

ENVIRONMENTAL AWARENESS

Civil Protection 'sets fire' to the Vall d'Incles with AI to create awareness

This is another action that is part of the current campaign 'Fire is not a game'

EL PERIÒDIC
ESCALDES-ENGORDANY

The Department of Civil Protection continues with the 'Fire is not a game' campaign, which aims to raise awareness among the population about the dangers of fire in the natural environment. On this occasion, they wanted to highlight one of the country's most representative valleys, such as the Vall d'Incles in Canillo. As they published in a tweet on the X platform [formerly Twitter], AI tools were used to create the campaign with the intention of creating the effect of fire, under the slogan «this image is artificial. We don't make it real.»

Civil Protection has indicated to EL PERIÒDIC that the campaign focuses on the use of AI «to give it a realistic look with visuals that impact the viewer», considering that it is a «good method» to spread the message through an adaptation to the new technologies and the new habits of society. For this same reason, we wanted to use the aforementioned slogan as the campaign's heading, in or-



Civil Protection

«[We wanted] to give it a realistic look with visuals that impact the viewer [...] We think it's a good method»

«We wanted to focus attention on emblematic places in the country to involve all the country's parishes»

der to raise public awareness of the consequences of the fire. In addition, and questioned the reason for the choice of the Vall d'Incles as the setting for the campaign, the department has stated that «we wanted to focus attention on emblematic places in the country to involve all the parishes of Andorra», as well as “to get closer to



Image of the campaign 'Fire is not a game', promoted by the Department of Civil Protection.

the people, selecting recognized places with a lot of traffic”.

In this way, the aim of the campaign is to prevent, reduce and combat the risk of forest fires throughout the territory. «We want to raise awareness of the importance of being cautious in the summer and avoid any act that could cause a fire», they pondered, which is why, in addition to disseminating these ty-

pes of images, we want to insist on the prevention tips that they will be shared throughout the summer. It should be noted that the period of the summer campaign has been fixed in the calendar from the weekend before Sant Joan to the weekend after Meritxell dat; that is, from June 17th to September 10th.

With regard to the public's reception of the aforementioned

PROTECCIÓ CIVIL



ACTIVATION AND BALANCE OF WARNINGS 2023

CAMPAIGN

The campaign was active by Civil Protection from June 17th to September 10th.

16 WARNINGS

16 weather warnings corresponding to high temperatures (11 yellow and 5 orange).

LEVEL 1

They report that fire danger level 1 was placed at four days in the north and seven days in the south-central.

LEVEL 2

They report that fire danger level 2 was placed in four days in the south-central part of the country.

campaign, it has been pointed out that, in general terms, it is being very well received, especially «due to its realistic and impactful nature». From Civil Protection they have also indicated that they are collaborating closely with the municipalities of the country and other actors, such as cinemas and RTVA, to spread the message and be present on a national scale. ●

NATURAL SPACE

Ordino celebrates Sorteny's first big mammal observation outing

It is a guided tour lasting about five hours

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On the occasion of the 25th anniversary of the Sorteny Valley nature park, the Municipality of Ordino programmed a whole series of activities around the natural space and one of these was the observation of large mammals. The first outing took place on Thursday and involved six people of different ages who were able to observe a total of 40 chamois, nine mouflons, marmots and newts.

The departure will be repeated on July 25th and August 8th. It consists of a tour through the natural park lasting about five hours and a difference in altitude of 560 meters which is done with the accompaniment of a mountain guide and the park ranger who is responsi-

COMÚ D'ORDINO



A moment of the Sorteny Valley.

ble for explaining the characteristics of the fauna. Departures are from the park car park and cost 15.68 euros for adults and 7.32 euros for children aged 8 to 12. The activity can be booked through the website www.visittordino.com.


Another novelty offered by the natural park this summer is the musical guided tour, to discover the botany of the park, by the biologist Montse Bruguat and the guitarist David Font, in collaboration with the AR+I, which will be on Saturday July 13th. On the other hand, this year, trips to the Grau de la Llosa lookout point, to the Estanyó lake and to the salt pans with the ranchers are being offered again. ●

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