



Project acronym: **VOLCANOES NIGHT III**

Project full title: Volcanoes' Night III – Researchers' Night of the Canary Islands  
Grant Agreement no: 633 310

**HORIZON 2020** CALL H2020-MSCA-NIGHT 2014  
**EUROPEAN RESEARCHERS' NIGHT 2014**

**Deliverable 1. Report on the awareness campaign of Volcanoes'  
Night 2014 (PU)**  
**"Project cycle - 1<sup>st</sup> reporting period"**

Start date of the reporting period: 01/05/2014  
Duration of the reporting period: 7 months  
Project website: [www.nochedevolcanes.es](http://www.nochedevolcanes.es)

Due date of deliverable: together with the draft periodic report at the latest  
Actual submission date: together with the draft periodic report

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The overall goal of the campaign (WP1) was two-fold: first of all, to make as many people as possible aware of the Researchers' Night and its objectives, and secondly, to attract as many people as possible (public at large) to take part in the activities organised on 26 September 2014. The specific objective of awareness raising was to direct the attention of the public towards the work of geoscientists by highlighting the different exciting segments of their job and also daily life. This the campaign focused on volcanoes and their link to science & research, and it targeted all age groups of inhabitants of the region, as well as Spanish-speaking residents, from youngsters to the members of the older generation, regardless their scientific background.

The main messages conveyed 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 who are having an extraordinary job;
- Their work can be exciting and fascinating and include a series of different elements;
- Research is an amazing career choice;
- Research (in general) and geosciences-related research (in particular) is part of every day's realities, affecting our daily life;
- The work of volcanologists and geologist scientists plays an important role in Society;
- Europe has an open society where researchers and the public interact.

The event was also expected to contribute to the better understanding of geoscientific topics, including the surrounding world of volcanoes, as it was meant to provide first-hand information, among others, about volcanoes and potential volcanic risks.

When it comes to research and European cooperation, the Canary Islands, as an outermost region, are considered as a distant place. The structure of the event with seven venues, each situated on a different island, however, provided a very good geographical coverage in reaching the population of the region. The town of Fuencaliente in La Palma, La Frontera in El Hierro and Hermigua in La Gomera are relatively small locations on three, to a certain extent, rural islands (all located in the county of Santa Cruz de Tenerife). Yaiza in Lanzarote and Pajara in Fuerteventura are medium-sized towns located in a different county (Las Palmas de Gran Canaria), all while Puerto de La Cruz, in Tenerife and Ingenio on the island of Gran Canaria are representing busy urban milieus.

The wider targeted audience of the third edition of Volcanoes' Night was geographically dispersed as follows (in order of importance):

1. Inhabitants and Spanish-speaking foreign residents of the seven Canary Islands. People of all ages, apart from their scientific background; 'Culture-seekers', young people and families with kids, the 'mobile' generation of La Palma, Tenerife, El Hierro, Lanzarote, and for the first time, La Gomera, Gran Canaria and Fuerteventura.
2. Mainland Spain (principally on an informative level): citizens with particular interest towards the topic (followers of INVOLCAN's Facebook page etc.);
3. Spanish speaking society of the world (on an informative level): people with particular interest towards the topic (followers of INVOLCAN's Facebook page etc.).

In order to reach these target groups, a series of different communications means (both online and offline) were mobilised and used (see in details below). In an attempt to reach the widest potential audience as possible during awareness raising, the Internet was used to a large extent as a communicational medium. Furthermore, additional effort was made, and

numerous unique channels were used to reach the local younger generations (primary and secondary & high school students and families with kids).

As the basis of all online (and also following offline) activities, the already well-known domain of [www.nochedevolcanes.es](http://www.nochedevolcanes.es) was used. After the project started, the website of 2013 was archived and then a new outlook (using the existing design) was developed tailored to the needs of the current project (8 venues, online questionnaire etc.). The content of the site was continuously updated throughout the summer months, in line with the development of the event and the specific agendas. This interface also served as the main, official information platform of the project towards the wider research community, the other Spanish and European events of the same kind and, and at a later stage, for the visitors of the event. The project website of 2014 was structured as follows:

The Intro page (*Inicio*) indicated the date of the event and the venue locations, a short history about the project and the logo of the Commission and the organizers. In the right side of the main page a common logo of Spanish Researchers' Night (<http://www.lanochedelosinvestigadores.es/>), the icons of social media (Facebook, Youtube and Twitter) and place for video footages were incorporated. Under the submenus of the main page one could get more information about the event (*What is it?; When & Where?;* could reach the website/information of the previous editions, and, via direct links, the other Researchers' Night homepages organised in the Spanish mainland).

