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## Interreg Atlantic Area AGEO Project – Explaining natural hazards and the role of citizen observatories through storytelling

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The Platform for Atlantic Geohazard Risk Management (AGEO) is a project co-financed under the Interreg Programme for the Atlantic Area that aims to launch five Citizens' Observatory pilots on geohazards according to regional priorities:

- Citizens' observatory on rockfalls and rockfall-triggers in the **Canary Islands, Spain**
- Citizens' observatory on rockfalls and rockfall-triggers in **Giants' Causeway and Carrick-a-rede, Northern Ireland**
- Multihazard Citizens Observatory in **Lisbon, Portugal**
- Citizens' observatory of slope instability monitoring in **Madeira island, Portugal**
- Citizens' observatory of vulnerability to coastal Risks in **Brittany, france**

These pilots will demonstrate how citizens' involvement in geohazard risks prevention can strengthen regional and national risk management systems. The consortium is led by the Instituto Superior Técnico (Portugal) and counts with several other partners from Portugal, Spain, France, Ireland and the United Kingdom.

Experiences gained during the implementation of the Citizens' Observatory pilots will be used to formulate recommendations for the creation of future observatories in response to the widest range of hazards (both natural and human-induced) faced in the Atlantic region. Engaging citizens in Citizens Observatories requires the development of outreach strategies seeking to understand expectations and develop attitudes, behaviours and competencies relevant for the aims and activities of the observatories.

The AGEO Consortium identified and targeted relevant stakeholders using Mendelow's (1991) power-interest matrix, and developed perceptual maps of stakeholders, adapted for each of the five Citizens' Observatory pilots. This approach was the basis for the development of tailored value propositions formulated to raise awareness on geohazards and mobilize citizens participation.

AGEO is also using storytelling to inspire the general public to action and emotionally implicate

non-specialised audiences. This approach is being used to educate children at school age and to reach their parents (in the pilot regions).

Mendelow, A. L., 1991. Environmental Scanning: The Impact of the Stakeholder Concept. Proceedings from the Second International Conference on Information Systems 407-418. Cambridge, MA.<https://aisel.aisnet.org/icis1981/20/>