



Grant Agreement no: 316 558

Project acronym: **Volcanoes' Night**

Project full title: **"La Noche de los Volcanes – an awareness raising night for the work of volcanologist and geologist scientists"**

**Seventh Framework Programme  
THEME FP7 – PEOPLE – 2012 – NIGHT**

**Deliverable D1. Report on the awareness campaign (PU)**

Due date of deliverable: last month of the project  
Actual submission date: together with the draft management report

Start date of the project: 01.05.2012.

Duration: 7 months

Coordinator: La Palma Research Centre S.L.

The overall goal of the campaign (WP1) was to reach enthusiasm and the highest possible level of awareness for the project. The campaign focused on volcanoes and their link to science and research focusing at all age groups from youngsters to retired people regardless their scientific background. The objective of the campaign was to direct the attention of the general public towards the work of volcanologists and geologist scientists by highlighting the different exciting segments of researcher's job and also daily life. The campaign also served as an important tool, during which, organisers continuously collected feedback and suggestions for the Night (the planned activities) and could constantly monitor the level of interest (number of visitors on the website, topic of phone calls and emails received).

The main messages conveyed (already) during the awareness raising campaign were the following:

- Researchers, geologists and volcanologists are amongst us (e.g. often having the same hobbies as others)
- They are everyday people but having an extraordinary job
- Their work can be exciting and fascinating and include a series of different elements
- Research, geology is everywhere around us, including the citizens' daily life
- The work of volcanologists and geologist scientists plays an important role in society

The agenda of the event was cautiously developed taking into account the needs and interest of the diverse target group of people of all ages including kids and the older generation. The variety of programme elements offered a truly original alternative activity for a Friday night for everyone from families to science-seeking individuals (more information in D2).

The event venue of the town of Fuencaliente (one of the smallest municipalities on the island), but also the wider targeted area, La isla de la Palma – both considered as a remote and isolated place – however, required a very careful development of the overall communication strategy, as well as cautious planning during the identification of the target audience of the campaign. The targeted audience for this project was geographically dispersed as follows (in order of importance):

1. La Palma: people of all ages apart from their scientific background and with exceptional attention to local kids and to the older generation.
2. Other Canary Islands (with special attention to the neighbouring island of Tenerife): 'Culture-seekers', people of their young and middle ages ("mobile" generation).
3. Mainland Spain (mainly on an informative level): people of different age groups, often with particular interest towards the topic.
4. Europe (mainly on an informative level): German and English speaking community
5. Spanish speaking society of the world (mainly on an informative level): people of different age groups, often with particular interest towards the topic.

Communications means (online and offline) were mobilised and used with different importance at each diffuse group (see in details below). Furthermore additional effort was made and a numerous unique channels were used to reach the local young and older generations.

In an attempt to reach the widest potential audience as possible during awareness raising, and to erase the limitations set by the challenging character of the location (also having effect on the rate of participation of the event) the power of the Internet was used to a large extent.

As a basement of any online (but also following offline) activities a "Virtual Volcano site": [www.nochedevolcanes.es](http://www.nochedevolcanes.es) was developed and was made available already at the first month of the project providing information, among others, about its objectives, the invited scientists etc. This simple but concise website was then continuously fed by content throughout the summer months, in line with the development of the event. This interface also served as the main, official information platform of the project towards the research community, other Spanish and European events of the same kind and, at a later stage, for the visitors of the event. The project website is structured as follows:

The main page (intro) includes information about the project itself with reference on Researchers' Night 2012 in 3 languages: Spanish, German and in English. Information of the invited scientist is also made available here (in the bottom right-hand corner). Project and event related news and downloadable material is also accessible from the main page.

The About us section introduces the initiative of Researchers' Night, the project organisers and incorporating external links to other Spanish events of this year, and to the main EU page of Research Night's. A separate menu was dedicated to the programme, introducing each programme elements in details. Furthermore a gallery of photos introducing the work of researchers was incorporated as a separate menu. This also served as place for photos taken at the event itself.



Home page of the project with information in three languages with the venue and the volcanoes in the background

## GALERÍA



Pedro Antonio Hernández recoge muestras de gases en el volcán Taal, Filipinas.



Nemesio Pérez, durante una intervención en el programa Planeta Vivo Radio, de RNE.



