

# WINTERMED

## MAPPING OF SUSTAINABLE TOURISM BEST PRACTICES



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# CONTENT

<b>1</b>	<b>EXAMPLES OF BEST PRACTICES FROM THE PRIVATE SECTOR .....</b>	<b>5</b>
1.1	<b>Examples from the Hotel industry .....</b>	<b>5</b>
1.1.1	Meliá Hotels International .....	5
1.1.2	Wave of Change, Grupo Iberostar .....	7
1.1.3	Riu Hotels and Resorts .....	8
1.1.4	Barceló Group.....	9
1.1.5	Garden Hotels and Hotels Playa de Muro partnership.....	10
1.1.6	Circularity Indicator applied to the hotel sector .....	10
1.1.7	Examples from other hotels .....	12
1.2	<b>Examples of Sustainable Tourism Activities.....</b>	<b>14</b>
1.2.1	Sustainable Activities in the countryside: Jungle Parc .....	14
1.2.2	TirolinasGo .....	14
1.2.3	BalearsVerd.....	15
1.2.4	Mallorca Natural Tours .....	15
1.3	<b>Tourism and Health .....</b>	<b>16</b>
1.4	<b>Examples Related to Local Products and Km0.....</b>	<b>17</b>
1.5	<b>Tourism and Awareness .....</b>	<b>20</b>
1.6	<b>Cultural Heritage .....</b>	<b>21</b>
<b>2</b>	<b>EXAMPLES OF BEST PRACTICES FROM THE PUBLIC SECTOR .....</b>	<b>22</b>
2.1	<b>At Regional Level.....</b>	<b>22</b>
2.1.1	Port Authority of the Balearic Islands.....	22
2.1.2	Palma de Mallorca Airport.....	23
2.1.3	Sustainable Tourism Tax .....	24
2.2	<b>Best Practices Examples in Mallorca.....</b>	<b>26</b>
2.2.1	Palma City Council .....	26
2.2.2	Calvià Town Council .....	26
2.2.3	Pollença Town Council .....	27
2.2.4	Andratx Town Council.....	27
2.2.5	Sant Llorenç des Cardassar Town Council.....	27
2.2.6	Manacor Town Council .....	28
2.2.7	Santanyí Town Council.....	28
2.2.8	Alcúdia Town Council .....	28
2.2.9	Felanitx Town Council .....	30
2.3	<b>Best Practices Examples in Ibiza.....</b>	<b>31</b>
2.3.1	Clean Energy Islands (Ibiza).....	31
2.3.2	Sustainability Observatory of Ibiza.....	31
2.3.3	Ibiza Creativa.....	32
2.3.4	Ibiza, Smart and Sustainable Tourism .....	32
2.3.5	Ibiza Sostenible .....	33
2.3.6	Ibiza Plogging .....	33

2.3.7	Ibiza is Wellness .....	34
<b>2.4</b>	<b>Best Practices Examples in Menorca.....</b>	<b>35</b>
2.4.1	Menorca Biosphere Reserve .....	35
2.4.2	Turismo 0CO <sub>2</sub> .....	35
2.4.3	Starlight Tourism Destination.....	36
2.4.4	BGreenMenorca .....	36
<b>2.5</b>	<b>Best Practices Examples in Formentera.....</b>	<b>38</b>
2.5.1	Formentera, Sustainability Laboratory .....	38
2.5.2	Save Posidonia Project.....	38
2.5.3	Formentera Eco .....	39
2.5.4	Formentera Slow Food .....	39

# 1 EXAMPLES OF BEST PRACTICES FROM THE PRIVATE SECTOR

## 1.1 Examples from the Hotel industry

### 1.1.1 Meliá Hotels International

In 2019, **Meliá Hotels International** was crowned world's most sustainable hotel company thanks to its ecological, water and energy management projects, as well as its commitment in meeting the SDGs.