Information about the different venue locations, and, at a later stage, the detailed individual sub-event agendas with concrete timetables were uploaded in a separate menu (Programme). The profile (a short bio note, scientific interest and a photo) of participating scientists were also listed in a different menu. In addition, an information package (and, at a later stage, the results) of pre-event *Competitions*, event *Questionnaires*, and a registration place for *Volcano Tours* and a *Multimedia* section (for pictures and videos taken during the event) were also positioned in a separate menu.

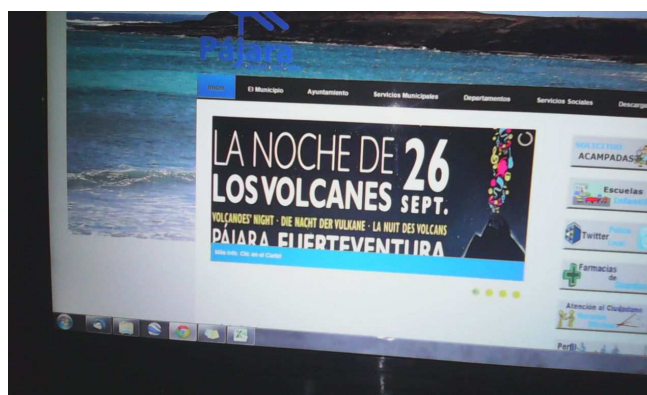
Estudió Ciencias Químicas en la Universidad de La Laguna y actualmente realiza su tesis doctoral en el Instituto Volcanológico de Canarias, sobre geoquímica de gases en sistemas volcánicos de Canarias y Cabo Verde. Cuando en el colegio estudió el origen de las Islas Canarias tuvo una pesadilla durante muchos años...una erupción explosiva del Teide en la que se salvaba nadando...después de aprender a nadar sólo le queda entender los procesos que desencadenan una erupción volcánica.



A screenshot of the Researchers' Night menu, introducing one of the participating scientists, Samara Dionis.

Information, banner/or link leading to the project website, among others, was indicated (as starting from the beginning of July) on the following web pages (hosts, co-organisers, contributing research facilities, local collaborators etc.):

Municipality of Fuencaliente: [www.fuencalientedelapalma.es](http://www.fuencalientedelapalma.es)  
 Municipality of Puerto de la Cruz: <http://www.puertodelacruz.es>  
 Municipality of La Frontera: <http://www.aytofrontera.org>  
 Municipality of Yaiza: [www.yaiza.es](http://www.yaiza.es)  
 Municipality of Hermigua: [www.hermigua.org](http://www.hermigua.org)  
 Municipality of Ingenio: [www.ingenio.es](http://www.ingenio.es)  
 Municipality of Pájara: [www.pajara.es](http://www.pajara.es)  
 Municipality of Almagro: [www.almagro.es](http://www.almagro.es)  
 Cabildo de Lanzarote: [www.cabildodelanzarote.com](http://www.cabildodelanzarote.com)  
 Cabildo de La Palma: [www.cabildodelapalma.es/](http://www.cabildodelapalma.es/)  
 Cabildo de Fuerteventura: [www.cabildofuer.es](http://www.cabildofuer.es)  
 The Government of Tenerife: [www.tenerife.es](http://www.tenerife.es)  
 Canary Islands Government: <http://www.gobiernodecanarias.org>  
 ITER: <http://www.iter.es/>  
 University of La Laguna: [www.ull.es](http://www.ull.es)  
 University of Las Palmas de Gran Canaria (ULPGC): [www.ulpgc.es](http://www.ulpgc.es)  
 Spanish Institute of Oceanography (IEO): [www.ieo.es](http://www.ieo.es)  
 Canarian Agency for Research, Innovation & Information Society: <http://agencia.itccanarias.org/es/>  
 Canary Association of Volcanology (ACANVOL): [www.acanvol.org](http://www.acanvol.org)  
 Actualidad Volcanológica de Canarias (AVCAN): [www.avcan.org](http://www.avcan.org)  
 Parque Científico y Tecnológico de Tenerife; [www.pcct.es](http://www.pcct.es)  
 Sodepal: [www.sodepal.es](http://www.sodepal.es)  
 Cielos-LaPalma: [www.cielos-lapalma.es](http://www.cielos-lapalma.es)  
 Teneguía Wineries: [www.bodegasteneguia.com](http://www.bodegasteneguia.com)  
 Astronomía Lanzarote [www.astronomialanzarote.com](http://www.astronomialanzarote.com)  
 Consulta Europa: [www.consulta-europa.com](http://www.consulta-europa.com)  
 and on the websites of the the Spanish RN sites:  
[www.madrimasd.org/lanochedelosinvestigadores](http://www.madrimasd.org/lanochedelosinvestigadores)  
<http://lanochedelosinvestigadores.esciencia.es/>  
<https://lanochedelosinvestigadores.fundaciondescubre.es/>  
<http://spin.udg.edu/rn13/>



