



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 3. Impact Assessment (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 objective of WP3 and this report was to assess the impact of the work performed throughout the awareness raising campaign (WP1), and the activities carried out during the Night (WP2) itself, in both quantitative and qualitative terms, and also to collect best practices for successful organisation of similar future events (e.g. events promoting science and the work of scientists on the Canary Islands; events promoting specifically the work of volcanologists and geoscientists). Success was evaluated against the expectations (organisers, EU, public and researchers) with the overall long-term purpose of identifying the types of promotional methods and activities that proved to be the most effective towards the achievements of the objectives.

Targeted audience of the event

In general, the widest possible participation of people of all ages were encouraged, however, based on last-year experience (Volcanoes' Night 2012, Fuencaliente), specific groups of public were anticipated to take part in different activities. Therefore, the event agendas were designed accordingly in a way to facilitate the participation of certain groups at specific times (such as families with kids, employees working late-hours etc.) in an attempt to adjust to their normal life schedule. For that reason fun activities targeted kids and/or families were organised as part of the preparatory actions and/or during the early afternoon, while the later part of the evening (starting from 21:00) rather focussed on adults, allowing the participation of late-workers (on the Canary Islands many people work until 20:00 on weekday afternoons).

Primary audience: focus was put on the local Spanish-speaking citizens of the islands of La Palma, Tenerife, El Hierro and Lanzarote. In principal, inhabitants of the four targeted municipalities and their close vicinity (towns in maximum 20 minutes trip reach from the selected venues) were encouraged to participate in the event. These are namely: Los Canarios, Los Quemados, Las Indias, Mazo, Las Manchas and Puerto Naos in La Palma; Puerto de la Cruz, La Orotava, San Cristobal de la Laguna and Santa Cruz de Tenerife in Tenerife; La Frontera and Villa de Valverde in El Hierro; Yaiza, Playa Blanca and Puerto del Carmen in Lanzarote.

Secondary audience: tourists (Spanish and English speakers) and foreign residents of the above-mentioned closely targeted area, and with minor importance, people living in 'further away from the venue' in the four islands (towns such as Los Llanos, Santa Cruz in La Palma and Arrecife in Lanzarote, which are all still in 30-40 minutes drive from the event venues).

Tertiary audience: population of the other three Canary Islands (Gran Canaria, Fuerteventura and La Gomera), mainland Spain and the Spanish speaking community of the world; generally people with special interest towards the topic. This group was targeted on an "informative level" during the awareness campaign.

Tasks undertaken during WP3

- Identification of indicators for assessing the achievement of the objectives;
- Setting up questionnaires and guidelines for interviews (random polls) conducted prior (online and on paper) , during (paper) and after the event (online);
- Organisation of the collection of answers, on site and in some cases (e.g. researchers) before and after the event;
- Collection of feedback from researchers, industry and media representatives having taken part in the event (suggestions, comments, observations, rating of the event etc.);

- Data processing and drafting conclusions;

The evaluation methods used for collecting data on the impact of the event were focused on assessing the following:

1. The change in Participants' understanding of the work of geoscientists and the impact of their work on Society – via survey and face-to-face interviews (extra questions) during the event.
2. The change in enthusiasm in scientists for public engagement and foster long-term commitment – via emailing and chats interviews during and after the event.

Being aware of the generally low ratio of people willing to participate in post-event actions, the assessment is largely based on inquiries conducted in situ by using the following methods:

- At each event location, visitors were asked to take part in a 12-point facilitated questionnaire. As the agendas (the core programme elements) of the four venues were almost identical (only the number and type of side and/or extra events differed), the same survey was conducted at each location, and thus the results were evaluated on a common basis (except for cases when examining differences had importance). Collection of answers at all locations started from 19:30 (after My Day presentations of researchers ended) and continued towards the Science Cafés until the end of the programme. Altogether 129 questionnaires were collected¹, which corresponds to app. 3, 65 – 3, 97 % of the total attendants (app. 3500 – 3800).
- Those participants, who took part at least three core activities (Excursions, My Day presentations, Ask a Scientist, Documentaries, Volcanes Around the World;) were asked four further questions (questions 13-16) in order to assess how much their knowledge and interest in geology have improved, and also to see what they have learned about the work of geosciences. Altogether 65 participants were interviewed this way.
- Discussions and email communication with researchers before and after the event.

The survey taken during the event focussed on collecting information to assess:

- typology of visitors (age, gender, educational background and place of residence);
- preliminary awareness of people on popular science events, including previous Researchers' Nights;
- most successful awareness raising methods and motivation for participation;
- identifying the most interesting programme elements and general satisfaction of visitors (principally with the agenda and the selected locations)
- Attendees' satisfaction with researchers' behaviour (communication, encouragement etc.);
- the initial and possible alteration of participants' opinion, in particular, regarding the public perception of geoscientists and their work;
- to measure development in interest in geosciences
- Public support for organising Volcanoes Night in 2014.

¹ The number of collected answers did not meet expectations as interview time for extra questions, in most of the cases, was longer than anticipated (app. 20 minutes/person).

Furthermore the face-to-face interviews left more room for individual expressions and thus also served as a tool for collecting data for general comments and suggestions for the continuation of the event (both from the participants and from the professionals).