Its commitment to the Paris Climate Agreement has led to the definition of specific medium-term environmental objectives related to combatting climate change. Innovation and technology are the drivers behind an efficient management system designed to reduce the use of natural resources and its environmental footprint, along with the support of strategic allies and experts who help them achieve their commitments.



The areas in which they are working today are the following:

- They incorporate sustainability criteria throughout the supply chain, beginning with the hotel concept and design
- They are committed to using certified sources of renewable energy, standardising efficient management systems and implementing systems that reduce water use
- They reduce or eliminate high-impact waste from the ecosystem. Constant collaboration with leading experts allow them to move towards a circular economy model
- They measure and control consumption through tools, indicators and scientific criteria (Science Based Target Organization – SBTI)
- They promote training and raising the awareness of their customers and employees through programmes focused on respect for the environment and biodiversity

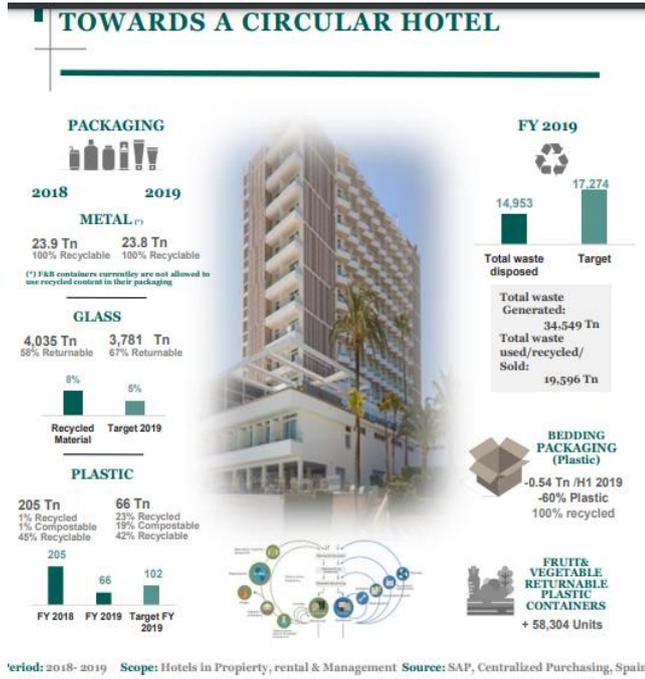
### Contribution to 2030 agenda

They monitor energy and water use on a daily basis to ensure responsible consumption and use innovative technology to achieve our objectives. They aim to reduce water use per stay by 8% to 2020.

They increasingly use green energy or certified renewable energy to ensure that 70% of their energy supply is environmentally friendly by 2020.

They encourage the selective collection, safe management and recycling of waste to reduce its environmental impact, with a special focus on reducing greenhouse gas emissions. They aim to achieve selective waste collection levels of 50% in their hotels

They have certified that their energy and emissions management system complies with their Environmental Policy, their energy commitments and the standards required by ISO 50001



Period: 2018-2019 Scope: Hotels in Property, rental & Management Source: SAP, Centralized Purchasing, Spain

### 1.1.2 Wave of Change, Grupo Iberostar

**Wave Change** is a pioneering movement inspired by **Grupo Iberostar**. It is based on the elimination of single-use plastics, the promotion of sustainable and responsible fishing and the improvement of coastal health. Thus, Iberostar offers a certified product while also supporting local fishing communities towards a more sustainable way of doing things. The company has set itself five long-term commitments for the next ten years:

- All Iberostar hotels will be free of single-use plastic in all departments and areas by the end of 2020, free of waste by 2025 and carbon neutral by 2030.
- All fish and seafood will come from responsible sources by 2025.
- Iberostar will invest in the health of the ecosystems surrounding all of its hotels committing to having improved them by 2030, increasing the destinations' tourist quality.
- Ninety per cent of all customers staying with Iberostar will know about the Wave of Change movement by 2030, and this will be one of the main factors for sixty per cent of customers choosing Iberostar in 2025.
- Twice as many as the hotels Iberostar has in its portfolio will have adopted Iberostar's responsible tourism certification or that of its verified partners' by 2030.