Project banners indicated on the webpages of Ingenio and Pájara municipalities

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



Similarly to past years, the event was advertised on the existing Facebook pages of co-organising partners.

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

INVOLCAN (more than 18 000 likes from all over the world):



Examples of INVOLCAN Facebook appearance.

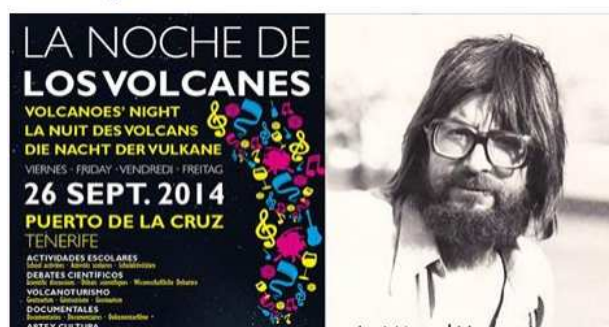
ACANVOL (approx. 2000 likes):

Lanzarote y Almagro en Ciudad Real. En el enlace desde nuestra página web puedes ver los distintos actos a celebrar en cada sede. ACANVOL forma parte de los colaboradores y participará activamente en varias de las sedes.

Información sobre La Noche de los Volcanes.

<http://www.acanvol.org/noche-de-los-volcanes-26-de-septiem.../>

Fordítás megtekintése



Noche de los Volcanes - 26 de septiembre - ACANVOL

Asociación Canaria de Volcanología. Acanvol quiere fomentar el conocimiento y estudio del fenómeno volcánico y promover que estos conocimientos reviertan en la sociedad.

ACANVOL.ORG



La noche de los volcanes en la isla de La Palma, tuvo en el municipio volcánico por antonomasia su epicentro.

Un año mas, la noche de los volcanes llegó a la isla de La Palma de la mano de INVOLCAN. La noche, este año, estuvo centrada en los vulcanólogos y su vida en contacto con estos gigantes de entrañas ardientes.

Como en otros años, las actividades despertaron el interés de propios y foráneos, y es que las había para todos los gustos y sensibilidades. Por...



The Facebook profile of INVOLCAN published up to 22 news related to “La Noche de los Volcanes”, reaching more than 70 000 people and being shared more than 1 000 times.

**Detalles de la publicación** Puede haber un retraso en las estadísticas del informe con respecto a los datos de las publicaciones

**INSTITUTO VOLCANOLÓGICO DE CANARIAS** compartió un enlace  
22 de agosto de 2014 ·



**La próxima “erupción volcánica” en España tendrá lugar simultáneamente en todas las Islas...**  
21 agosto Fuencaliente (La Palma), La Frontera (El Hierro), Yaiza (Lanzarote), Puerto de la Cruz (Tenerife), Pájara (Fuerteventura), Ingenio (Gran Canaria),  
ELPERIODICODECANARIAS.ES

8760 personas alcanzadas [Promocionar publicación](#)

Me gusta · Comentar · Compartir · 36 40

**8 760** Personas alcanzadas

**178** Me gusta, comentarios y veces que se compartió

<b>113</b> Me gusta	<b>36</b> En la publicación	<b>77</b> En el contenido compartido
<b>16</b> Comentarios	<b>0</b> En la publicación	<b>16</b> En el contenido compartido
<b>49</b> Veces que se compartió	<b>40</b> En la publicación	<b>9</b> En el contenido compartido