Description of the current situation

To the knowledge of the organisers, prior to 2012, no investigations had been carried out on the public perception of geoscientists (at least no statistical information is available on European level). From this perspective, Volcanoes' Night Fuencaliente organised last year was a pilot episode in Europe. Therefore, this year (also because the event was expanded to three more islands) organizers decided to carry out a short (5 questions) pre-event survey in order to have an accurate picture on the current perception of geoscientists on the Canary Islands. Compilation of answers started in the beginning of September on all islands through INVOLCAN (partner 2) contacts. Additionally, the survey was made available online on the project website two weeks prior to the event. In total, 479 questionnaires were collected (282 online and 197 paper copies). The description of the current situation below is based on the analysis of this pre-event survey.

The majority of the people, who filled in this pre-questionnaire (females and males in almost equivalent numbers) is a resident of one of the four targeted islands (81, 63%) and belongs to the age groups 35-44 (29, 23%), 45-59 (27, 35%) or 25-34 (20, 88 %).

Results show that in the Canary Islands, there is already an existing relatively high interest towards the topic of geology and volcanology. Almost two-third (63, 05%) of the repliers scored 4 or 5 on a 1-5 scale on the statement *'to what extent would you say you are interested in geology & volcanology?'*

Similarly, the public perception of geoscientists is high, the absolute majority, three quarters of the responders stated that their work is useful for Society in principal (76, 03%). Moreover, in addition to their professional work, 44, 2% of responders believe that geoscientists play important role in contributing to sustainable development or, through the governing ethical standards, their work reflect the importance of social values (32, 99 %).

Interestingly, most people (73, 9% of the responders) assume that key motivation why scientists dedicate themselves to carry out geological research is the urge for exploration of new knowledge, whilst 11, 27% think that most important driver is the push for helping solve social problems.

A copy of the pre-event survey (English version) can be found in the Annex of D3.

Evaluation of facts and figures

Media evaluation

Volcanoes' Night II was the second distinct Researchers' Night project on the Canary Islands (the first was its antecedent, Volcanoes Night 2012, Fuencaliente La Palma) and the first event of its kind organised in Tenerife, El Hierro and Lanzarote. Consequently major efforts were used to raise the awareness of the regional media, which later also served as the main information channel towards to the general public. Short project notices indicating date, locations and the main programme elements were placed in regional online and offline magazines and on *Planeta Vivo Radio* already starting from middle of May. The highest

media attention of course was reached in September (during the last three weeks before, and a week right after the event), when a series of press releases, articles, radio and TV interviews were published and projected. In total:

- 62 notices in regional and local offline and online magazines
- 10 radio announcements on Planeta Vivo Radio (on Sundays between 13 May and 23 September)
- 7 radio interviews with project organisers and talks about the project on Radio Cadena SER, Canarias Radio La Autónomaica and Canal 11, Radio Nacional
- 7 major printed articles in local and regional newspapers such as: Diario de Avisos, El Día, El Apuron, Canarias 7, Canarias Ahora etc.
- 3 announcements on local TV and feedback before and after the event
- One week promotional commercial on Regional TV (Televisión Española)
- 4 big size (1*4 meters) printed banners were displayed (above the main road) at each project venue
- 250 posters and 1000 flyers, and 500 detailed agenda were distributed

This robust awareness campaign estimated to have reached virtually the majority of the four targeted islands (over a million people live in these four islands), about 250.000 people are approximated to have got aware of the project.



Copies of promotional material and media appearance

For more details on the awareness raising campaign and means of promotion used, please see D1.