### 1.1.3 Riu Hotels and Resorts

Riu Hotels & Resorts invested 1.2 million euros in social and environmental protection projects in 2019;



### 2018 ENVIRONMENTAL PROJECTS

- New CSR communication strategy
- Staff training on sustainability
- Sustainability criteria for PURCHASING
- Commitment to NATURE FRIENDLY BILLING
- Sustainability criteria for building and remodeling hotels
- Investment in efficient systems for saving water and energy
- Improvements in waste management
- Maintenance of the sustainability indicators system
- Maintenance of protection programs for endangered species
- Maintenance of the Riu Refuge Management Plan in Costa Rica
- CO2 emissions compensation project in Costa Rica

### 1.1.4 Barceló Group

Barceló group has set up *Responsible Living Hotels* that implements fifty-five measures related to energy efficiency, responsible consumption, the elimination of single-use plastics, waste management, new uniforms made out of recycled fabric, environmental value enhancement and contribution to the local economy, as well as raising the awareness and commitment of its teams and customers.



### 1.1.5 Garden Hotels and Hotels Playa de Muro partnership

The hotel sector has been one of the main sectors to boost sustainable management, turning the waste generated by tourism into resources. This is done by turning the organic waste generated at hotels into ecological compost used as raw material to maintain their garden areas and distribute it among the island's farmers, who hotels buy their fruit and vegetables from—a great example of **Circular Economy**.

This relevant initiative, initiated in 2017 by Garden Hotels, can be carried out, sustained and improved thanks to partnerships with several NGOs like Amics de la Terra, Estel de Levant, Aubo, APAEMA and Ramon Plana, an expert compost maker, who all helped to produce this special eco-compost. According to this study and depending on each hotel's size, more than 700 kilos of organic waste can be generated a day. This idea arose from an analysis carried out that indicated that each guest produces 0.67 kilos of organic matter per day in a hotel like Playa Garden Selection Hotel Spa in Playa de Muro - with 225 rooms. So, it is estimated that **91,000 kilos of compost** could be produced thanks to this hotel.



Playa de Muro hotels have contributed to this initiative by allowing Garden Hotels to use a lot, they are co-owners of, free of charge, to store pruning remains from all of the hotels on the island that want to take part in this initiative. These pruning remains are essential to make the compost mentioned above.

Finally, once this eco-compost has been made and managed, hotels buy their fruit and veg from those same farmers who used the compost. The fruit and vegetables are then used to create ecological, local and slow food dishes for hotel customers at their buffets, therefore completing the process.

### 1.1.6 Circularity Indicator applied to the hotel sector

The **Impulsa Balear Foundation** (FIB for its acronym in Spanish), together with Iberostar, hotel chain, and under the supervision of UNWTO has defined a new **strategic framework**<sup>1</sup> aimed at encouraging a transformation of current hotel business models, moving towards the notion of circularity. The strategic framework's main objectives are the following:

- Encourage companies to set up and monitor best practices and guide them through the process.
- Encourage the creation of circular liaisons within its value chain
- Contribute to reducing the implementation gap of global sustainability standards

Thus, FIB has prepared a guide for the implementation of circular best practices that enable the hotel sector's companies to:

<sup>1</sup> <https://impulsabalears.org/index.php/recursos/i-publicaciones/i-dossiers/dossier-numero-3>

- Make decisions concerning assets and processes that have been affected by circularity.
- Draw up new action programmes.
- Identify key circular progress indicators.

Among others, this guide includes a list of 81 indicators (KPIs) that help to measure circular progress in hotels. These KPIs are innovative because, to date, there are no other global circularity benchmarks applied to the hotel industry.

