The profile picture is a green square with a white apple and honeycomb pattern. The team name is 'Microstructure and Mechanics of Biomaterials (MMB)', with a description: 'Talking about multiscale structure and mechanics of biopolysaccharides and biomaterials'. The location is 'Usługi badawcze · Lublin, Lubelskie · 3 tys. obserwujących'. Action buttons for '+ Obserwuj' and 'Wyślij wiadomość' are visible. The 'O nas' tab is selected, showing the 'Informacje ogólne' section. The text describes the team's focus on multiscale structure and mechanics of biopolysaccharides and biomaterials, particularly on fruit and vegetables. It lists research techniques like atomic force microscopy, confocal laser scanning microscopy, chromatography, spectroscopy, light scattering, 3D printing/bioprinting, rheological and mechanical testing. The main aims of the research are listed as: Characterization of plant cell wall components, Evaluation of the nanoscale structure and mechanics of the plant cell wall, and Exploration of the structure and functionality of cell wall polysaccharides for utilization for food.

in Szukaj Strona główna Sieć Praca Wiadomości Powiadomienia

**MMB TEAM**  
INSTITUTE OF AGROPHYSICS, PAS

INNOVATIONS VISION COMMITMENT IMPACT EXCELLENCE

**Microstructure and Mechanics of Biomaterials (MMB)**  
Talking about multiscale structure and mechanics of biopolysaccharides and biomaterials  
Usługi badawcze · Lublin, Lubelskie · 3 tys. obserwujących

+ Obserwuj Wyślij wiadomość

Główna **O nas** Publikacje

**Informacje ogólne**

Hi there! We are Microstructure and Mechanics of Biomaterials Team of the Institute of Agrophysics, Polish Academy of Sciences. The main research area of our Team is multiscale structure and mechanics of biopolysaccharides and biomaterials. We pay particular attention on fruit and vegetables due to their agricultural and nutritional importance.

Our research focuses on plant cell wall polysaccharides, their assembly and function in cell walls, and properties in solution. Also, we study structure and functionality of cell wall polysaccharides (pectin, hemicellulose and cellulose) for food and non-food applications.

Our research approach is based on novel and classical methods, including wide range of experimental techniques, namely atomic force microscopy, confocal laser scanning microscopy, chromatography, spectroscopy, light scattering, 3D printing/bioprinting, rheological and mechanical testing.

The main aims of our research are:

- Characterization of plant cell wall components
- Evaluation of the nanoscale structure and mechanics of the plant cell wall
- Exploration of the structure and functionality of cell wall polysaccharides for utilization for food

## Exhibit F — Radio: HoloBIOME project on Radio Lublin

The HoloBIOME project and its accompanying mobile application featured in a radio interview on Radio Lublin, presenting the plant holobiont and soil microbiome for the health of agroecosystems and sustainable agriculture. Headline page shown; the full bilingual (PL/EN) record is provided as a separate evidence file. Source: [ipan.lublin.pl](http://ipan.lublin.pl).

Institute of Agrophysics, Polish Academy of Sciences, Lublin – bilingual PL/EN evidence copy

ORIGINAL – page 1 of 3 (Polish)

### HoloBIOME w Radiu Lublin!

[ipan.lublin.pl/holobiome-w-radiu-lublin](http://ipan.lublin.pl/holobiome-w-radiu-lublin)



INSTYTUT  
AGROFIZYKI  
P A N



HoloBIOME

Projekt **HoloBIOME** wraz z naszą aplikacją mobilną został zaprezentowany na antenie **Radio Lublin**. Podczas rozmowy opowiedzieliśmy o założeniach projektu, który dotyczy znaczenia holobiontu roślinnego i mikrobiomu glebowego dla zdrowia agroekosystemów oraz zrównoważonego rolnictwa.

Zaprezentowaliśmy także aplikację mobilną stworzoną w ramach projektu. Zawiera ona informacje o mikrobiomie ryzosfery oraz części nadziemnych aż 72 różnych gatunków roślin, pochodzących z upraw zdrowych i symptomatycznych.

Aplikacja została zaprojektowana jako narzędzie edukacyjne, które może wspierać popularyzację wiedzy o mikrobiomie roślin i gleby. Będzie przydatna dla wielu grup

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#### ENGLISH TRANSLATION

The HoloBIOME project, together with our mobile application, was presented on air at Radio Lublin. During the interview, we spoke about the aims of the project, which concerns the significance of the plant holobiont and the soil microbiome for the health of agroecosystems and for sustainable agriculture.

We also presented the mobile application developed within the project. It contains information on the rhizosphere microbiome and the above-ground parts of as many as 72 different plant species, originating from healthy and symptomatic crops.

*English translation provided for HRS4R evidence purposes. Original Polish page reproduced above each translation.*

## Exhibit G — Television: biodiversity campaign on TVP3 Lublin

The Institute's biodiversity campaign featured on the "Nauka" ("Science") programme on TVP3 Lublin (broadcast 18 March 2026), with Prof. Magdalena Frąć, corresponding member of PAS, presenting the campaign and the planned Eastern Biodiversity Hub. Headline page shown; full bilingual (PL/EN) record provided as a separate file. Source: [ipan.lublin.pl](http://ipan.lublin.pl) / [lublin.tvp.pl](http://lublin.tvp.pl).