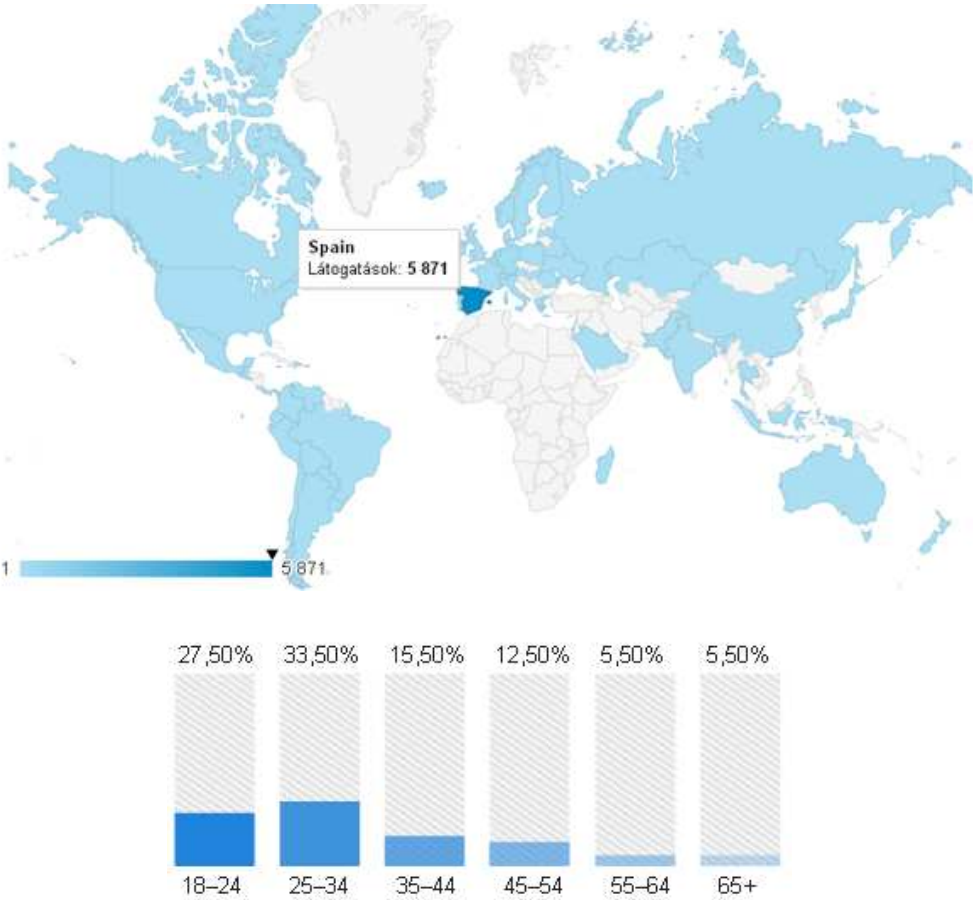
Number of collaborators and sponsorship

In order to facilitate project implementation, and also to be as cost efficient as possible, project partners took all potential efforts to gain sponsorship (including in-kind contributions) for the event, and at the same time, raise awareness about the project. Work under this domain started already during the negotiation stage (from the beginning of April). Among others, organisers got in touch with the Canary Government, the governing bodies of the four islands (Cabildos), industry representatives, research associations, and last but not

least local players such as shops and restaurants etc. Series of emails summarising the objectives of the project were sent out, and as a consequence, several local discussions were held in each island (with different Cabildos, bars and restaurants, touristic offices and Municipalities among others). However, due to the local economical situation possibilities (especially a form of direct financial contribution) remained limited. Nevertheless, in total 37 different entities contributed directly or indirectly (e.g. by providing free or discounted service) to the implementation of the project.

Web statistics

During the robust 5-month awareness campaign the project website constantly served as a reference point and thus was always referred to in all promotional movements. As a result, during the whole project period (from 1 May until the end of November) in total 6598 visits (out of which 5106 unique visitors) were realised, and people visited 17 035 pages (this is a significant, double raise compared to last years figures: when until the end of October 2012, in total 3027 visits, 2189 unique visitors and 9008 page visits were realised). Geographical and language data show well-balanced results in reaching the different target groups. 89% of the visits were realised from Spain, out of which app. 3500 visits from the Canary Islands (our primary and secondary target group). Additionally, the site also attracted visitors from other European countries, plus countries of South-America and the U.S. The main pages visited were (in descending order): *Intro page, Tenerife programme, Activities, News, About us, Gallery, Excursions, Lanzarote programme.*



Website statistics: visits by countries and ages of visitors.

In order to maximise project visibility organisers decided (already during the development phase) no to build up a new single project Facebook page but rather use the existing highly

visited Facebook site of INVOLCAN (Partner 2 – over 14 000 followers from all over the world). As a result it attracted 24.854 guests and received 842 likes.

Number of participants & competition entries

The impression of the organisers and the evaluation of the questionnaires show that event was a success, especially from a quantitative perspective. Qualitatively, in total, 3500 – 3800 people estimated to participate in the four locations. In detail around 500 persons in Fuencaliente, 2500 – 2700 persons in Puerto de la Cruz, 200 people in La Frontera, El Hierro, and 500 – 600 visitors in Yaiza, Lanzarote.

On the whole, organisers received 350 entries for the Drawing Competition, which was organised as part of preliminary activities.



Field trips provided an excellent opportunity to get in touch with researchers and share new experiences.

For more details on the number of participants/activities please have a look at D 2.

Material exhibited

As all the events venues are located in an outermost region, materials providing information about research and educational possibilities & programmes offered by the EU, as well as exhibitions presenting success of national and regional projects supported from European sources had a special importance. In total, 20 different types of European publications were displayed in Spanish, German and English (the number of copies depended on the location, dozens to hundreds of copies were exhibited). Furthermore, 28 different scientific project posters were presented (the full list of posters can be found in Annex of D2). In the Industry Corner in Tenerife, altogether 6 Spanish and international, geology related companies exhibited their services and software products highlighting the links between geological science and business, as well as providing an outlook on how geological knowledge could be useful for society (name of companies are listed in D2). Due to the tough economic situation several other companies could not participate even though they all liked the idea itself.