Thus, it should be noted that, at present, the hotel industry in Mallorca is ready and already contributing to this transition towards circular economy, leading a transformation process based on innovation, the adoption of new technologies and the reorientation of know-how towards a new formulation of its operations and services. In fact, the most important companies in the sector hold themselves as proactive stakeholders in this regard, especially in terms of the growing alignment of their corporate social responsibility plans in environmental matters with their respective business strategies and their commitment regarding the compliance of the Agenda 2030' sustainable development goals.

Antoni Riera, director of FIB, points out that, given the Balearic Islands' hotel sector's cross-cutting and broad value chain, this sector could play a very interesting role as a 'Circular Laboratory' and thus be an example in the adoption of circular standards for all other sectors belonging to the tourism value chain and even other productive segments that are relevant in the regional business network.

The foundation is also in the process of developing the iCIRCHOT application, a self-diagnosis solution to monitor the circular progress of companies working in the Balearic Islands' hotel sector.

### 1.1.7 Examples from other hotels

Many hotels carry out their own initiatives, like **Hotel Bonsol**, that has been planting trees to offset CO<sub>2</sub>-emissions since 2007. These trees are planted in Costa Rica on land where trees were cut down in the fifties to plant pastures for cattle. The forest area is recovered and jobs are created. Since the launch of the project, more than 200,000 trees have been planted.

Together with the Association of Local Varieties ([www.varietatslocals.org](http://www.varietatslocals.org)), **Hotel Son Brull** has implemented a **programme for the recovery of local varieties of vegetables, legumes, cereals and fruit seeds**, as well as the relevant farming knowledge. This initiative encourages the production and conservation of the cultivated biodiversity and the collective management of agrobiodiversity as the people's heritage. The hotel has also set up water recycling systems, solar panels, biomass boilers and electric car chargers. Finally, it is also a member of the Relais & Chateaux association and is fully committed to the **Relais & Chateaux manifest**<sup>2</sup> presented to WHO in 2014.



The **Viva Hotels & Resorts** hotel chain carries numerous measures to improve energy consumption, waste management, mobility and responsible consumption at all its hotels: from investing in solar energy and electric vehicles to eliminating all single-use plastic and becoming a part of TIRME's circular hotels' project.

The hotels belonging to **Alcudia's Hotel Association** have implemented the following initiatives:

- **Elimination of plastic bottles.** 0.5-litre plastic water bottles are replaced by cardboard cups, installing purified water fountains and replacing courtesy plastic water bottlers for reusable glass ones.
- **Commitment to local Zero-Km products.** Local and ecological products are incorporated into their culinary offering to boost the local economy.
- **Participation in FEHM's circular economy strategy** – Impulsa Foundation: Adherence to the circular economy strategy promoted by Fundación Impulsa Balears, together with several hotel chains to move forward in reducing the use of resources and increasing recycling.
- **Biomass.** Installation of biomass boilers in several hotels to reduce the use of diesel and piped gas, thereby contributing to reducing their carbon footprints.
- **Environmental Certifications.** Application of ISO14001 environmental management systems and EMS verification.

<sup>2</sup> <https://www.relaischateaux.com/es/p/manifeste>

- **Paperless employee website.** Digitisation of the HR department and the creation of a website for employees, substantially reducing paper waste.
- **Cooperation with social entities and NGOs.** Perishable food donations to the Food Bank because of hotels being closed down due to COVID-19. Fundraising for *Sonrisa Mèdica* (a non-profit ClownCare organisation), 15,000€ in 2020. Donation of sheets, quilts, blankets, towels, etc. and household items to “*Los Amigos de Buba*”, an association that helps children and women in Senegal.

## 1.2 Examples of Sustainable Tourism Activities

### 1.2.1 Sustainable Activities in the countryside: Jungle Parc



Jungle Parc is an adventure park with zip lines that use forest trees as a resource. There are two Jungle Parcs on the island, Jungle Parc Aventura and Jungle Parc Junior. To ensure these parks' sustainability, periodically and at the company's request, a Forest Engineer comes in and assesses the trees used in both parks.