Los miembros de INVOLCAN Fátima Rodríguez y José Barrancos realizan medidas de flujo de CO2 a lo largo y ancho de la Bahía de Decepción.

Images presenting geoscientists at work

Information and link to the project website of the co-organising partners:

Consulta Europa

Municipality of Fuencaliente

Cabildo de La Palma

ITER/INVOLCAN

Cielos La Palma

And also on the other Spanish project pages (a project banner)

As the time progressed towards the Night further communication methods were used and the rate of awareness raising efforts accelerated.

As Volcanoes' Night was a first of its kind on the island (and the first single Researchers' Night project in the history of the Canary islands), based on the experience of the Advisory Board members, and in an attempt to reach the maximum visibility possible towards the event and the wider topic – e.g. about volcanoes linked science and research – the Project Committee decided not to set up a brand new Facebook page for the event, but rather "advertise" the event on the existing Facebook pages of the co-organising partners with regular notices of the event throughout the summer.

Regular news and notices with reference to the project website were made available on the following **Facebook** pages:

INVOLCAN (more than 8000 fans from all over the world)

Sodepal (1745 followers)

Cabildo de La Palma (website only)

Municipality of Fuencaliente (website only)



**INSTITUTO VOLCANOLÓGICO DE CANARIAS**  
május 12. 

The Researchers' Night (La noche de los Investigadores) is a Europe-wide prestigious event series bringing together the public at large and scientists for one day and night on the fourth Friday of September each year since 2005. It connects hundreds of cities during which visitors participate in scientific experiments, competitions and quizzes, they watch presentations, demonstrations and simulations and last but not least party with leading European and scientists. In 2011, ...[View event](#)

**Fordítás megtekintése**



### Screenshot examples of Face book appearances

www.nochedevolcanes.es Próximo 28/9 en Fuencaliente Turismo  
Fuencaliente  
Fordítás megtekintése

Die Nacht der Vulkane, Gracias por la difusión! Juntos todo se hace mejor :) Buena música hoy Anja :)




**Sodepal La Palma** megosztott egy hivatkozást.

szeptember 17.

Sabes lo que es La Noche de Los Volcanes???? El próximo 28 de septiembre tendrá lugar un evento inédito en La Palma! Colaboremos! Por supuesto! Visita Fuencaliente el 28/9/2012!!! Aquí puedes consultar todas las actividades previstas:

Fordíts megtekintése



**La noche de los volcanes La Palma**

[www.nochedevolcaneslapalma.es](http://www.nochedevolcaneslapalma.es)

El viernes, 28 de septiembre 2012, La Palma celebrará 'La Noche de los Volcanes'. El Municipio de

Tetszik · Megosztás






**Fuencaliente de La Palma**

Idővonal

▼

Most




Tetszik · Hozzászólók · Megosztás

 Ez 6 embernek tetszik.



Sodlj hozz...



**Fuencaliente de La Palma** megosztotta
 

Saul Santos fényképét.
 

szeptember 27. · @



Tetszik · Hozzászólók · Megosztás

 Ez 5 embernek tetszik.



Sodlj hozz...



**Fuencaliente de La Palma** megosztotta
 

Eva Hernandez hivatkazását.
 

szeptember 26. · @



Tetszik · Hozzászólók · Megosztás

 Ez 2 embernek tetszik.



**Fuencaliente de La Palma** megosztotta
 

photography by Saul Santos fényképét.
 

szeptember 27. · @



Tetszik · Hozzászólók · Megosztás

 Ez 2 embernek tetszik.

## Online magazines

Furthermore, starting from the middle of June, the event with reference to the project website was announced in several online regional and local magazines, namely:

[www.infoisla.org](http://www.infoisla.org)

[www.larevistadelapalma.com](http://www.larevistadelapalma.com)

[www.lavozdelapalma.com](http://www.lavozdelapalma.com)

[www.canariasahora.es](http://www.canariasahora.es)

[www.disfrutalapalma.com](http://www.disfrutalapalma.com) (including a banner was online for three and half months, starting from 15 June until the day of the event).

[www.d-ocasion.net](http://www.d-ocasion.net) (a series of short announcements in Spanish and also in German in every two and half weeks, starting from July).

