

European Geoparks Week 2013

Azores Geopark Report

Name of Geopark: **Azores Geopark**

Dates of EGN week: from May 25th to June 9th

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Special motto of geoparks week: To promote the geological heritage of the archipelago through activities addressed to the general public

1. Please give the following information:

- number of activities/events during geoparks week: 16 activities

- number of press releases announcing geoparks week events:

- daily announcements on Azores Geopark facebook page;
- 1 press release (May 22nd);
- 2 newspapers news;
- regular announcement at the "Geodiversidades" page on the "Açoriano Oriental" newspaper (with a 2-weeks base regularity)

- number of printed copies for program flyer/brochure/posters: not applicable :only digital diffusion of information (e.g. geopark as an arquipelago) – see also above

- number of printed articles on EGN week activities: 0

- total number of visitors/participants: 454 participants

2. Highlight most successful activities of your Geoparks Week 2013:

The most successfully activity held during the European Geoparks Week was the on-line Contest "Identify the Geosite/*Identifica o geossítio*" at the Azores Geopark Facebook page. This consisted of identifying a geosite to which a zoom photo was presented. This activity included photographs of geosites of all the islands and was open to the general public connecting the Azores Geopark Facebook page, and had a range of 16,966 people and 107 participations. Another activity with great participation was "Discovering the Azores Geopark/*A Descoberta do Geoparque Açores*" held on the São Miguel and Pico islands, in 4 different schools from the kinder garden to the 3rd grade. This consisted of didactic games, such as "Identify the geosite", "Identify the volcanic structures", creating volcanoes with plasticine and an oral presentation about the "Azores Geolandscapes". It included the participation of 115 students.