



Grant Agreement no: 610 050

Project acronym: **VOLCANOES' NIGHT 2**

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

**Seventh Framework Programme  
THEME FP7 – PEOPLE – 2013 – NIGHT**

**Deliverable 1. 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: 01.05.2013.

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 and thus to highlight the importance of geological research and the work of geoscientists for Society. The campaign focused on volcanoes and their link to science & research, and it targeted all age groups of nationals as well as Spanish-speaking residents, from youngsters to retired people regardless their scientific background. The specific objective of the campaign was to direct the attention of the general public towards the work of geoscientists by highlighting the different exciting segments of their job and also daily life. In addition, the campaign also served as a management tool, during which, organisers continuously collected feedback and suggestions for the upcoming event (the planned activities) and could constantly monitor the level of interest (number of visitors on the website, topic of phone calls and emails received etc.).

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 but 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, more closely geology is everywhere around us, including the citizens' daily life
- The work of volcanologists and geologist scientists plays an important role in Society

Moreover, the event was also anticipated to contribute to the better understanding the world of volcanoes surrounding the people of the Canary Islands as it provided first-hand information, among others, about volcanoes and potential volcanic risks.

The structure of the event with 4 venues, each situated on a different island, provided a good geographical coverage in reaching the population of the region, however, from awareness raising point of view it required a cautious planning and, at certain cases, special and unique approach from the INVOLCAN<sup>1</sup> team in charge. The town of Fuencaliente in La Palma and La Frontera in El Hierro are relatively small locations on two, to a certain extent, rural islands (both located in the county of Santa Cruz de Tenerife). Yaiza in Lanzarote is a medium-sized town located in a different county (Las Palmas de Gran Canaria), all while Puerto de La Cruz, in Tenerife is a teeming urban environment. When it comes to research, even the wider targeted area, the seven Canary Islands, an outermost region of Europe considered as a distant place.

The wider targeted audience for this second project was geographically dispersed as follows (in order of importance):

1. Inhabitants and Spanish-speaking foreign residents of four islands (people of all ages, apart from their scientific background; 'Culture-seekers', people of their young and middle ages /e.g. families with kids/, the 'mobile' generation of La Palma, Tenerife, El Hierro and Lanzarote).
2. Citizens of the other three Canary Islands (with special attention to the densely populated island of Gran Canaria); here the attention was put on school students, ages of 8-14.

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<sup>1</sup> INVOLCAN is the Volcanological Institute of the Canary Islands, that not only performs volcanic research and monitoring, but also a wide outreach program all around the archipelago, that ranges from educative programs to Radio and Television shows.

3. Mainland Spain (principally on an informative level): people of different age groups, with particular interest towards the topic (followers of INVOLCAN's Facebook page etc.).
4. Spanish speaking society of the world (on an informative level): people of different age groups, 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, with diverse importance (see in details below). In an attempt to reach the widest potential audience as possible during awareness raising, and also to erase the limitations set by the challenging nature of the locations the power of the Internet was used to a large extent. Furthermore, additional effort was made and numerous unique channels were used to reach the local younger generations (primary school students and families with kids).

As a base of all online (but also following offline) activities the already well-known domain of "Virtual Volcano site" – the last year's project website of [www.nochedevolcanes.es](http://www.nochedevolcanes.es) was used. This simple but concise website was continuously fed by content 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 2013 was structured as follows:

The Intro page (*Inicio*) includes basic information about the specific sub-events organised at the four locations, all with reference to the initiative of Researchers' Night. Information – in forms of short but interesting bio-notes – of the participating scientists was also made available here (in the bottom right-hand corner). In addition, project news and downloadable material was also within reach on the main page, under *Actualizaciones* section. This latter part functioned as a blog, all event related announcements, including the pre-event questionnaire were positioned here.

Last but not least, the event venues, the date of the night and contact information (email address & direct phone number) was to be found in highly visible place (upper left-hand corner).

The About us (*Acerca de*) section introduces the initiative of Researchers' Night and the project organisers in detail, plus incorporates external links to other Spanish events organised this year, as well as to the main European page of Research Night's.