The screenshot displays the INFOISLA website, which serves as a digital bulletin for La Palma. The header features the 'INFO ISLA LA PALMA' logo and a banner image of the island's landscape. Below the header, a navigation bar includes links for 'Inicio', 'Contacto', 'RSS', 'Twitter', 'Facebook', and 'Búsqueda'. A prominent green 'Binter' logo is visible, along with a search bar and a 'PVP 20 €' indicator. The main content area is divided into several sections: 'NOTICIAS DE LA PALMA' with a link to the website, 'Jornada de Siega y trilla' (7 de julio in Breña Alta), 'III Ruta de Tapas y Pinchos' (Julio en Puntallana), 'Inscripciones abiertas curso Yoga y Pilates' (La Concejalía de Deportes), and 'Noche de Volcanes' (28 de septiembre in Fuencaliente). The right sidebar contains a grid of advertisements for various local businesses and services, including 'WARA INGENIERIA', 'AUTOS ISLA VERDE', 'ISLA VERDE BIKES', 'HECHO EN LA PALMA', 'Tendal', 'BOSQUES SAN ANTONIO', 'ASOCIACIÓN', 'PSICOTECNICO DIBE', 'Ser hispal', 'Telyco', and 'SAN MIGUEL'. The bottom of the page features social media links for Facebook, Twitter, and YouTube.

Online notices and interviews in local magazines were published throughout the summer

## Offline magazines

Additionally, in order to "spread the word" about this new "happening" short notices of the event were announced in local printed magazines throughout the summer starting from mid-June. This included:

An introduction of the event (on page 10) in Spanish and in German and a full-page back-cover advert realised in the Summer edition of Disfruta!, a three-month bilingual gratis free-time & leisure magazine of the island, distributed in 20 000 copies between 15 June and 30 September (a copy of the article and the back cover together with the detailed list of places of distribution is in the Annex). This magazine besides the locals is read by the foreign (mainly German speaking) residents of the island and also tourists.



**La NOCHE de los VOLCANES**  
*Die NACHT der VULKANE*

[illegible]

Im Rahmen der ersten europäischen Konferenz der La Palma und die Gemeine Vulkanologie am Freitag, 1. März 2002, in Gasteiz der „NACHT der VULKANE“.

Diese einzigartige Veranstaltung mit Vorkursen, Vorträgen und Workshops, Forschern und Studenten, wird in verschiedenen Stellen Funktionen statt und geht bis zum kommenden Sonntag, 3. März 2002.

Das ungewöhnliche Hopping bietet den breiten Publikum die Möglichkeit, die Vulkanologie der Forscher zu erhalten, an Exkursionen teilzunehmen und sich noch die verlorene Filme über Vulkane zu sehen, die die Geschichte der Weltbewerber sowie Verlosungen statt; eine gemeinsame Party wird am Freitag, 2. März 2002.

Die Teilnehmer können sich freuen, wenn sie die Gelegenheit haben, sich mit den Wissenschaftlern zu treffen, um die Öffentlichkeit ihre wissenschaftliche Arbeit zu präsentieren und die Öffentlichkeit zu informieren und Vulkane zu machen.

Weitere Informationen zu diesem interessanten Event gibt auf der Internetseite der NACHT der Vulkane Veranstalter ([www.nochedevulkanos.es](http://www.nochedevulkanos.es)), per E-Mail ([info@nochedevulkanos.es](mailto:info@nochedevulkanos.es)) oder per Telefon (91 520 08 61).

NT|115

# La noche de los volcanes

**Reconocidos científicos comparten en La Palma sus conocimientos sobre las entrañas de la Tierra**

Como ocurre simultáneamente en varios puntos de Europa, la original iniciativa reúne en el municipio de Fuencaliente este 28 de septiembre a científicos y todas las mentes curiosas que deseen participar en numerosas actividades de ocio y descubrimiento, lo que convierte a este evento en una alternativa realmente original, donde los volcanes y su menor conocimiento son las principales estrellas.