**1 080** Clics en publicaciones

<b>0</b> Visualizaciones de fotos	<b>512</b> Clics en el enlace	<b>568</b> Otros clics
--------------------------------------	----------------------------------	---------------------------

**COMENTARIOS NEGATIVOS**

<b>3</b> Ocultar publicación	<b>1</b> Ocultar todas las publicaciones
<b>0</b> Reportar como spam	<b>0</b> Ya no me gusta esta página

**Detalles de la publicación** Puede haber un retraso en las estadísticas del informe con respecto a los datos de las publicaciones

**INSTITUTO VOLCANOLÓGICO DE CANARIAS**  
21 de septiembre de 2014 ·

La noche de los volcanes, en la prensa local:



**Siete municipios canarios celebran tercera edición ‘La noche de los volcanes’**  
El objetivo es acercar el público a los investigadores que trabajan en vulcanología, especialmente a los escolares  
LAOPINION.ES | DE LA OPINION DE TENERIFE

2233 personas alcanzadas [Promocionar publicación](#)

Me gusta · Comentar · Compartir · 74 18

**2 233** Personas alcanzadas

**121** Me gusta, comentarios y veces que se compartió

<b>102</b> Me gusta	<b>74</b> En la publicación	<b>28</b> En el contenido compartido
<b>1</b> Comentarios	<b>0</b> En la publicación	<b>1</b> En el contenido compartido
<b>18</b> Veces que se compartió	<b>18</b> En la publicación	<b>0</b> En el contenido compartido

**47** Clics en publicaciones

<b>0</b> Visualizaciones de fotos	<b>11</b> Clics en el enlace	<b>36</b> Otros clics
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**COMENTARIOS NEGATIVOS**

<b>1</b> Ocultar publicación	<b>0</b> Ocultar todas las publicaciones
<b>0</b> Reportar como spam	<b>0</b> Ya no me gusta esta página

## Online magazines

Furthermore, starting from the end of July, the event with reference to the project website was announced in several online regional and local free time and culture magazines, so as well in the digital press, namely:

<http://canariascultura.com>  
[www.lovecanarias.com](http://www.lovecanarias.com)  
[www.canariasactual.com](http://www.canariasactual.com)  
[www.larevistadelapalma.com](http://www.larevistadelapalma.com)  
[www.d-ocasion.net](http://www.d-ocasion.net)  
[www.tenerife.com](http://www.tenerife.com)  
[www.todotenerife.es](http://www.todotenerife.es)  
[www.gomeratoday.com](http://www.gomeratoday.com)  
[www.miciudadreal.es](http://www.miciudadreal.es)  
[www.eldigitaldecanarias.net](http://www.eldigitaldecanarias.net)  
[lalagunaahora.com](http://lalagunaahora.com)  
[www.elapuron.com](http://www.elapuron.com)  
[www.ideal.es](http://www.ideal.es)  
[www.lanzadigital.com](http://www.lanzadigital.com)  
[www.gomernoticias.com](http://www.gomernoticias.com)  
[www.gomeratoday.com](http://www.gomeratoday.com)  
<http://gomeraverde.es>  
[www.pulpolanzarote.com](http://www.pulpolanzarote.com)  
[www.elhierrodigital.es](http://www.elhierrodigital.es)  
[www.cuatro.com](http://www.cuatro.com)  
<http://elhierrobimbache.com>

[www.laverdad.es](http://www.laverdad.es)  
[www.europapress.es](http://www.europapress.es)  
<https://desarrollorurallanzarote.wordpress.com>  
<http://agoralanzarote.com>  
[www.etime.es](http://www.etime.es)  
<https://queveryhacerenlapalma.wordpress.com>  
<http://www2.rtv.es>  
[www.fuerteventuradiario.com](http://www.fuerteventuradiario.com)  
[www.telecinco.es](http://www.telecinco.es)  
[www.genteradio.net](http://www.genteradio.net)  
[www.elcorreo.com](http://www.elcorreo.com)  
[www.laprovincia.es](http://www.laprovincia.es)  
[www.canarias7.es](http://www.canarias7.es)  
[www.abc.es](http://www.abc.es)  
[www.diariodeavisos.com](http://www.diariodeavisos.com)  
<http://eldia.es>  
[www.eldiario.es](http://www.eldiario.es)  
[www.laopinion.es](http://www.laopinion.es)