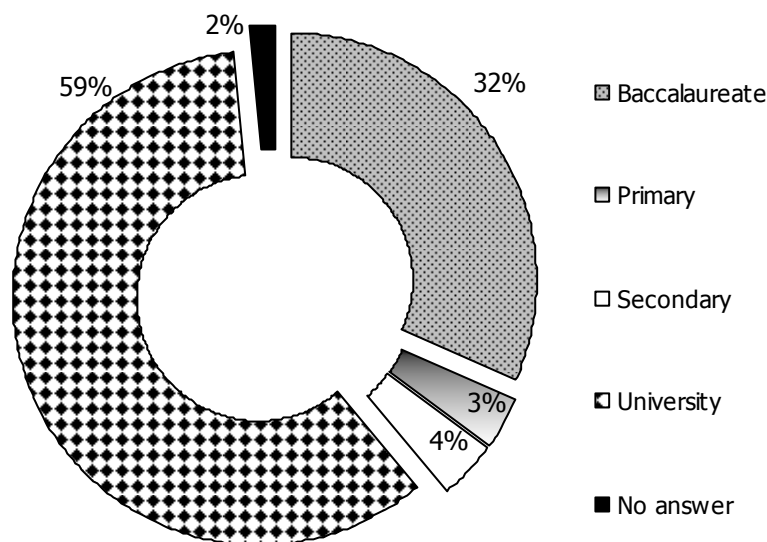
Detailed statistical analysis of the survey

Typology of visitors

Results of the detailed evaluation strengthen the impressions of the organisers, according to which there was no significant difference between the involvement of genders, men and women were equally interested and took part in the event (males: 44, 96% of the responders, females: 53, 49 % of the responders²).

Age distribution of responders was, however, more diverse. The majority belonged to age group 25-34 (32, 56%). People of middle ages, age groups of 35-44 (mainly parents with school kids) and 45-59 were presented almost evenly (26, 36% and 28, 68%). Less than 5% of the responders were older than 60 years, and only 7, 75 % of them marked to be younger than 25. This latter figure, though, does not entirely reflect the actual situation, as the attendance of kids (but rather ages 7-14) was evidently high, especially in La Palma and Tenerife.

Similarly to last-year, a considerable divergence was, however, identified in the educational background of the participants. Although, the event primarily promoted the participation of locals of all age groups, regardless their scientific background (and this message was stated several times throughout the awareness raising campaign), the majority of the attendees, 59, 69 % had a university degree, whilst only 3, 1 % responders marked primary school as the highest educational attainment (for detailed percentages, please have a look at the chart below).



Distribution of responders by highest educational attainment (%)

To sum it up, a typical Volcanoes' Night II participant at each venue was a 25-34 years old (32, 56 %) local islander, who lives in a small (2-10 thousands of inhabitants: 33,33 %) or medium sized (10-50 thousand residents: 31,01%) town, has a university degree (59,69 %), having had an initial special interest towards the topic before participating (68, 42 %), and attended a Researcher's Night event for the very first time (88,37% of the responders).

² 2 questionnaires were deficient in this regard.

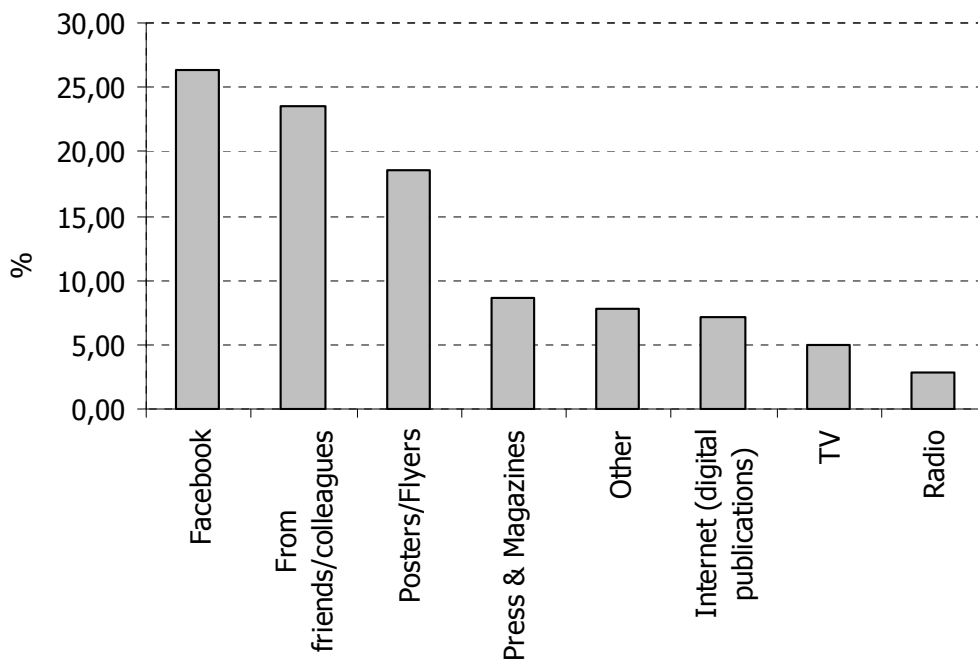
Tourists (mostly mainlanders, e.g. people from Barcelona, Malaga, Ciudad Real), in larger numbers, took part in activities organised in Tenerife and Lanzarote.

Reasons for participation and most successful awareness raising methods

Responders claimed '*personal interest in geosciences*' (58, 65 %) and the novel feature of the event (24, 06 %) as the key motivation factors for their involvement. This implies a slight change compared to last-year, when only for 16, 92 % of the attendees of the Fuencaliente event was novelty marked as a rationale for participation.

