

News in Brief

Freeze frame

Webcam tactic works a treat

• The freezing weather in Spain and the rest of Europe at the start of the year was seized on by the authorities in Gran Canaria to promote live pictures of the island via webcams.

The Tourism Board actively plugged pictures from Maspalomas and other parts of the south, as well as the capital Las Palmas, on websites in Europe in order to emphasise the temperature difference. With countries such as Poland, Sweden and Britain enduring chills as low as minus 15-20°C, live pictures of people swimming in the sea here were the best calling card for the island, said a Board source.

Cage controversy

Fish farming proposal opposed

• Plans to increase the number of fish farming cages in the waters off Los Gigantes are being opposed by the local council.

According to media reports recently, two leading fish farming firms have applied to add around 40 per cent to the current capacity in order to farm a wider range of species for local consumption and export. However, Santiago del Teide council says the presence of more cages would have a detrimental impact and wants the regional government to reject the application. "It is not within our powers to grant or refuse the licence requested but we hope the Canarian government heeds our opinion" said a spokesman. The cages currently produce 475 tonnes of fish per year.

ENVIRONMENT

Green Homes

The environmental education and participation programme known as Green Homes is now available at Güimar, Los Realejos and Tacoronte.

Personal guidance and tips on how to incorporate environmentally friendly habits into their daily lives and homes are available for families participating in the project. A registration form for those interested

is available on the Tenerife Cabildo's website or from any of their offices around the island.

The aim of the project is to provide practical advice and support to island families in their attempts to a more environmentally responsible and sustainable management of their homes by demonstrating how even small and simple changes in habits can help to save water, electricity and cut the cost of

your shopping basket. We can contribute to improving the environment and reduce bills without lowering our living standards.

First results from Adeje, Candelaria, La Orotava and Santa Úrsula indicate that families reduced their average electricity usage by 15 per cent, 90 per cent have installed water saving aerators in their taps and the same percentage now take their own bags to the supermar-

ket, selecting products that have not been overpackaged and pay attention to product labels to choose less environmentally harmful goods. Some have also begun to substitute part of their regular grocery purchases with goods from organic and fair trade suppliers.

Further information is available by calling 901 501 901/922 239 157 or by sending an email to educam@tenerife.es.

TVE

Tinerfeño gets top job

The new head of Spain's state-owned TV company is Tenerife journalist Santiago González.

Until now director of Spanish National Radio, González is to take over at the helm of TVE, the television arm of the public broadcaster. The 39-year-old's appointment was announced following the news that the current boss of TVE Javier Pons has decided to step down. González's arrival coincided with a new era in TVE, which stopped commercial advertising on 1 January.



Santiago González

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