

## **PRESENTATION OF THE WELCOME GUIDE ¡HOLA!**

The campaign for the public presentation of the Guide of Welcome was a success in terms of public administration communication and dissemination of information. Reaching a participation of 1.200 people in the Adan Martín's Auditorium of the island. This campaign consisted basically in showing the people we had to invite to the presentation how creative and participatory the process of designing it has been.

We invited people by phone calls, radio podcasts and posters making emphasis on the fact that we were inviting them to the presentation of the results of a collective and participatory process led by children, but specially to an artistic event.

¿What was the designing process really like?

Following the Council of Europe advise through ICC, it was suggested to the Children's Participation working Group *Amiguitos y Amiguitas* which is part of *Juntos En la misma dirección* (Together in the same direction) to assume the mission of creating a Guide of Welcome of migrants and other people coming to live in Tenerife. The group understood, from the beginning, that it was a very big mission, therefore, they would need collaboration from other people and groups. They started searching for this collaboration in the working groups inside *Juntos En la misma dirección*, and then the project was shared in the Intercultural Open Space, where other people joined the idea. This people suggested to use art as a key aspect and communication channel.

*Amiguitos y amiguitas* made it clear, from the beginning, that they wanted the Guide to be special. They wanted it to be more than a paper document and for it to have information and things that can not be found on internet. "The Guide of Welcome should communicate affection, love and warmth", they said. This elaboration process has taken three years, along which three hundred people and seventeen organisations have participated. Finally, the Guide of Welcome ¡HOLA! Was presented in the Tenerife's Auditorio Adán Martín on February 10th. It was an artistic event in which theatre, music and dance expressed the desired message of welcome in front of one thousand two hundred people.

Although the "Welcome Guide ¡Hola!" was presented on February tenth, this was not the end, but the beginning, since the interest shown by the participants and the positive feedback of this work expressed by a significant proportion of the society is important and has become a collective feeling.

Videos and photos:

<http://www.juntosenlamismadireccion.com/?p=2015>

<https://youtu.be/OB3eOrzHg0M>

<https://tinyurl.com/y2ls3kup>