These studies that have been carried out since 2016 have several objectives:

- To ensure the safety of those using the parks' installations, studying the stability and suitability of the trees used.
- To keep control of the trees' good health, calculating how much each tree has grown in a year, checking to see if there are any pests and making sure there are no physical-mechanical damages to be seen.

The studies carried out propose a series of prevention and improvement measures for borers and processionary moths to ensure the good health of the trees, as well as a series of general recommendations the owners follow and even improve every year.

It should be noted that in all the studies drawn up from 2016 to 2020, the trees assessed in both adventure parks have been deemed SUITABLE for their use.

### 1.2.2 TirolinasGo

The zip lines Tirolinas Go adventure park is in the countryside and is built out of wood. It is 100 per cent sustainable and produces Zero pollution. It promotes outdoor Sports and leisure activities for children, young people, adults, families, etc. The park has a programme for tree planting that it carries out with schools on the island. In 2019 every school that came to the park planted a tree in the park's forest



<https://tirolinasgo.com/>

### 1.2.3 BalearsVerd

**BalearsVerd** (<https://www.artifexbalear.org>) is a project to regenerate the Balearic Islands' land and sea ecosystems using Regenerative Agriculture and recovering the *Posidonia oceanica* meadows. Its clear objectives are:

- **Land regeneration:** increase organic matter by 4 per cent (three years)
  - Double the water retention capacity (one year)
  - Reduce the temperature of the land by 5°C (one year)
  - Produce 1 Ton of fungal compound (six months)
  - Produce 100L of bio-fertilisers (six months)
- **Greening activities** (green roof)
  - Plant and area of 100m<sup>2</sup> with trees that have a 90 per cent survival rate in their 3<sup>rd</sup> year (Food Forest Gardens)
  - Seedbeds adapted to climate change. 1,000 units of *Posidonia* seedbeds in greenhouses (Imedea)
  - Plant *Posidonia Oceanica* in the sea (Imedea)
- **Urban agriculture and eco-literacy**
  - 1000m<sup>2</sup> Innovation centres
  - 100 m<sup>2</sup> shaded/urban gardens
  - 10 m<sup>2</sup> cultivation tables for urban agriculture
  - 50 m<sup>2</sup> green roofs and vertical gardens

### 1.2.4 Mallorca Natural Tours

The objective of **Mallorca Natural Tours** is to develop nature tourism activities, focusing not only on knowledge about and enjoyment of nature, but also on disseminating and creating awareness on the natural values of our environment, while contributing to their conservation.

The company organizes birding and wildlife tours to the major natural areas on the island, offering the best combination of birding, discovering Mallorca's wildlife, landscapes, history and culture. The tour leaders are local professional biologists, ecologists, ornithologists and naturalists with considerable experience in observing and studying Mallorca's nature and excellent knowledge of the best sites. Many of them have worked in protected areas and biodiversity conservation. The company offers tours to unique wetlands, dense forests, secluded coves, majestic mountains and stunning viewpoints to enjoy breathtaking cliffs and beautiful sceneries, while looking for birds and other wildlife.



## 1.3 Tourism and Health

**Hi-Services**, a project, not directly related to sustainability, but considered one of the island's best practices is the **HI Services** project promoted by Health Innovation Services. The project puts innovation and technology at the service of people's health. The company has set up HI-Points (Health Innovation Points), completely adaptable wooden structures, in different places on the island. HIScreens, tactile and interactive digital screens where people (residents and tourists) will find information and tips on healthy living and how to act in the case of an emergency, are set up inside the HI-Points. One of their top features is an innovative software that recommends what sunscreen each person should use and how to use it.



This project has the support of the **Spanish Association against Cancer** and the **112 emergency service**.