A separate menu was dedicated to introduce the public the various programme elements (*Actividades*) organised, while the detailed individual sub-event agendas with concrete timetables were uploaded on the main page, under each sub-section/column (as downloadable pdf files).

Furthermore, a gallery of photos introducing the work of researchers, photos of the 2012 La Palma event was built-in as a separate menu (*Galería*). This also served as a place for photos taken at the event 2013.



LA PALMA

Fuencaliente

TENERIFE

Puerto de la Cruz

LANZAROTE

Yaiza

EL HIERRO

La Frontera

Structure of the home page...

## ACTUALIZACIONES



Miércoles, 2 de Octubre

Una vez terminada la Noche de los Volcanes, y si has participado en la misma, nos gustaría conocer tu opinión sobre el evento. Y nos gustaría que lo hicieses cubriendo el cuestionario que encontrarás...



Lunes, 30 de Septiembre

El pasado Viernes, por fin, llegó la noche que todos estábamos esperando. Al filo de la media tarde comenzaba en las cuatro sedes de este año, Fuencaliente (La Palma), Puerto de la Cruz...



Miércoles, 25 de Septiembre

No te pierdas esta oportunidad única de aprender de los mejores expertos del mundo en vulcanología. Para ello hemos preparado un paquete especial de fin de semana para residentes canarios en el...



Sábado, 21 de Septiembre

¡Ya se encuentra abierto el plazo de inscripción para las distintas rutas vulcanológicas guiadas que forman parte del programa de la Noche de los Volcanes! Si quieres recorrer de la mano...

[LEER MÁS](#)

## LOS INVESTIGADORES

COSTANZA BONADONNA

ANTONIO EFF-DARWICH

LUIS GONZÁLEZ DE VALLEJO

PEDRO A. HERNÁNDEZ

JAKE LOWENSTERN

[Jake Lowenstern](#)

El Doctor Jake Lowenstern es el Científico a cargo de la vigilancia del volcán de Yellowstone, en los Estados Unidos, aunque su oficina se encuentra en Menlo Park, en California, en el centro regional del USGS (Servicio Geológico Americano).

[LEER MÁS](#)

GLADYS MELIÁN

NEMESIO M. PÉREZ

...with the bio-notes of participating scientists to the right.

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

Municipality of Yaiza: [www.yaiza.es](http://www.yaiza.es)

Cabildo de Lanzarote: [www.cabildodelanzarote.com](http://www.cabildodelanzarote.com)

Canary Islands Government: <http://www.gobiernodecanarias.org>

Cabildo de la Palma: [www.cabildodelapalma.es/](http://www.cabildodelapalma.es/)

Municipality of Puerto de la Cruz: <http://www.puertodelacruz.es>

University of La Laguna: [www.ull.es](http://www.ull.es)

Municipality of La Frontera: <http://www.aytofrontera.org>

ITER: <http://www.iter.es/>

IGEO: Geoscience Institute: <http://www.igeo.ucm-csic.es/>

Other national RN sites:

<http://www.madrimasd.org/lanochedelosinvestigadores/que-es/>

<http://lanochedelosinvestigadores.fundaciondescubre.es/%C2%BFque-es/>



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

Following on last year experiences, and in an attempt to reach maximum visibility towards the event and the wider topic – e.g. about volcanoes linked science and research – the Project Steering Committee decided not to set up a brand new Facebook page for the event, but rather “advertise” it 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 14 200 fans from all over the world):



facebook
Emberék, helyek vagy dolgok keresése

LA NOCHE DE LOS VOLCANES

VOLCANOES' NIGHT  
LA NUIT DES VOLCANS  
DIE NACHT DER VULKANE

27 SEPT. 2013

FUENCALIENTE, LA PALMA  
PUERTO DE LA CRUZ, TENERIFE  
LA FRONTERA, EL HIERRO  
YAIZA, LANZAROTE

LA NOCHE DE LOS VOLCANES 2013 / VOLCANOES' NIGHT 2013
Események
Csatlakozom
Talán