Institute of Agrophysics, Polish Academy of Sciences, Lublin – bilingual PL/EN evidence copy

ORIGINAL – page 1 of 3 (Polish)

### Kampania Bioróżnorodność w programie NAUKA TVP3 Lublin

[ipan.lublin.pl/kampania-bioroznorodnosc-w-programie-nauka-tvp3-lublin](http://ipan.lublin.pl/kampania-bioroznorodnosc-w-programie-nauka-tvp3-lublin)



Z przyjemnością informujemy, że w ramach projektu pt. „Kampania edukacyjno-informacyjna o bioróżnorodności realizowana przez Instytut Agrofizyki PAN w Lublinie (Akronim: Kampania Bioróżnorodność)”, prof. dr hab. Magdalena Frąć, czł. koresp. PAN, zagościła w programie „Nauka” w TVP3 Lublin!

W trakcie nagrania Pani Profesor opowiedziała szerzej o naszej kampanii mającej na celu zwiększenie świadomości w zakresie potrzeb i metod ochrony przyrody. Pani Profesor poruszyła również kwestię związane z realizowanym powstaniem Wschodniego Hubu Bioróżnorodności, Interaktywnego Centrum Bioróżnorodności, oraz zewnętrznej ścieżki edukacyjnej.

Zachęcamy do zapoznania się za materiałem: <https://lublin.tvp.pl/10058981/nauka>

Emisja materiału odbyła się na antenie TVP3 Lublin 18 marca 2026 r.

Projekt realizowany w ramach Programu Fundusze Europejskie dla Polski Wschodniej 2021–2027 Wartość projektu: 2 791 092.36 PLN Wkład z Funduszy

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#### ENGLISH TRANSLATION

We are pleased to announce that, within the project entitled “Educational and information campaign on biodiversity carried out by the Institute of Agrophysics, PAS in Lublin” (acronym: Biodiversity Campaign), Prof. Magdalena Frąć, corresponding member of PAS, was a guest on the “Nauka” (“Science”) programme on TVP3 Lublin.

During the recording, the Professor spoke in more detail about our campaign, which aims to raise awareness of the needs and methods of nature protection. She also addressed matters connected with the establishment, currently underway, of the Eastern Biodiversity Hub, the Interactive Biodiversity Centre and an outdoor educational trail.

*English translation provided for HRS4R evidence purposes. Original Polish page reproduced above each translation.*

## Exhibit H — 28th Science Picnic (Warsaw, 2025)

The Institute took part in the 28th Science Picnic of Polish Radio and the Copernicus Science Centre (Warsaw, 10 May 2025) — a major public-engagement event — presenting interactive science demonstrations to c. 40,000 visitors. Headline page shown; full bilingual (PL/EN) record provided as a separate file. Source: [ipan.lublin.pl](http://ipan.lublin.pl).

Institute of Agrophysics, Polish Academy of Sciences, Lublin – bilingual PL/EN evidence copy

ORIGINAL – page 1 of 5 (Polish)

### IA PAN w 28. Pikniku Naukowym w Warszawie (EDIT)

[ipan.lublin.pl/a-pan-w-28-pikniku-naukowym-w-warszawie](http://ipan.lublin.pl/a-pan-w-28-pikniku-naukowym-w-warszawie)



W dniu 10 maja 2025 r. Instytut Agrofizyki PAN w Lublinie uczestniczył w 28. Pikniku Naukowym Polskiego Radia i Centrum Nauki Kopernik na PGE Narodowym.

W ramach naszego stoiska zaprezentowaliśmy:

- 🌱 Mikrokosmos – niewidzialne cuda pod naszymi stopami
- 🌱 Kosmiczny stres ziemskich roślin – znaczenie czynników stresowych w eksploracji przestrzeni kosmicznej
- 🌱 FibreApp – aplikację, dzięki której poczujesz się lekko jak na Księżycu
- 🌱 Holobiont roślinny – kosmos na Ziemi

Dwa ostatnie pokazy realizowane są w ramach projektów dofinansowanych ze środków budżetu państwa, przyznanych przez Ministra Nauki i Szkolnictwa Wyższego w ramach Programu „Nauka dla Społeczeństwa II”.



1/5

### ENGLISH TRANSLATION

On 10 May 2025, the Institute of Agrophysics, PAS in Lublin took part in the 28th Science Picnic of Polish Radio and the Copernicus Science Centre at the PGE Narodowy stadium.

At our stand we presented:

- Microcosm – the invisible wonders beneath our feet
- Cosmic stress in terrestrial plants – the importance of stress factors in the exploration of outer space
- FibreApp – an application that makes you feel as light as on the Moon

*English translation provided for HRS4R evidence purposes. Original Polish page reproduced above each translation.*