



## **Enhancing Public Awareness of Disaster Risk Management: The Sebastiano Project, a Science and Art Successful co-creation experience.**

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Citizen participation is one of the most crucial bricks to build a safer future: citizens should learn to perceive and handle concepts of safety and security. To be effective, risk communicators must recognize and overcome a number of obstacles that have their roots in the limits of risk communication and the idiosyncrasies of the human mind. Doing an adequate job of communicating means finding comprehensible ways of presenting complex technical material that is clouded by uncertainty and inherently difficult to understand. However, the problems may not be insurmountable if designers of risk information programs are sensitive to the difficulties. “Fight fear so that you can acquire the serenity needed to confront nature”, this is one of the messages contained in the Sebastiano Project, a multi-disciplinary project to communicate to children and their families different ways of tackling natural hazards. Indeed, the central idea of the Sebastiano Project is that scientific information is more effectively disseminated by appealing to the imagination of children, using a cartoon figure, especially created for the occasion with the help of psychologist and pedagogists. If children understand natural disasters and how to deal with them, then they can pass an increased understanding to parents and relatives. One of the reasons the Sebastiano Project deserves particular attention is because its effectiveness can be measured by comparing knowledge, information and concepts transmitted by the activities to the attendants. The project is being developed in several packages, each with the aim of maximum impact on various aspects of daily life and each dealing with several natural hazards as Landslides, Floods, Earthquakes, Volcanic eruptions and tsunamis. It consists of a musical for children, Sebastiano all’Opera, an interactive “sculpture” for museums, The Sebastiano Experience, a didactic project for schools, Sebastiano at School, and songs and movies for WEB streaming. This multi-faceted work will enable people to master the basic knowledge needed to deal with catastrophic events in a better way. The Sebastiano Experience In the Science and Technology Museum in Milan, more than 4000 people experienced these works in 2017. 80.000 users were reached through the WEB and more than 3000 children were involved in the Sebastiano project at School.