Nylványos · A(z) INSTITUTO VOLCANOLÓGICO DE CANARIAS szervezésében

Ott lesznek (165)
Új vendégek (20+ új)

Talán ott lesznek (89)

Meghívottak (2.543)

2013. szeptember 27.
18:00 - 1:00

Fuencaliente (La Palma), Puerto de la Cruz (Tenerife) La Frontera (El Hierro) y Yaiza (Lanzarote)

LA NOCHE DE LOS VOLCANES es una explosión volcánica llena de alegría, cultura, arte, música, gastronomía, actividades escolares, geoturismo, exposiciones, debates científicos, etc., en el marco de un ambiente distendido y festivo que nos permitirá disfrutar a locales y turistas de la belleza y el poder de la naturaleza que representan los volcanes. Es un evento que pretende acercar el público en general a los científicos que trabajan sobre el fenómeno volcánico, permitiendo el intercambio directo y la oportun...
Továbbiak

LEGUTÓBBI BEJEGYZÉSEK

Detalles de la publicación

**INSTITUTO VOLCANOLÓGICO DE CANARIAS con Cayetano Guillén Martín y 15 personas más**  
¡Recuerda!, estas son nuestras Rutas Volcanológicas Guiadas de la Noche de los Volcanes:  
"Las Cicatrices de Grandes Deslizamientos Volcánicos / Scars from large Volcanic Landslides."  
Sede: Puerto de la Cruz... [Ver más](#)

Hace aproximadamente 3 meses

Me gusta
Comentar
Compartir

A 126 personas les gusta 9 comentarios 89 veces compartido

8144 personas vieron esta publicación

Impulsar publicación

8 144 Personas a las que se alcanzó

434 Me gusta, comentarios y contenido compartido

DE TU PÁGINA Y PUBLICACIONES

126 Me gusta	9 Comentarios	89 Veces que se compartió
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DE "ME GUSTA", COMENTARIOS Y CONTENIDO COMPARTIDO

186 Me gusta	9 Comentarios	15 Veces que se compartió
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TOTAL

312 Me gusta	18 Comentarios	104 Veces que se compartió
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629 Clics en publicaciones

293 Visualizaciones de fotos	74 Clics en el enlace	262 Otros clics
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COMENTARIOS NEGATIVOS

0 Ocultar publicación	0 Ocultar todas las publicaciones
0 Reportar como correo no deseado	0 Ya no me gusta esta página

Examples of INVOLCAN Facebook appearance.

6

AVCAN (18 500 followers) and Teide Astro (more than 3700 followers):



It is important to highlight that all the news that INVOLCAN spread as awareness campaign at their Facebook site were watched by 71.300 people (only in their profile). The awareness campaigns of INVOLCAN at their Facebook profile were shared more than 1.000 times.

### 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, namely:

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

<http://canalviajes.com/>

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

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

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

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

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

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

[www.expreso.info](http://www.expreso.info)

<http://fiestas.edreams.es>

<http://revistaelnotario.com> (Lanzarote, Fuerteventura)

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

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

[www.d-ocasion.net](http://www.d-ocasion.net) (a series of short announcements in Spanish and also in German, La Palma).

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

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

<http://tenerife.cuestiondeocio.com> (besides Spanish in English and in Russian)

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

[www.abcviajes.com](http://www.abcviajes.com)  
[www.elblogoferoz.com](http://www.elblogoferoz.com)  
[www.lagenda.org](http://www.lagenda.org)  
[www.noticias.travel](http://www.noticias.travel)  
[www.lainformacion.com](http://www.lainformacion.com)  
[www.saposyprincesas.com](http://www.saposyprincesas.com)  
[www.enredando.info](http://www.enredando.info)

A huge effort was made in Tenerife, being the largest island of the four venues, to contact as much media as possible to raise awareness about Volcanoes´ Night. Below the list of media that was contacted (via press releases) about the event.