La noche de los volcanes es un evento gratuito y está destinado a todas las personas, independientemente de su edad o formación científica. La mayoría parte de las actividades estables dirigidas por reconocidos expertos como Simon Day, Nemesio Pineda y Roberto de la Cruz. El Dr. Walter Koenrad, Explicará los distintos fenómenos naturales relacionados con los volcanes y los métodos científicos utilizados para investigarlos. El programa de actividades y charlas comenzará a las 18 horas y se prolongará hasta la medianoche. Noche inolvidable para todos aquellos que participen. Habrá mucho que hacer como excursiones cerca alalrededor del cráter del Volcán de San Antonio, guiadas por científicos y para aquellos que desean algo más tranquilo, se puede hacer una caminata en la erupción del Tesequia. También está previsto que se pueda disfrutar de una cata de vinos con los bode-

peruano enólogos que, junto con los geólogos, comentaron el papel modulador de la actividad volcánica sobre el vino y de talleres en los que se vincula el espacio y la vulcanología, visitando volcanes de otros planetas y la luna, a cargo de la organización de la actividad de las predicciones, se imparten varias nociones sobre el marcano nacional en la Unión Europea para encontrar apoyo para sus ideas y proyectos. Por supuesto, habrá una zona infatigable con juegos y concursos para los niños, que se podrá disfrutar de forma directa para cerrar la jornada.

Para más información:  
[www.nochedelvinodelspalma.com](http://www.nochedelvinodelspalma.com)

La Palma Research Center organiza este evento en la estrecha colaboración con IMV-GA, Instituto Interamericano de Ciencias Agrícolas, el Observatorio Volcánico de Canarias, el Observatorio de Vulcanología y la Comisión Europea. Elaboramos el programa de eventos de la 4ª Comisión Europea de Vulcanología.

Programa Manager de Acciones Marcano Curi

## CHARLAS

- Grandes desplazamientos gravitacionales en la Cumbre Vieja: qué se puede hacer para comprender mejor los riesgos.
- La interrupción del tráfico aéreo debido a las erupciones volcánicas. Cómo vigilar las nubes de cenizas volcánicas para minimizar su impacto.
- Qué sabemos acerca de los dos terremotos de tierra y los tsunamis en las Islas Canarias.
- Qué sabemos acerca del vulcanismo histórico en las Islas Canarias.
- Cómo el control de la actividad volcánica mejora el sistema de alerta temprana.
- Compilación digital de archivo y recientes filmaciones in situ, realizadas por los investigadores sobre sus trabajos.



Pedro Antonio Hernández recoge muestras de gases en el volcán Taal, Filipinas.

Examples of printed articles including Binter Canarias – the main (and now only) provider of inter-island flights

La Revista NT115: a two-page article (on pages 14-15) explaining the goals of the event, introducing the details of the programme including topics of the Science Café, together with a photo of a geologist at work was incorporated in the September edition of the onboard magazine of Binter Canarias airline (over 3 million passengers each year). The September monthly magazine was printed in 45 000 copies and was provided on board each Binter flight in September (and estimated to be read app. 250 thousand people). Information about Noche de Volcanes was delivered in the form of a full 2-page article in the middle of the Magazine (above).

## D'Ocasi3n

A series of short Spanish-German notices starting from July, and a full page article with the detailed final programme in the edition of the 20<sup>th</sup> of September (pages 18-19 and page 31) was included in the local bilingual magazine of the island. This magazine is available free of charge, issued in every twenty days (online and printed as well) in 15 000 copies and spread all over the busiest spots of each municipality (detailed list of distribution and the full page articles are in the Annex).

**La Noche de Los Volcanes**  
 Vier. 28 de septiembre. ¡La Noche de los Investigadores Europeos en La Palma! Evento gratuito, para el público en general, a celebrar tanto en espacios interiores como exteriores. Se ofrece la oportunidad de descubrir el trabajo y la vida desconocida de prestigiosos vulcanólogos y geólogos, para entender cómo estudian los volcanes, participar en excursiones, competiciones y concursos, ver demostraciones y simulaciones de hardware y software, intercambiar ideas, asistir a charlas, etc. A estos actos didácticos habrá que sumar grandes momentos de ocio, con fiesta, conciertos (Tihuya Cats y otras bandas locales), degustación de vinos, proyecciones de películas, juegos, exposiciones, concursos, cuentacuentos, etc. Patrocina: Comisión Europea, Dirección General de Investigación e Innovación. Más info.: [www.nochedevolcanes.es](http://www.nochedevolcanes.es)