A few screenshot examples:

The screenshot shows a news article from the 'La Gomera' website. The navigation bar at the top includes links for 'Canarias', 'Nacional', 'Internacional', 'Sociedad', 'Sucesos', 'Deportes', and 'Opinión'. The article title is 'HERMIGUA CELEBRA 'LA NOCHE DE LOS VOLCANES' EL PRÓXIMO MES DE SEPTIEMBRE'. Below the title are social media sharing buttons for Twitter, Facebook, Google+, and LinkedIn. The main image is a poster for 'LA NOCHE DE LOS VOLCANES' (VOLCANOES' NIGHT) on September 26, 2014. The poster lists participating locations: LA PALMA, TENERIFE, EL HIERRO, LANZAROTE, FUERTE VENTURA, GRAN CANARIA, LA GOMERA, and ALMAGRO. To the right of the poster, the text states: 'El próximo 26 de septiembre a partir de las 18:00 horas se celebrará de manera simultánea en Fuencaliente (La Palma), La Frontera (El Hierro), Yaiza (Lanzarote), Puerto de la Cruz (Tenerife), Pájara (Fuerteventura), Ingenio (Gran Canaria), Hermigua (La Gomera) y Almagro (Ciudad Real) 'la noche de los volcanes', este evento será una explosión'.

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





## La Noche de los Volcanes

**Fecha inicio:** viernes 26 de septiembre de 2014

**Lugar:** Puerto de la Cruz

Archivo: Descargar

**Enlace:** Visitar web

**La noche de los volcanes se celebrará de forma simultánea en toda Canarias**

Siete municipios canarios y uno peninsular celebrarán el próximo **26 de septiembre**, a partir de las 18,00 horas, la tercera edición de 'La noche de los volcanes'. Concretamente, tendrá lugar en Fuencaliente (La Palma), La Frontera (El Hierro), Yaiza (Lanzarote), **Puerto de la Cruz (Tenerife)**, Pájara (Fuerteventura), Ingenio (Gran Canaria), Hermigua (La Gomera) y Almagro (Ciudad Real).

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



 Me gusta 10 117

**g+1** 122

[portada](#) [cultura](#) [deportes](#) [negocios](#) [cursos](#)

WIDGE

[Portada](#) » [Eventos](#) » [Niños](#) » La Noche De Los Volcanes En Lanzarote 2014

## La noche de los volcanes en Lanzarote 2014

EL PUEBLO DE YAIZA, LANZAROTE, VIVIRÁ EL PRÓXIMO VIERNES 26 DE SEPTIEMBRE DE 2014 UN PROCESO ERUPTIVO PLAGADO DE ACTIVIDADES LÚDICAS, CIENTÍFICAS, CULTURALES Y EDUCATIVAS, DIRIGIDAS A TODO PÚBLICO, GRACIAS AL PROGRAMA DE LA NOCHE DE LOS VOLCANES.

viernes, 26 de septiembre, 2014 a las 17:30

El pueblo de **Yaiza**, **Lanzarote**, vivirá el próximo viernes 26 de septiembre de 2014 un proceso eruptivo plagado de actividades lúdicas, científicas, culturales y educativas, dirigidas a todo público, gracias al programa de **La Noche de Los Volcanes**, jornada preparada por el **Instituto Volcanológico de Canarias (Involcan)** que por



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

 Me gusta 0

0

 $g+1 \leq 0$ 

+ Share



Project banner on elapuron.com (La Palma)



## Offline magazines

Additionally, in La Palma, short notices of the event were announced in local printed magazines throughout the summer starting from late July. This included:

- a short information published in Spanish and German in *Disfruta!* (N11, 3-2014). This issue of the quarterly magazine were distributed in 20 000 copies throughout the summer months (until the end of September);
- short Spanish & German notices in *D'Ocación*, La Palma starting from the beginning of August. This magazine is available free of charge, issued in every two weeks (online and printed format as well) in 15 000 copies and spread all over the busiest spots of each municipality.

## INTERESSANTES ...

## INTERESANTES ...

### Noticias breves Kurzmeldungen

#### Copa de helado especial para la felicidad absoluta

Entre julio y septiembre, si se compra un nuevo modelito en la fabulosa tienda de moda natural *Nueva Vida*, en la Calle Calvo Sotelo en Los Llanos, recibirá como agradecimiento una *Copa de Helado especial Nueva Vida* "Made by FRIDA". ¡Nos encanta esta promoción!