<b>Isla</b>	<b>Nom Med</b>	<b>Tipo Med</b>
Tenerife	Diario de Avisos	Prensa Escrita Regional
Tenerife	El Día	Prensa Escrita Regional
Tenerife	El Día	Prensa Escrita Regional
Tenerife	Mírame TV	TV Local
Tenerife	Radio Pulso	Radio Local
Tenerife	La Opinión de Tenerife	Prensa Escrita Regional
Tenerife	AC Digital y Servicios	Agencia de Noticias
Tenerife	El Día	Prensa Escrita Regional
Tenerife	Antena 3 Canarias	TV Regional
Tenerife	RTVE	TV Nacional
Tenerife	Diario de Avisos	Prensa Escrita Regional
Tenerife	Intereconomía	TV Nacional
Tenerife	Radio ECCA	Radio Regional
Tenerife	Radio Club Tenerife	Radio Regional
Tenerife	Radio 6 Tenerife	Radio Local
Tenerife	Radio 6 Tenerife	Radio Local
Tenerife	On Radio	Radio Local
Tenerife	Radio Onda Canaria	Radio Local
Tenerife	La Provincia	Prensa Escrita Regional
Tenerife	La Agenda de Tenerife	Guía de Ocio Local
Tenerife	Azul y Blanco Comunicación	Agencia de Noticias
Tenerife	Cadena Ser Tenerife	Radio Regional
Tenerife	Candelaria Radio	Radio Local
Tenerife	EFE	Agencia de Noticias
Tenerife	Canal 4 Tenerife	TV Local
Tenerife	El Digital de Canarias	Periódico Digital
Tenerife	Canarias Despierta	Periódico Digital
Tenerife	Radio Atlántico Sur	Radio Local
Tenerife	Televisión Autónoma Canaria	TV Regional
Tenerife	Tenerife FM	Radio Local
Tenerife	Ocio y Negocio Tenerife	Guía de Ocio Local
Tenerife	El Día TV	TV Local
Tenerife	Teide Radio	Radio Local
Tenerife	Onda Tenerife	Radio Local
Tenerife	La Voz de Tenerife	Periódico Digital
Tenerife	El Digital de Canarias	Periódico Digital
Tenerife	El Digital Sur	Periódico Digital
Tenerife	COPE Canarias	Radio Regional
Tenerife	Canarias Directo RTVC	TV Regional
Tenerife	Radio 6 Tenerife	Radio Local
Tenerife	Radio 6 Tenerife	Radio Local
Tenerife	Onda Tenerife	Radio Local
Tenerife	Radio El Día	Radio Local
Tenerife	Televisión Autónoma Canaria	TV Regional
Tenerife	Pantalla Canaria	Productora Audiovisual
Tenerife	El Periódico del Sur	Periódico Digital
Tenerife	Antena 3 Canarias	TV Regional
Tenerife	Canarias 24 Horas	Periódico Digital
Tenerife	Canarias Actual	Periódico Digital
Tenerife	Canal 4 Tenerife	TV Local
Tenerife	El Cañizo	Prensa Escrita Local
Tenerife	La Opinión de Tenerife	Prensa Escrita Regional
Tenerife	EFE	Agencia de Noticias
Tenerife	Canarias en tus Manos	Periódico Digital
Tenerife	Canarias On Line	Periódico Digital
Tenerife	EL Pregonero Digital	Periódico Digital



A few screenshot examples:

**EL PERIODICO de LANZAROTE**  
DIARIO DIGITAL DE LANZAROTE

Martes, 24 de septiembre del 2013 | Actualizado: 09:30:47 AM GMT | Titulares: La Coordinadora Canaria

PORTADA LANZAROTE LOCAL CANARIAS ECONOMÍA POLÍTICA DEPORTES CU

ESTÁ EN: LOCAL > YAIZA > YAIZA VIVIRÁ EL VIERNES LA GRAN 'NOCHE DE LOS VOLCANES'

## Yaiza vivirá el viernes la gran 'Noche de los volcanes'

MARTES, 24 DE SEPTIEMBRE DE 2013 10:36  
REDACCIÓN

**El Ayuntamiento invita a esta jornada científico – cultural prevista de forma simultánea en cuatro municipios canarios. Habrá conferencias, música, exposiciones y audiovisuales**

Merece la pena guardar tiempo en la agenda personal para asistir a la gran 'Noche de los volcanes', un encuentro simultáneo con el saber que tendrá lugar el próximo viernes 27 de septiembre, desde las 16:00 horas, en las islas de La Palma, Tenerife, El Hierro y Lanzarote. Yaiza acoge esta cita en Lanzarote dirigida por expertos en vulcanología, en la Casa de la Cultura Benito Pérez Armas.