Concerning the awareness raising methods, the disperse use of different media channels proved be a good strategy. Although fiestas and other events are normally and principally advertised via posters and leaflets (especially in La Palma and El Hierro) – and yet this means of advertisement played an important role in the awareness raising campaign of Volcanoes' Night II –, the use of Internet (banners and notices in online magazines) & Facebook turned to be very useful, especially among the members of the younger generation (web statistics, outcome of the questionnaire and random talks to participants all underline this fact). In La Palma and El Hierro (where the hither target group, the inhabitants of the two villages live in a relatively small and closed community), alternative ways of promotion, such as 'gossiping', and in case of Fuencaliente the experience of last-year event participants also took an important role in awareness raising.

The first three most effective means of promotion turned out to be the same as last year (only their order has changed). To the question '*From where did you first hear about Volcanoes' Night?*' 26, 43 % of the responders indicated Facebook, 23, 57 % marked "heard from friends or colleagues" and 18, 57 % stated that via posters y/o flyers.



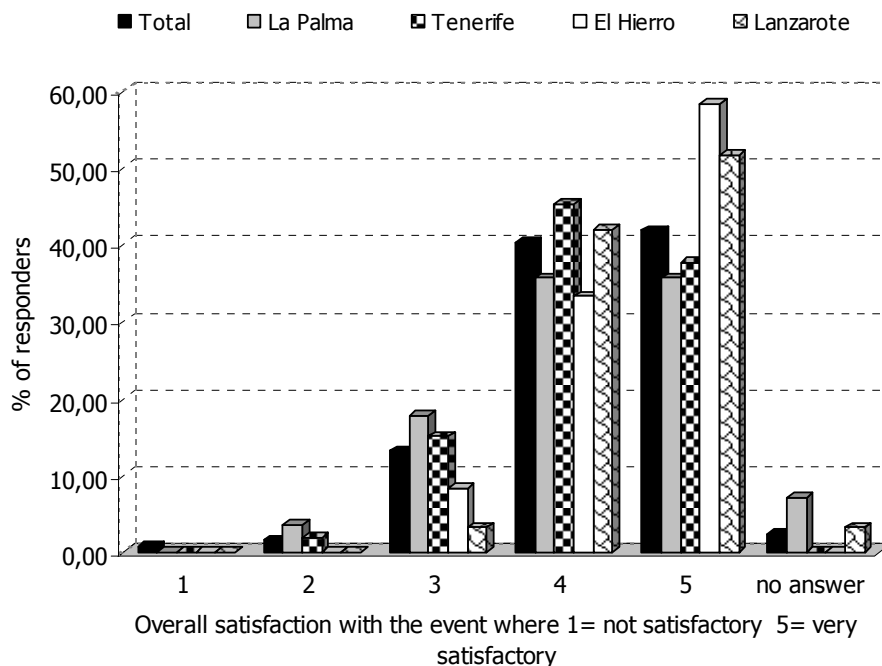
From where did you first hear about Volcanoes' Night II. ? (By percentage of responders)

Most popular programme elements and satisfaction of visitors

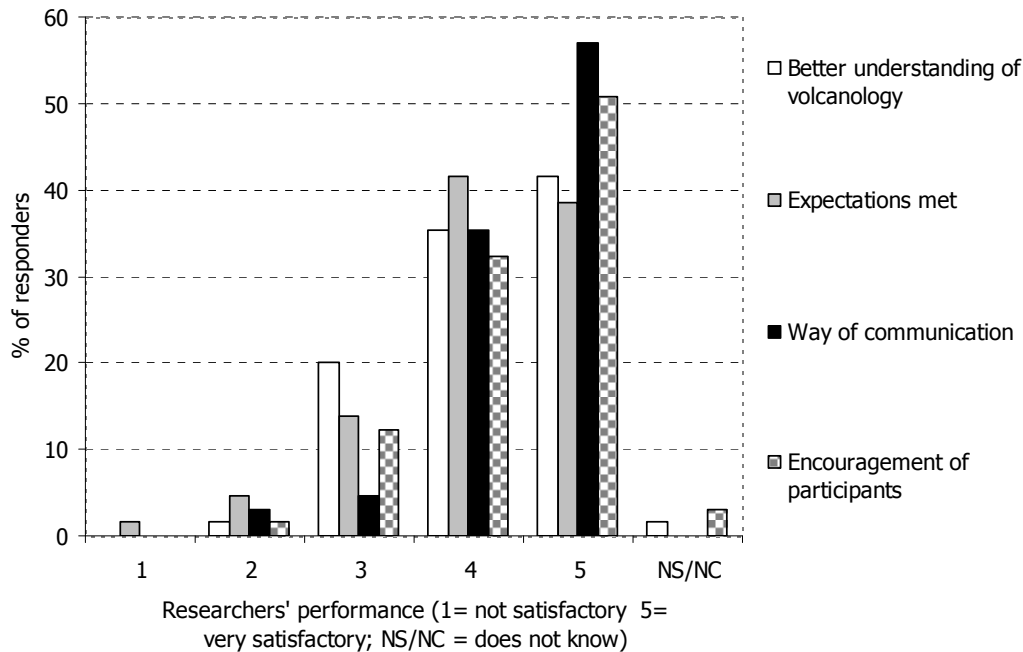
The main impression gained at all four locations, alike last year, was that the proposed programme elements and their implementation kept the interest of the audience. People, who decided to attend, were very interested and participated in many activities. This 'feeling' was underlined by the questionnaire results, according to which, almost a third of the responders (28, 68 %) attended 5 or more activities. The most popular actions were:

- Documentaries & Volcano Movies (46, 51 % of the questioned attendees)
- Expositions (44, 96 % of the responders)
- Ask a geoscientist (35, 66 % of the surveyed persons)
- My Day presentations (22, 36 % of the repliers)

The overall satisfaction with the offered programme elements was high at all locations. With minor differences in between the islands (71, 43% - 93, 55%), responders scored high or very high for this question (4 or 5, on a 1-5 scale). For exact percentages please have look at the chart below.



