

## Science with and for Society - SwafS – Partner search

☒ I offer **my expertise to participate as a Partner in a project**

☐ I offer **my expertise as a Coordinator in a project**

→ **Please** complete all sections of the Form:

**Call: Science with and for Society**

**Topic:** Women and Creativity

Offer valid until: **15/09/2014**

### ① Project Information

**Activity of the SwafS work Programme concerned:** GERI-2-2014 Impact of Gender Diversity on Research & Innovation

**Field of expertise related to the topic:** CREATIVITY

**Potential Contribution to the project:** Study of creative process and social conditions of creative Spanish women in order to explain genre differences in eminent creativity.

**Role in the project**

☒ Research

☐ Training

☒ Dissemination

☐ Technology development

☐ Other

**Project idea:** Developing of personal and social conditions that promote creativity in girls.

**Project description:** : Research about creativity of eminent women in different fields of creative endeavor: science, art, design, advertising, business, journalism, literature, social commitment ... in order to establish possible causes that could explain differences respect the preeminence of men creativity in the same contexts. The research is based in personal interviews with eminent women.

Already experience as a coordinator ☒ yes ☐ no or partner ☒ yes ☐ no

If yes, in which projects?

Projects in Spain and Latin-america

Other partners in the consortium already identified (with their countries)  
Fatima Moraes. Universidade do Minho (Portugal)

### ② Target Coordinator/Partner Sought

**Organisation details :**

☒ higher education / university

☐ research institution

☐ public partner

☐ NGOs / voluntary organisations

☐ industry/SME

☐ consultancies

☐ private partner

☐ other (specify)

☐ education

☐ No preferences

**Expertise / competency :**

Researcher and professor in Psychology of Creativity. 4 books published in the field and more than 40 articles in scientific reviews. Author of a test that evaluates children creativity (Test de Creatividad Infantil). Now working in two lines of research: the role of metaphors in scientific creativity and Women and creativity.

### ③ Contact Details

Contact person	XMs <input type="checkbox"/> Mr		
Organisation	Universidad Autonoma de Madrid		
Address	Campus de Cantoblanco		
Postcode/City	28047 MADRID		
Country	SPAIN		
Tel.	914974690	Fax	
Email	Manuela.romo@uam.es		
Website	<a href="http://www.uam.es/cs/ContentServer/es/home/">http://www.uam.es/cs/ContentServer/es/home/</a>		

**Short Profile of Organisation**

The Universidad Autónoma de Madrid (UAM) has approximately 26,000 students and is a leading university in Spain. It is located in the north of Madrid, around the Cantoblanco Campus. The university is organized into eight schools: Philosophy and Arts, Psychology, Law, Sciences, Business and Economics, Education, Engineering and Medicine, offering a wide range of graduate and postgraduate study programmes. Classes are conducted mostly in Spanish, with an increasing number of courses taught in English, especially at Masters level, and a combination of lecture-style classes with seminars and tutorials, allowing for higher student/professor interaction. In 2009 it was declared International Excellence Campus, together with the Spanish Research Council (CSIC). Since its establishment in 1968, UAM has had a strong research focus: 11 research institutes are located on campus, as well as the Madrid Science Park, with growing university-business collaboration (contracts, internships and sponsored chairs). Additional facilities include, among others: halls of residence, a sports center, language services, an infant school and a primary school, all within a campus which is green and compact, caters for disabled students, and strives to be environmentally sustainable. Campus life offers a rich variety of cultural activities, lifelong learning programmes, and opportunities for cooperation and volunteer work. UAM has a strong international vocation, with agreements with more than 500 international institutions and around 2000 exchange students every year from all over the world. Easy access to the city centre by commuter train makes the university an ideal place for foreign students to experience life in one of Europe's most vibrant cities.



Date: 28/07/2014

I agree with the publication of my contact data on the NCP Network  
website and on other national websites

yes X no ☐

Please fill in the partner search form and return it to the national contact point for Science with  
and for Society.