Me gusta 7593

+1 104

WIDGI

portada cultura deportes negocios

Portada > Otros > La Noche De Los Volcanes 2013

## La Noche de los Volcanes 2013

LLEGA LA 2ª EDICIÓN DE LA NOCHE DE LOS VOLCANES EL PRÓXIMO 27 DE SEPTIEMBRE DE 2013, QUE TENDRÁ LUGAR DE FORMA SIMULTÁNEA EN LA PALMA, EL HIERRO, LANZAROTE Y TENERIFE

Junes, 12 de agosto, 2013 a las 13:47

Me gusta 0

Twitter 1

+1 0

Share

La próxima "erupción volcánica" de Canarias tendrá lugar simultáneamente en [La Palma](#), [El Hierro](#), [Lanzarote](#) y [Tenerife](#). Llega la 2ª edición de La Noche de los Volcanes el próximo 27 de septiembre de 2013.

A partir de las 18:00 horas, se iniciará un proceso eruptivo, también conocido como **La Noche de Los Volcanes**, será una explosión volcánica llena de **alegría, cultura, arte, música, gastronomía, actividades escolares, volcanoturismo, exposiciones, debates científicos, tertulias, monólogos, etc.**, en el marco de un ambiente distendido y festivo que nos permita disfrutar a todos (mayores, menores y niños) del fenómeno volcánico. El objetivo principal consiste en acercar el público en general a los investigadores que trabajan sobre el fenómeno volcánico.

Es uno de los 4 proyectos para celebrar en España "**la noche de los investigadores**" correspondiente a este año 2013. Los otros 3 proyectos restantes seleccionados se desarrollarán principalmente en Zaragoza, Gerona y Madrid, respectivamente. Este evento se celebra siempre el último viernes del mes de septiembre en numerosas ciudades de Europa, y se organiza dentro de las **acciones Marie Curie** pertenecientes al séptimo programa marco de investigación y Desarrollo Tecnológico de la Unión Europea



**11** | SEP 2013

Jorge

0

Tags: Septiembre, Tenerife

Archivado en: General

## La Noche de los Volcanes en Tenerife



Aunque parezca el título de una película de catástrofes, en realidad la **Noche de los Volcanes** es un evento muy diferente, aunque no por ello menos fascinante. Y es que el mundo de la **vulcanología** tiene un papel fundamental en un lugar como las Islas Canarias, formadas geológicamente de esa forma.

## Offline magazines

Additionally, in order to “spread the word” about this new type of “happening”, short notices of the event were announced in regional and local printed magazines throughout the summer starting from late July. This included:

A series of short Spanish & German notices were published in D'Ocasi3n, 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.

## Eventos

### FUENCALIENTE

#### La Noche de los Volcanes

Vier, 27 de septiembre. Celebraci3n nocturna de cientificos y volcanes, organizada en varios lugares del pueblo, tanto en interior como en exterior. Evento gratuito, abierto a todas las personas, independientemente de su edad y de su grado de formaci3n cientificas. La oportunidad de descubrir el trabajo y la vida desconocida de los vulcan3logos y ge3logos, para entender c3mo estudian los volcanes, participar en excursiones, competiciones y concursos, ver demostraciones y simulaciones de hardware y software, intercambiar ideas. Adem3s, fiesta con m3sica y divers3n. La Noche de los Volcanes ofrece: degustaci3n de vinos, proyecciones de pelculas, juegos, exposiciones, concursos, conciertos en vivo y mucho m3s.