The level of satisfaction with researchers' performance was measured based on the feedback of those repliers, who participated in at least 3 core activities (out of *Excursions*, *My day presentations*, *Ask a Scientist*, *Science Cafés*, *Documentaries*, *Volcanes Around the World*; in total half of the repliers, 65 persons were asked). 92, 31 % of this group marked 4 or 5 on the way how the scientists communicated (which is a significant, 28, 02 % increment compared to last year); similarly 83, 08% of these people scored 4 or 5 on the question how much the researchers encouraged the participation of the audience (which is considerable improvement compared to last year, when only 57,14 % of a similar group voted for 4 or 5); while for 80 %, the proposed activities accomplished expectations (scores 4 or 5, again on the same scale). The chart below shows the percentages of responders on a 1-5 scale for each statement (question 6 of the survey).



Level satisfaction with researchers' performance (Question number 6 of the survey)

Initial and change in people's opinion, in particular regarding the topic and the public perception of geoscientists

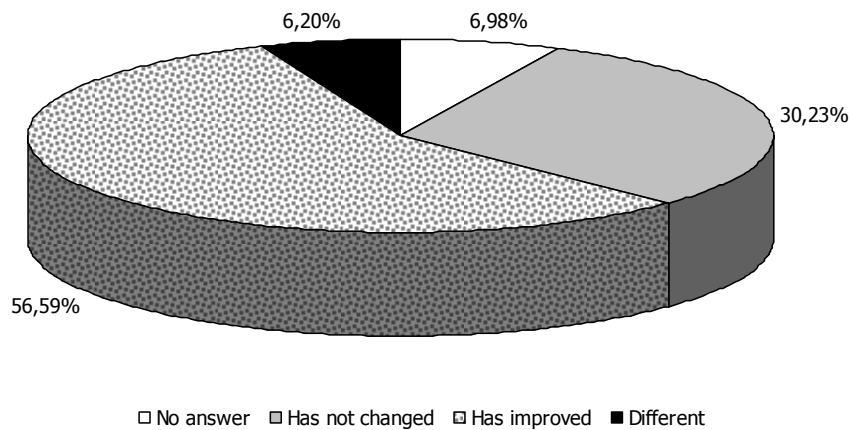
67, 15 % of the responders had found the work of geoscientists useful for society already before participating in the event (this is almost a 10% higher figure contrast to 2012, and very close to the value of 63, 05%, result of the pre-event survey on the same question). 17, 52 % of the responders of the same question (number 7) had believed that the work of geoscientists, in principal, is attractive. Only 8, 3 % of the responders thought not having been familiar with what geoscientists do before attendance, whereas none of the responders had considered the work of geologists and volcanologists non useful for society³. Figures have significantly improved compared to last year, when, before participating in the event, 28, 57 % of the responders had thought that the work geologist and volcanologist scientists is not known sufficiently, and 12, 7 % declared that the work of geoscientist has few implication for society.

After participating in the event, 56, 59 % of the responders declared that his/her opinion about the work of geoscientists has improved, or his/her opinion is different (6, 2 %) as has more knowledge on their job.

By the exclusion of three persons, all responders, who had originally not been familiar with what a geoscientist do y or had never thought about this topic, improved her/his opinion after participating in the event.

Moreover, 54, 35 % of those, who primarily had already considered the work of geoscientists useful for society prior to the event, further improved her/his opinion on the subject.

³ 2, 92 % stated that had not thought about this issue before, while 3 people did not give answer to this question.



Has your opinion on the work of geoscientist changed after participating in Volcanoes Night II.? (% of responders)

Note that 81, 58 % of those, whose opinion has not changed (30, 23 % of the total responders) found the work of geoscientists useful for society already before participating in the event (an additional 10, 53 % found it, in principal, attractive and only three persons (7, 89 %) opinion does not change into a positive direction.