#### Por tercera vez, la *Noche de los Volcanes* en La Palma

El 26.09. se celebra en Fuencaliente por tercera vez la *Noche de los volcanes*. Vulcanólogos y geólogos explicarán su trabajo, presentarán documentales casi desconocidos y estarán dispuestos a intercambiar opiniones. El evento se complementará con excursiones, concursos y sorteos, así como una celebración de clausura con música. Más info: [www.nochedevolcanes.es](http://www.nochedevolcanes.es)

#### Spezial-Eisbecher fürs Rundum-Glück

Wer sich von Juli bis September im tollen Naturmodegeschäft *Nueva Vida* in der Calle Calvo Sotelo in Los Llanos ein neues Outfit zulegt, bekommt als kleines Dankeschön einen Nueva-Vida-Spezial-Eisbecher „Made by FRIDA“ dazu. Wir meinen: Eine tolle Sommeraktion!

#### Zum dritten Mal *Nacht der Vulkane* auf La Palma

Am 26. September findet in Fuencaliente zum dritten Mal die *Nacht der Vulkane* statt. Vulkanologen und Geologen geben Einblicke in ihre Arbeit, präsentieren kaum gezeigte Dokumentarfilme und stehen zum Interessenaustausch bereit. Exkursionen, Wettbewerbe und Gewinnspiele sowie eine Abschlussfeier mit Musik vervollkommen das interessante Event. Infos: [www.nochedevolcanes.es](http://www.nochedevolcanes.es)

Disfruta! La revista de La Palma N11, 3-2014 (page 9)

Ocación n° 17 del 19-09-2014

5

Los datos de los actos culturales incluidos son publicados según informes de las Concejalías de los Ayuntamientos o Casas de la Cultura. Los eventos de carácter particular se publican previo pago.

todo el día en su puesto de trabajo... desde hace 2000 años. Hablará con desparpajo, locuacidad, fatiga y cierto desencanto de su vida, de la fe, de la empresa, de aquellos que lo cuestionan y, sobre todo, del mundo en que vivimos. ¿Qué hicimos con todo aquello por lo que se sacrificó? Un personaje que sólo necesita unas vacaciones y desconectar, pero que a la vez es Manuel, un hombre que tuvo una vida y lo perdió todo, un profesor prisionero de la conciencia que terminó encerrado por creerse un Profeta. Un viaje mágico, sostenido por el actor Eduardo Velasco, por el icono que representa al hombre-dios, transitando de forma paralela por dos vidas: la de

#### I Festival de la Palabra

Encuentro en defensa de La Palabra, favoreciendo la convivencia entre creadores, lectores, intérpretes y público en general. Organizado por Proyecto Semilla. En Santo Domingo, distribuido en distintos escenarios: Casa de la Cultura (Escenario A), Plaza Baltasar Martín (Escenario E e I), Plaza Ismael Fernández Hernández (Escenario O y U). Programa:  
Juev. 25 de sept. Escenario A. 19.30 h. Presentación del proyecto. / 20.00 h. "Memorias de nuestro pueblo". Muestra de fotos antiguas con charla abierta con personas mayores del municipio.

**LA NOCHE DE LOS VOLCANES**  
VOLCANOES' NIGHT  
LA NUIT DES VOLCANS  
DIE NACHT DER VULKANE  
VIERNES • FRIDAY • VENDREDI • FREITAG  
**26 SEPT. 2014**  
**FUENCALIENTE**  
**LA PALMA**  
ACTIVIDADES ESCOLARES  
Schulveranstaltungen • Aktivitätsstunden • Schulkonzerte  
DEBATES CIENTÍFICOS  
scientifique discussions • Debates scientifiques • Wissenschaftliche Debatten  
VOLCANOTURISMO  
Vulkanismus • Vulkanismus • Vulkanismus  
DOCUMENTALES  
Documentaries • Documentaries • Dokumentarfilme

D'ocación La Palma (17-2014, page 5).