(violonchelo) y Diana Mykhale (violin). Interpretar3n obras de Haydn, Tchaikovsky, Hachmaninott, Manuel de Falla y Pablo de Sarasate. Entrada: 10 €

#### Gran Feria Juvenil

S3b, 28 de septiembre. Aparcamientos de la Barriada de Pescadores. Un encuentro para el ocio, la cultura, la creaci3n, el intercambio y el aprendizaje, en distintas disciplinas, de los j3venes del municipio y la isla. Actividades: sal3n del c3mic, talleres y exhibici3n de skateboard y de DJ, mercadillo de trueque, zona Wifi con punto informativo sobre Redes Sociales y taller de Internet, stand de bibliotecas municipales de Santa Cruz, y otras (a3n sin confirmar). Organiza: Area de Juventud del Ayuntamiento. Colabora: Cabildo de La Palma, y otras asociaciones juveniles y culturales.

**Documental: “Pilar Rey,**

Jeder 1. Sa. im Monat (n3chster am 5.10.). 17.00-21.00 h.

### EL PASO

#### Konzert: Marwan

Fr., 27.09. 20.30 h. Casa de la Cultura Braulio Mart3n Hern3ndez. Der Liedermacher Marwan kommt auf seiner Tournee auf dem Archipel auch zu uns und tr3gt St3cke seiner neuen CD “Las cosas que no pude responder” vor, die Musikstile seiner palastinensischen und spanischen Wurzeln vereinen. Artista invitado: Alberto de Paz. Eintrittskarten unter: ticketscanarias.es

### FUENCALIENTE

#### Die Nacht der Vulkane

Bis 27.09. Themennacht mit Veranstaltungen an verschiedenen Orten im Dorf. Die Gemeinde l3dt Interessierte jeden Alters dazu ein, durch Wanderungen, Wettbewerben und Gewinnspielen mehr 3ber Vulkanologie und die Arbeit der Geologen zu erfahren. Dazu gibt es Musikkon-

zerte und Weinverkostigung, Filme, Spiele und vieles mehr.

### TIJARAFE

#### Masterclass: Klavier und Gesang

So., 22.09. 20.30 h. Casa de la Cultura. Mit dem Prof. f3r Klavier Friedemann Hieger und die Prof. f3r Gesang Ulrike Sonntag (Hochschule f3r Musik Stuttgart).



*„Vertraue auf dein Gl3ck und du ziehst es herbei.“*

Seneca

Diejenigen Menschen sind h3ufig gl3cklich, die das Gl3ck auch erwarten. N3gler und Pessimisten bekommen auch das, was Sie erwarten, n3mlich Kritik und Probleme. Wie hei3t es so sch3n? „Es geschehe ihnen nach ihrem Glauben“. Glauben Sie an Gl3ck? Glauben Sie! Es lohnt sich.

Examples of short Spanish and German notices in D'Ocasi3n La Palma.

## 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 2013. Altogether, during the awareness period of the project (in between the very beginning of May until the end of September) almost 50 events were held in the seven islands, out of which 21 in Tenerife, 9 in La Palma, 6 in El Hierro and 3 in Lanzarote. In total, approx. 175 people living in different islands got aware of the project directly from geologists and volcanologists.