**FUENCALIENTE**  
**Die Nacht der Vulkane**  
 Fr., 28.09. Die Nacht der europäischen Forscher auf La Palma wendet sich an ein allgemeines Publikum, das die eher unbekannte Welt der Vulkanologen und Geologen kennenlernen möchte. Organisiert werden Ausflüge und Wettbewerbe, Vorführungen und Simulationen u.v.m. Für Musik sorgen lokale Bands wie die Gruppe Tihuya Cats. Außerdem finden Veranstaltungen wie u.a. Weinproben statt, Filmvorführungen, Spiele, Ausstellungen und mit Geschichtenerzählern. Unterstützt wird die Nacht der Vulkane von der Europäischen Kommission und der Ministerialabteilung für Forschung und Entwicklung. Information: [www.nochedevolcanes.es](http://www.nochedevolcanes.es)

Examples of short notices realised throughout the summer in Spanish and in German

## Personal promotion & invitation by scientists at “Window to the Atlantic” events

The project was shortly introduced and the attendees of these regional educational events were personally invited to participate at Volcanoes’ Night. Altogether, during the awareness period of the project (in between middle of May and the end of September) 22 events were held in the seven islands, out of which 6 in La Palma (Fuencaliente, Puntagorda, Brenas, Tazacorte, Los Llanos). In total, app. 650 people leaving in different islands got aware of the project directly from geologists and volcanologists.

### Programación 2012 de *Canarias una ventana volcánica en el Atlántico*

Municipio	Isla	Semana	Días	Lugar	Horario
Tegueste	Tenerife	Semana 43	23 y 24 de Octubre	I.E.S Tegueste	10:20
Yaiza	Lanzarote	Semana 42	16, 17 y 18 de Octubre	Salón Benito Pérez Armas	19:00
Arrecife	Lanzarote	Semana 42	16, 17 y 18 de Octubre	Archivo Municipal	19:30
Fuencaliente	La Palma	Semana 34	21, 22 y 23 de Agosto	Centro cultural de los Canarios	20:00
Santa Úrsula	Tenerife	Semana 29	17, 18 y 19 de Julio	Salón de Plenos del Ayuntamiento	19:00
Breña Alta	La Palma	Semana 28	10, 11 y 12 de Julio	Casa Panchito	20:00
Breña Baja	La Palma	Semana 28	10, 11 y 12 de Julio	Escuela Municipal de Música	20:00
El Puerto de la Cruz	Tenerife	Semana 27	3, 4 y 5 de Julio	Universidad Popular	19:30
Villa y Puerto de Tazacorte	La Palma	Semana 27	3, 4 y 5 de Julio	Avenida del Emigrante, Puerto de Tazacorte	21:00



## **Distribution of posters, leaflets and the detailed agenda**

Due to the special nature of the location, its local advertising traditions and in an attempt to reach the “people of the streets” – including older generation and those, who are not attached to Internet – the Advisory Board agreed to put high emphasis on the distribution of posters and leaflets as a usual way of promoting fiestas and events on the island. The following efforts were made in this regard:

As a first step starting from the middle of June leaflets, posters and printouts highlighting the main programme elements in Spanish in size A3 and A4 were distributed gradually all over the island at public places, libraries, cultural centres, schools, billboards of municipalities and markets, bars, restaurants, shops, gas stations and other community places (altogether throughout the summer 3800).

As a second step from the first week of September the detailed agenda in Spanish were dispensed in 600 copies all over the island, at each municipality from the northern villages, through the bigger towns of El Paso, Los Llanos and Santa Cruz to the south, including the town of Fuencaliente (the above but new places as well). During the course of the last week, efforts included the distribution of copies in apartments, hostels and rural houses visited by tourists (mainly Spanish speaking travellers from the main land and).

As to crown these efforts during the last week of the distribution leaflets of the relevant programme elements (400 copies) in German and in English were dispensed in the biggest hotels of Santa Cruz (Los Cancajos) also including the Hotel Princess Teneguia (Los Canarios, the closes hotel to the venue). These leaflets were also placed in shops and bars that often visited by foreign residents (bio shops of Puntagorda and Tijarafe, Coffe and Cake Puntagorda, Valle Verde in Los Llanos, Bar Central in El Paso etc.).

During the course of the last week just before the event both the detailed Spanish programmes, both the German-English leaflets were distributed (together with some posters) at each official Tourist Office (Los Llanos, Santa Cruz – Los Cancajos, El Paso, Caldera Taburiente Visitor’s Centre, Tourist Office of the Airport, Fuencaliente – Los Canarios etc.) and also at souvenir shops, in an effort to reach and attract the tourists actually staying at the moment on the island (further 400 – 400 copies).