## **Personal promotion & direct invitation made by scientists through “Window to the Atlantic” events**

The project was shortly introduced to the attendees of these regional educational events, and participants were then personally invited to participate at Volcanoes’ Night 2014. Altogether, during the awareness period of the project (in between the very beginning of May until the end of September) 9 events were held as follows:

- 12-13 May – Aguimes and Ingenio, Gran Canaria;
- 27-29 May – Galdar, Gran Canaria;
- 30 May – Santiago del Teide, Tenerife;
- 16-18 June – Hermigua, La Gomera;
- 30 June – 2 July – Tazacorte, La Palma;
- 1-3 July – Puntagorda, La Palma;
- 15-17 July – Brena Baja, La Palma;
- 2-4 September – El Pinar, El Hierro.

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

Adjusting to local advertising traditions, and in an attempt to reach the “people of the streets” – including the older generation and those, who are not attached to Internet – high emphasis was put on the distribution of posters and leaflets (as this is a very typical way of promoting local fiestas and events on the islands). The following efforts were made in this regard:

As a first step, individual posters (first in digital versions, later in higher resolution formats suitable for printing) were created highlighting the date, location, the main programme elements and the name of the event (besides Spanish, in German, in English and in French). These files, starting from the middle of June, were sent to all local event hosts, to co-organising bodies (e.g. Cabildos, the governing bodies of the islands) and to the participating research institutions and associations (University of La Laguna, University of Las Palmas de Gran Canaria, AVCAN – Volcanology Association of the Canary Islands, IEO – Spanish Institute of Oceanography etc. As a next big step in this regard, starting from the last week of August, posters in paper version and leaflets (with project and programme introduction in English, in German and in French) were distributed using the same, above mentioned channels for their further local distribution at public places such as libraries, cultural centres, schools, billboards of municipalities and markets, bars, restaurants, shops, gas stations etc. Additionally, in the last week of August, all mayors of the 88 municipalities of the Canary Islands were sent a personal invitation letter to the event (inviting the inhabitants of the municipalities to the night and calling the town halls for cooperation e.g. by providing bus service etc.) plus an A3 size event poster. Schools (primary & secondary) were contacted during the course of the first week of September, when digital posters together with the call texts for drawing and writing competitions were emailed to 1200 education centres.

A week/10 days prior to the night, effort was made to distribute flyers in touristic areas situated in the vicinity of the venues in Tenerife, La Palma, Lanzarote and Fuerteventura (such as Los Cancajos, Puerto Naos, Hotel Marquesa, Metropol and Botanico, hotels in Playa Blanca and Morro Jable) as well as in bars, restaurants, and hand to hand to the people in Puerto de la Cruz and in Los Llanos (La Palma). In total 675 posters and 16000 flyers were printed.

As to crown all these efforts, during the last days prior to the night, the distribution of detailed agendas took place at various public places such as municipalities, local government and tourism offices and private businesses in each site. Altogether 14 500 detailed agenda were printed.

Furthermore, 2 weeks prior to the night, large (4 meters width) banners (in total 10) were displayed above roads leading to/in the centre of the venue towns, as a welcome message for locals and tourists. These guaranteed that hundreds and thousands of persons walking or driving by got aware of the upcoming celebration.

The distribution of posters, leaflets and the detailed agendas of the night was continuously carried out until the last moment (the day of the event) with growing intensity. (Samples of these promotional materials are available in the Annex.)



Road banners displayed in La Gomera and Fuerteventura.



Poster in display (La Palma)

## Radio

Weekly announcements of the project and the upcoming event took place starting from June until the end of September on the radio programme *Planeta Vivo Radio* on the Spanish National Public Radio (broadcasted on Sundays at 12:10, on Radio 5 for the Canary Islands, plus on Mondays at GMT 03:00 for abroad listeners). In addition, three total editions of 50 minutes each (N°301, N°302 and N°303) were dedicated to the event, introducing the



programme, interviewing invited speakers etc. This educational programme, besides the Canary Islands and mainland Spain, is followed-up by Spanish-speaking communities from the whole world, including the U.S and South America (309 000 listeners). All archive records can be downloaded in an MP3 format at: <http://www.planetavivoradio.es/programas.htm>.