Pájara	Fuerteventura	Semana 40	30 de Septiembre y 1 y 2 de Octubre	Salón de Actos de la Policía Local	17:30
Santa Úrsula	Tenerife	Semana 37	10, 11 y 12 de Septiembre	Salón de Plenos del Ayuntamiento	18:00
Garafía	La Palma	Semana 33	12 y 13 de Agosto	Casa de la Cultura de Santo Domingo	20:00
Buenavista del Norte	Tenerife	Semana 30	22, 23 y 24 de Julio	Sala El Granero	18:00
El Pinar	El Hierro	Semana 28	9, 10 y 11 de Julio	Sala Restingolita, La Restinga	19:00
Villa y Puerto de Tazacorte	La Palma	Semana 27	1, 2 y 3 de Julio	Avenida de El Emigrante	21:30
Hermigua	La Gomera	Semana 24	11, 12 y 13 de Junio	Casa de la Cultura	18:30
Los Silos	Tenerife	Semana 24	12, 13 y 14 de Junio	Ex Convento de San Sebastián	19:30
Puerto de la Cruz	Tenerife	Semana 24	10, 11 y 12 de Junio	Instituto de Estudios Hispánicos	19:30
Icod de Los Vinos	Tenerife	Semana 22	27, 28 y 29 de Mayo	Ex Convento de San Francisco	17:00
Yaiza	Lanzarote	Semana 21	20, 21 y 22 de Mayo	Centro Cultural Benito Pérez Armas	20:00
San Bartolomé de Tirajana	Gran Canaria	Semana 20	14, 15 y 16 de Mayo	Centro Socio Cultural del Mayor	18:30
Ingenio	Gran Canaria	Semana 20	14, 15 y 16 de Mayo	Centro Cultural El Carrizal	19:00
Arona	Tenerife	Semana 20	14, 15 y 16 de Mayo	Centro Cultural Los Cristianos	19:00
Breña Alta	La Palma	Semana 19	7, 8 y 9 de Mayo	Casa Panchito	19:00
Arico	Tenerife	Semana 18	29 y 30 de Abril y 2 de Mayo	IES Arico	10:00
Valverde	El Hierro	Semana 18	29 y 30 de Abril	Centro Cultural El Mocanal	20:00

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

Due to the special nature of the locations (e.g. Fuencaliente, La Frontera), the 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 – the Steering Comity agreed to put high emphasis on the distribution of posters and leaflets (as this is a very typical way of promoting local fiestas and events on the islands). This idea was also supported by the members of the Advisory Board. The following efforts were made in this regard:

As a first step, a common poster (a digital version, as well as a higher resolution format suitable for printing) introducing the project (introducing the four locations, highlighting the main programme elements and the name of the event in Spanish, German, English and in French) was created. These files, starting from the middle of June, were distributed to all local event hosts (the four municipalities), 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, SVE – Volcanology Society of Spain etc.) 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.

As a next big step in this regard, starting from the last week of August, digital (small-sized) and ‘suitable for printing sized’ posters (now designed exclusively for each location) and a leaflet (with project and programme introduction in English, German and French) were created and distributed using the same, above mentioned channels plus some newly involved, further sources such as: Estrellas Theatre School, ASHOTEL. 200 copies were printed for the four venues. Additionally, in the last week of August all the municipalities of the four targeted islands were sent an invitation letter & an A3 size event poster. Altogether 54 copies were sent by regular post (31 in Tenerife, 14 in La Palma, 7 in Lanzarote and 3 in El Hierro).

During the course of the last week, in Tenerife efforts included the distribution of flyer copies in hostels, apartments, hotels (Miramar, Marquesa, Monopol, Botánico spa garden...) as well as different businesses (bars and restaurants) and hand to hand to the tourists all around Puerto de la Cruz. 1.000 leaflets were printed by Ymanera printing services, as well as posters and other merchandise.

As to crown all these efforts, during the last one and a half week the distribution of detailed agendas took place at various places such as municipalities, local government offices, tourism offices and private businesses in each site. 500 copies were printed for Tenerife, 250 for both La Palma and Lanzarote, and 150 for El Hierro.

Furthermore, big displays were placed above roads just at the entrance of the towns, as a welcome message for locals and tourism. 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 final agendas of the event was continuously executed until the last moment (the day of the event) with growing intensity. Samples of the posters, the leaflet and the detailed agendas are available in the Annex.





One of the big displays showed at El Hierro Island, at the entrance of La Frontera town.