This gradual distribution of posters, leaflets and the final agenda of the event was continuously executed until the last moment (the day of the event) and was eventually subcontracted, because it provided the most cost efficient way of distributing this information continuously over several months. Samples of posters and leaflets are in the Annex.



Photo of a small-sized (A4) coloured project poster pinned in bars and shops starting from the middle of August

## Radio

Weekly announcements of the project and the upcoming event took place starting from May until the end of September by the INVOLCAN Team on the radio programme called Planeta Vivo Radio (broadcasted Radio 5 – Spanish National Public Radio on MZ every Sundays at 12:10 for the Canary islands and Mondays at 03:00 for abroad), which is followed-up by Spanish-speaking communities of the whole world, including the U.S and South America, besides the Canary Islands and the mainland Spain. All archive records can be downloaded at [www.planetavivoradio.es](http://www.planetavivoradio.es)

In addition to this, during the last week of the dissemination campaign series of LIVE radio interviews were conducted and broadcasted in the island and regionally as follows:

- Interview with Adrienn Cseko – 18/09/2012 on Radio Cadena SER La Palma
- Introduction of the detailed programme of the upcoming event by Yolanda Yanes, from the collaborating partner of Sodepal – 25/09/2012 on Radio Cadena SER
- Talks about the programme by Pedro Montesinos – 26/09/2012 at 12:00 on Canal 11
- Talks about the programme by María Domenech – 26/09/2012 at 12.20 on Canarias Radio La Autónoma
- Interview with Antonio Gonzalez from the collaborating partner of Cielos LaPalma – 27/09/2012 on Radio Cadena SER La Palma
- Interview with Magda Kelly, project staff – 27/09/2012 Radio Cadena SER La Palma
- Interview on the first results of the event with Magda Kelly, project staff – 29/09/2012 on Radio Autónoma de Canarias



Interview with project organisers (Adrienn Cseko y Magda Kelly in the back) at the local radio Cadena SER on the 18<sup>th</sup> of September

### Press Conference and connected press releases

The peak of all dissemination efforts was the Press Conference organised in the upcoming event venue of the town of Fuencaliente (in the Town Hall) 25/09/2012 and facilitated by the project coordinator, Adrienn Cseko from La Palma Research Centre, Gregorio Alonso Méndez the Mayor of Fuencaliente and Guadalupe González Tano, the President of the island government, the Cabildo. The Press meeting was opened by the Mayor followed by the president, who both welcomed the opportunity that this year La Palma and more closely the town of Fuencaliente, a small and relatively rural location provides venue to such a prestigious event series. Afterwards Pedro Hernandez, the representative of the co-organising partner, INVOLCAN, a volcanologist himself emphasized the importance of this event for the research community; last but not least Adrienn Cseko (from La Palma Research Centre) shortly introduced the main programme elements and invited ALL to participate.

As a direct result of this conference a series of press releases were prepared and published in regional (all Canary Islands) daily newspapers read by thousands (online and offline as well) during the last 2 days in advance the event (26 and 27 of September). Among others:

- El Día – [www.eldia.es](http://www.eldia.es)
- Diario de Avisos – [www.diariodeavisos.com](http://www.diariodeavisos.com)
- Siete Islas – [www.canarias7.es](http://www.canarias7.es)
- Canarias Ahora – [www.canariasahora.es](http://www.canariasahora.es)
- El Apuron – [www.elapuron.com](http://www.elapuron.com)

The press meeting was also recorded and broadcasted by the local TV Channel of Canal 11 [www.canal11lapalma.net](http://www.canal11lapalma.net)

A further, full-page interview with one of the invited scientists, Prof. Simon Day from the University College London was conducted and published in Diario de Avisos (on page 15) right after the event (28/09/2012) and full page detailed summary of the activities of the night was issued in Canarias 7 (on page 15) 01/10/2012.

As part of the “last-minute” awareness raising activities at local level, a loudspeaker car announced the detailed programme in the last three days in Fuencaliente: Los Canarios, Las Indias and Los Quemados (this is the usual way of announcing fiestas in rural areas).

During dissemination campaign, special extra efforts were made to inform and attract youngsters and the older generation. The call for Drawing Competition (for more details on this activity can be found in D29) was also used as tool for awareness raising towards kids while the older generation was attracted by sending invitations with the printed programme to the Associations of Neighbourhood of the island.