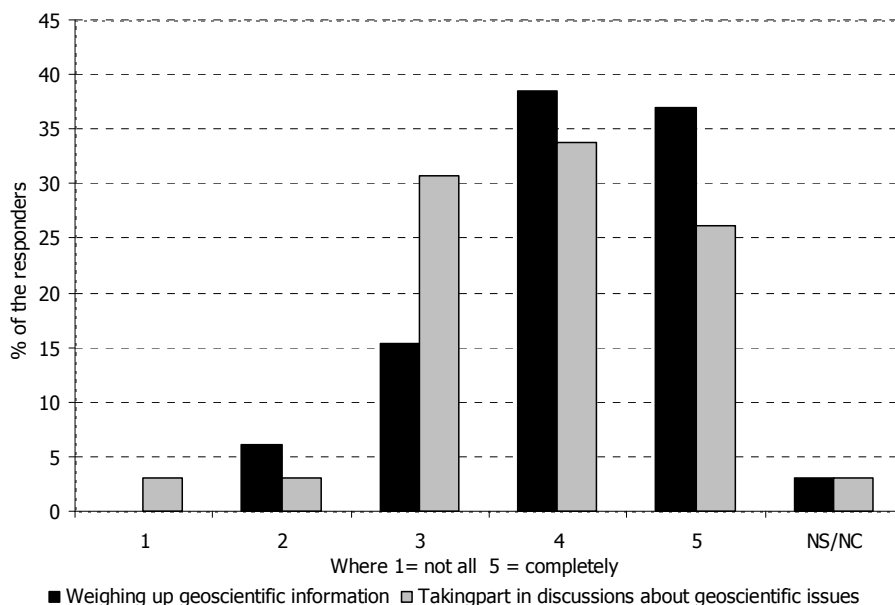
To the question '*Besides their professional work what other roles do play geoscientists in our society*' only 1 person stated that none, while 55, 65% of the responders indicated that they contribute to sustainable development and a further 30, 46% thought that through the governing ethical standards their work reflect the importance of social values.

To the question '*what extent would you say that your participation at Volcanoes Night II. has developed your interest in geosciences and volcanology*' the majority, 69, 77 % of the responders chose 4 or 5 (much, very much) on a 1-5 scale.

In order to have a better insight, two additional questions (questions number 13-14 of the survey) were addressed to those participants, who took part in at least 3 out of the core activities (*Excursions, My day presentations, Ask a Scientist, Science Cafés, Documentaries, Volcanes Around the World*; in total half of the repliers, 65 persons).

According to the survey results, three quarters (75, 38 %) of the interviewed participants considered that her/his participation at Volcanoes Night II. made her/him feel more able to weigh up geoscientific information, ideas and evidence (marked 4 or 5 for this statement on a 1-5 scale).

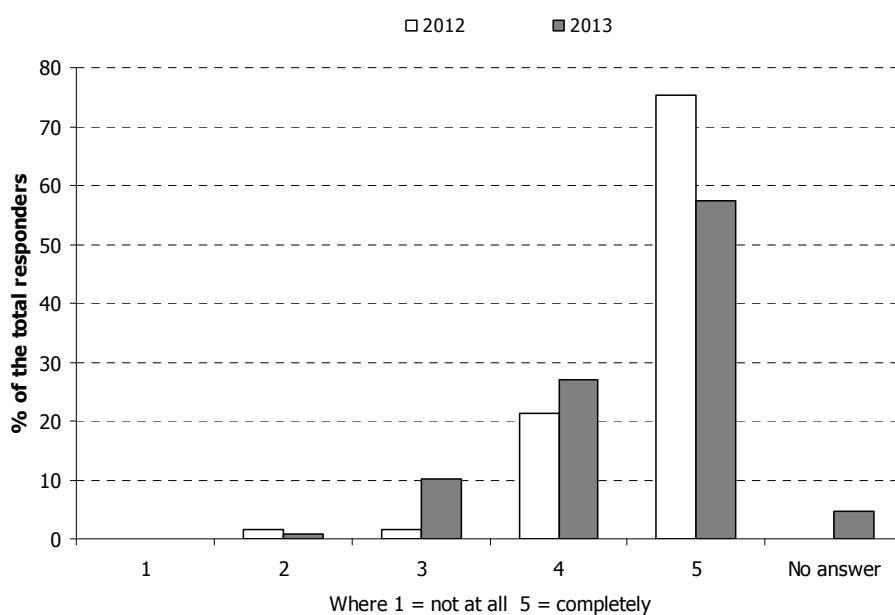
Similarly, a bit less but still two-third (60 %) of the interviewed participants believed that her/his participation at Volcanoes Night II. has made her/him feel more able to take part in discussions about geoscientific issues (for exact figures please have a look at the chart below).



Public support of such popular science events in the future

As events for the very first time were organised under Researchers' Night in three of the locations (on the island of Tenerife, El Hierro and Lanzarote) organisers consulted the attendees if they had ever participated or had heard about this initiative before. Results show that for 88, 37 % Volcanoes' Night II was the first time to participate in a Researchers' Night event.

In total, 84, 5 % of the total responders (and a similar figure of 86, 44 % of those, who for the first time participated at a Researchers' Night event) found the concept of Volcanoes' Night a useful or very useful scheme to bridge the gap between scientists and ordinary people (marked 4 or 5 on 1-5 scale). Last but not least, four but one person would recommend to other people to attend a similar event in the future (these four persons did not give answer to the question).



Do you find the concept of Volcanoes Night II useful? (% of total responders 2012-2013)

Evaluation of face-to-face interviews with participants and personal discussions with researchers

Participants

In order to measure the impact of the night better, to perceive if the main messages of the event have successfully (or how they have) been transmitted, so as well to leave more room for self-expression of participants, those responders, who took part at least three core activities (out of *Excursions, My day presentations, Ask a Scientist, Science Cafés, Documentaries, Volcanes Around the World*; in total half of the repliers, 65 persons) were asked two extra open questions (questions number 15 and 16 of the survey, both focussing on science/scientists – society relations).

The interviewed persons on the question how geology & volcanology can make our lives better, among others, mentioned that geological science could lead to a better future via findings of new ways of energy production based on the sustainable use of local natural resources. With equal magnitude, responders revealed that such research is a tool to control and prevent volcanic risks and thus contributes to the safety of society.