## Radio

Weekly announcements of the project and the upcoming event took place starting from 13 May (broadcast number 232) until the end of September by the INVOLCAN Team on the radio programme *Planeta Vivo Radio* (broadcasted on Sundays at 12:10 for the Canary Islands on Radio 5 – Spanish National Public Radio – at different stations , plus on Mondays at 03:00 for abroad listeners). This 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. All archive records can be downloaded at [www.planetavivoradio.es](http://www.planetavivoradio.es)

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

- Interview with Cayetano Guillén – 26/09/2013 on Cadena SER Lanzarote
- Interview with David Calvo (INVOLCAN) – 25/09/2013 on +Canarias, Televisión Española
- Interview with Cayetano Guillén – 25/09/2013 with Lanzarote Directo
- Interview with Cayetano Guillén – 20/09/2013 at Yaiza te informa
- Interview with David Calvo (INVOLCAN) – 26/09/2013 on Es Radio Las Palmas
- Interview with Cayetano Guillén – 20/09/2013 at Radio Nacional/Radio 5
- Interview with Nemesio Pérez (INVOLCAN) - 26/09/2013 at Canarias Mediodía, RNE



Interview with project organisers (Cayetano Guillén from INVOLCAN in the back) at Radio Nacional on the 20<sup>th</sup> of September.

## Press Conferences and connected press releases

In order to crown all the above mentioned dissemination efforts, a series of press conferences were organised (at least one took place at all event locations). These were lead by the local hosts (town mayors with, at times, supported by a representative of the governing bodies of the islands), and were always facilitated by one member of the project scientific team (e.g. by the scientific coordinator, Nemesio M. Perez). Altogether, 5 press conferences were held. As 'an opening' for the whole project, a common Press Conference was held in the last year event venue of Fuencaliente, La Palma (9<sup>th</sup> of August, 2013.). This served as an introductory occasion to the project and to the upcoming night, during which all the new event locations of 2013 were introduced, all while the importance of Researcher's Night was highly emphasised.

Afterwards specific press conferences were held at each event location during the course of last week of September. Dates were as follows:

20<sup>th</sup> of September 2013 – Puerto de La Cruz, Tenerife  
23<sup>rd</sup> of September 2013 – Santa Cruz de La Palma, Isla de La Palma  
24<sup>th</sup> of September 2013 – Yaiza, Lanzarote  
25<sup>th</sup> of September 2013 – La Frontera, El Hierro



First press conference was held in Fuencaliente, La Palma on the 9<sup>th</sup> of August 2013.

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

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)
- La Revista de Canarias: [www.larevistadecanarias.com](http://www.larevistadecanarias.com)
- Canarias-24-Horas: [www.canarias24horas.com](http://www.canarias24horas.com)
- El Apuron: [www.elapuron.com](http://www.elapuron.com)
- El Hierro digital: [www.elhierrodigital.es](http://www.elhierrodigital.es)
- La Revista de Tenerife: <http://larevistadetenerife.com/>
- El periodico de Lanzarote: <http://elperiodicodelanzarote.com/>
- And the national magazines of ABC: [www.abc.es](http://www.abc.es) and Europa Press: [www.europapress.es](http://www.europapress.es)

These press meetings were also recorded and broadcasted by local TV channels such as:

Canal 11, La Palma: [www.canal11lapalma.net](http://www.canal11lapalma.net)  
 TVE en Canarias, Tenerife: [www.rtve.es/canarias](http://www.rtve.es/canarias)  
 RTVC, Lanzarote [www.rtv.es](http://www.rtv.es)  
 TVE, El Hierro, [www.rtve.es/Canarias](http://www.rtve.es/Canarias)

Additionally, a promo commercial was performed on Radio Television Española en Canarias, and a thorough report was broadcasted through the National Channel. As a result, more than 200.000 watched the report through the 24 Hours News Channel. A link to that report can be found below:

<http://www.rtve.es/alacarta/videos/teleplaneta/teleplaneta-06-10-2013/2049671/>

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 as well as in El Hierro (this is the usual way of announcing fiestas in rural areas).

During 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 four islands were sent an invitation letter & A3 size event poster for display (a printed copy by regular post). Special websites created for and followed by families and teenagers were also contacted such as Sapos y Princesas ([www.saposyprincesas.com](http://www.saposyprincesas.com)) and enred@ndo ([www.enredando.info](http://www.enredando.info)) in Tenerife. Furthermore, the call for Drawing Competition (for more details on this activity can be found in D2) was also used as a tool of awareness raising towards children.

The detailed evaluation of awareness raising methods, including website and Facebook statistics, is available in D3.