In addition to this, during the last two weeks of September, series of ads and LIVE radio interviews taken with organisers as well as with participating scientists (approximately 35) were broadcasted through different regional and local public radio channels. Some examples:

- Interview with Maria Asensio – 22/09/2014 on Radio 10 Ingenio, Gran Canaria;
- Interview with Adrienn Cseko and Pedro Hernandez – 23/09/2014 on Cadena SER, La Palma;
- Interview with Germán Padilla – 24/09/2014 on Onda 0 and on Cadena COPE, Lanzarote;
- Interview with Germán Padilla – 26/09/2014 on Cadena ECCA, La Gomera;
- Interview with Juan Carlos Sanchez – 25/09/2014 on Radio Faro, Gran Canaria;
- Interview with Oscar Valeron & Lucie Milcent – 26/09/2014 on Radio 10 Ingenio, Gran Canaria;
- Interview (post-event) with Samara Dionis – 27/09/2014 on Radio Televisión Canaria (RTVC).



Interview with project organisers (Pedro Hernandez from INVOLCAN in the middle) at Cadena SER, La Palma, 23<sup>rd</sup> of September.

### **Press Conferences and connected press releases**

As a round off all the above mentioned dissemination efforts, press conferences were organised in La Palma, Tenerife, El Hierro and in Ciudad Real. These were lead by local hosts (town mayors supported by a representative of the governing bodies of the islands), and were facilitated by one member of the project scientific team (e.g. Nemesio M. Perez, Pedro Hernandez, Samara Dionis etc.). Altogether, 5 press conferences were held. As a start, a joint Press Conference was held in La Palma (23<sup>rd</sup> of August, 2014) in which both the project coordinator and the president of Cabildo de La Palma (the island government) were present. This served as an initial opening to the project and the upcoming night, during which, the importance of Researcher's Night was emphasised and the event date as well as the 8 event locations of 2014 were introduced.



Afterwards, specific press conferences were held just a few days prior to the night. Dates were as follows:

- 19<sup>th</sup> of September 2014 – Puerto de La Cruz, Tenerife;
- 23<sup>rd</sup> of September 2014 – Santa Cruz de La Palma, La Palma;
- 23<sup>rd</sup> of September 2014 – La Frontera, El Hierro;
- 26<sup>th</sup> of September 2014 – Calatrava, Ciudad Real.



The first, joint press conference for the night was held in La Palma on the 23<sup>rd</sup> of August 2014.



Press conference in Calatrava, Ciudad Real , 26<sup>th</sup> of September.

As a direct result of these press conferences, a series of press releases were created and published in numerous local, regional (all Canary Islands, so as well in Ciudad Real) daily newspapers (online and offline as well) regularly followed by thousands of local people.

Among others:

- El Día (220 000 copias): [www.eldia.es](http://www.eldia.es)
- Diario de Avisos (97 000 copias): [www.diariodeavisos.com](http://www.diariodeavisos.com)
- Canarias 7 (151 000 copias): [www.canarias7.es](http://www.canarias7.es)
- El Apurón: [www.elapuron.com](http://www.elapuron.com)
- La Provincia (171 000 copias): [www.laprovincia.es](http://www.laprovincia.es)
- La Opinión: [www.laopinion.es](http://www.laopinion.es)
- And the national magazines of ABC: [www.abc.es](http://www.abc.es)

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These press meetings were also recorded and broadcasted by local TV channels.

### **Event follow-up on TV**

TV Report at Informativos Telecinco (1 509 000 spectators) – 27/09/2014,  
[http://www.telecinco.es/informativos/sociedad/Canarias-celebra-noche-volcanes\\_2\\_1866930060.html](http://www.telecinco.es/informativos/sociedad/Canarias-celebra-noche-volcanes_2_1866930060.html)

TV Report at Televisión Canaria – 27/09/2014, <http://www.abc.es/videos-espana/20140927/canarias-celebra-noche-volcanes-3809766046001.html>

TV report at TELEPLANETA – 04/10/2014 (8 minutes long) -  
<http://www.rtve.es/alacarta/videos/teleplaneta/teleplaneta-04-10-14/2790615/>

As part of the “last-minute” awareness raising activities at local level, a loudspeaker car announced the detailed programme during the last three days ahead of the event in the towns of Fuencaliente, La Frontera, Hermigua and Ingenio.

During the dissemination campaign, special extra efforts were made to inform and attract the younger generation (school students ages of 8-14, as well as families with kids of the same ages). In order to encourage their participation, during the last week of August all educational centres of the targeted islands were sent an invitation letter & A3 size event poster for display (a printed copy by regular post).

The detailed evaluation of the impact of awareness raising, including website and Facebook statistics, are available in D3.