As far as the role of geoscientists, as a result of participation, several people found the job of these professionals diverse, likewise many responders stated that it is very important and necessary for society. Some responders noted that researchers work more than anticipated, and last but not least, numerous interviewed participants highlighted that the event was very useful; the selection of activities provided a great opportunity to get to know more about the topic and more importantly the scientists themselves

Some quotations are listed below:

Can you think of any ways geology & volcanology can make our lives better? How?

"It may contribute to find new ways of sustainable energy."

"It predicts eruptions and thus contributes to evacuate citizens." – Carmen Gloria Martin Afonso

"It prevents natural risks and could contribute to utilise our resources in a sustainable manner." – Sima Ruíz

"Control volcanic risks and, alert in case of catastrophes." – Sergio Montes

"It can imply touristic attraction." – Pilar Mendez

"It generates knowledge and awareness." – Nieves Maria Dominguez

"It is part of science and as such is essential for the development of society."

"Because reliable knowledge based on scientific data to help us understand the "functioning" of the environment around us is necessary."

"It results in reduced risk and contribution to knowledge of the environment." – José Mauricio Méndez Febles

"To get to know the surrounding environment and how to use its resources, but also because it represents a potential danger in case we do not take proper precautions." – Pepe Jiménez

"It informs us about volcanic risks, manages surveillance and control."

"More knowledge means less fear." – Karin K.

"We live in volcanic islands, knowing geology is vital for us." – David Lopez Pérez

"It is a possibility way to get green energy."

"Science which helps us live."

"Contribute to the safety of citizens."

"Helps us recognise the history of our terrain." – Mauricio Perez

Has tonight made you think about the role or importance of geoscientists further?

"Yes, I did not know this profession before." – Mario Romero Robeira

"Yes, absolutely." – Pedro Jose Torres

"Yes, for sure. I knew very little about this theme before."

"The presentation on geothermal energy has shown that there are workable solutions to generate renewable energy." – Regina Hyspa

"Yes, I value more their work, and I see very important that it is engaged with society, so that these issues are close to and known by all."

"Yes, it certainly did. An exciting work was developed with passion for pushing his actors and the audience to their participation." – Francisco Jose García Jiménez

"Yes, because if they do not consider such things, who would did? Researchers have demonstrated that their work is interesting and fascinating, and with initiatives such as Volcanoes' Night II. these people got in touch with citizens and made us understand many things." – Noemí Fernández García

"Yes, because with the various activities have helped us to understand better the role what geoscientists have in society today."

"Certainly. More knowledge, better preventive preparation." – José Mauricio Méndez Febles

"Yes, as we do not know in depth many of the issues dealt with these professionals. And often we get erroneous preconceptions of the work they perform; thus, this event has been very useful for getting conscious about their job."

"Yes, the women and men coming from different scientific disciplines covering Volcanology as a multidisciplinary science (Geography, Geology, Geomorphology, Geophysics, Geochemistry, risks, etc ...) are part of society, and they are the ones, who can best inform us about of the resources that nature offers. From successes and mistakes of being human, moreover, they exploit the risks, which derive from living in zones exposed to dangers such as volcanic hazard." – Pepe Jiménez

"As I have stated before, I have recognised that it is possible to use our resources in a better and more sustainable way.

Researchers

Opinions gathered during personal talks (during and after the event) shows that the majority of researchers, who took part in the event had already been involved in public engagement and felt that it is a necessary role, however, except for those scientists (6+6, 'main actors' and auxiliaries) who participated in *Volcanes Night Fuencaliente 2012* such experience was mainly related and limited to communication of volcanic risks and outreach of reducing volcanic hazard. Participating Volcanoes' Night II, an event where their work and they are themselves in the spotlight was a new experience for them. As a whole 33 researchers were involved in this year activities, and they all gained good practice with the public during the night. Quite a lot of them mentioned that taking part in the actions organised for kids was a truly enjoyable and remarkable experience, while others stated that they feel more encouraged to take part in public engagement in the future. All shared the feeling that the event was very satisfying and valuable, and should be run again. Though the event as a whole was perceived as a success, especially from qualitative perspective, the schedule and location of certain activities engendered suggestions for improvements.

Some quotations made by scientists:

It was even better than last year event. To see all that people asking and getting interested about your job makes you feel really good. – Cayetano Guillén.

Two years after the El Hierro eruption I´m back to El Hierro. This time was so funny to share all those presentations and how those days changed our lives. – Eugenio Fraile.

I have never seen such an effort to bring volcanoes to general public, and also the attendance has been really huge. – Prof. Luis González de Vallejo.

I use to work in outreach positions, trying to communicate science, and I have been given the chance to take part of this adventure. Now I can say it was one of the best experiences I had regarding public communication. – Dr. Antonio Darwich.

Being part of the organization means that you are gonna be exhausted, and you really are when the day comes to an end, but then you look back and think about those children attending experiments, or those talking about their memories on eruptions, and you realize that it really worth the effort. I am willing to get involved again in the future. – David Calvo.

In the Annex you may find a copy of the 12-point facilitated survey plus the 5 extra questions of the interviews (in English).