## 1.4 Examples Related to Local Products and Km0

- <https://mallorca-autentica.com/> Run by the German market, his website includes local activities based on sustainability and Km0 (local) products.
- <https://www.mallorcamuntanya.com/> This website targets German tourists and shows them different outings they can go on around the Serra Tramuntana mountain range.
- <http://www.cooperativasoller.com/index.php/36-principal/126-capvespre> The Agricultural Cooperative of Soller offers workshops and different training sessions. The Cooperative's philosophy is for the orange and olive groves to be worked on following sustainability criteria, help those in charge of looking after the Serra de Tramuntana's resources, promote the sale of good quality fresh products for crops to survive, help preserve and protect the natural environment and save resources.
- <https://www.ecovinyassa.com/es/> Ecovinyassa is an estate involved in environmental education where tourists and visitors can learn about the history behind Soller's oranges and enjoy the peace and quiet and a very special microclimate while tasting freshly squeezed ecological orange juice and a typical small snack.

- <https://terragust.com/> The Terragust project was created to promote sustainability, knowledge of local products and circular economy. They offer culinary experiences based on Km0 (local) products showing you don't have to go far to get the best flavours and textures. Thus, this web offers guided tours around Mallorca's crops and also sells Mallorcan elaborated gourmet products, fruit and vegetables. Terragust has a sustainability plan and uses sustainable agricultural techniques like integrated production. They are implementing Short food circuits (from producer to consumer) that contribute to the island's circular economy. They have stopped using traditional plastics and are working on cutting down water consumption.



Picture 1 – Local culinary experience, Terragust

- <https://terracor.es/> Terracor grows and commercialises fruit and vegetable from Mallorca. They have put a great effort into recovering traditional varieties, and they focus on protecting the environment.

- <https://pescaturismomallorca.com/> PescaTurismo (Fishing trip) won the award for Best international initiative in responsible and sustainable tourism at FITUR in 2018 and the Best Balearic Islands' tourist experience award granted by the Government of the Balearic Islands also in 2018.



Pescaturismo together with the island's fishermen's associations and individual fishermen sell trips for people to go out with traditional fishermen on professional fishing boats and spend a typical working day with them fishing. These trips can be organised all year round, and their goal is to promote ecotourism and maritime culture.

- [www.mallorcawalkingevent.com](http://www.mallorcawalkingevent.com) The Mallorca Walking Event (MWE) has been held on Mallorca for the last five years. It is a non-competitive event where mostly Dutch people walk for four days. The event is to help make tourism less dependant on seasonal factors and is organised before Easter. This event is very popular with pensioners who seize the opportunity and spend a week on the island getting to know it in a sustainable way. MWE implements sustainable initiatives like giving reusable water bottles with the registration to eliminate the use of plastic during the event.



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- [www.vinsnadal.es](http://www.vinsnadal.es) Vins Nadal is a small family vineyard that has been working for many years now to protect nature and the environment. Its philosophy and objectives are to:
  - Protect the environment
  - Become a member of the Business and Climate Foundation to help mitigate climate change. Carbon Footprint analysis and yearly improvements.
  - Only use lightweight bottles for their wines
  - Exclusively use natural cork
  - Thirteen percent fewer emissions
  - Make labels out of calcium carbonate
  - Not use herbicides
  - Only use antifungal products that do not leave residues

- Be a certified Zero-waste company as it is. It complies with the requirements set out in EU regulations concerning the maximum amount of residues of phytosanitary products allowed in wines and makes sure that when present, they are those permitted in this regulation. At the same time, they also use products that leave no waste or residues when treating vineyards.

## 1.5 Tourism and Awareness

- <https://www.cleanwave.org/>

Cleanwave is a non-profit initiative that fights against single-use plastic and offers a sustainable alternative to single-use disposable bottles in the Balearic Islands. Cleanwave aims to make drinking water freely accessible while also reducing plastic waste by selling stainless steel bottles.



- <http://clean-boating.com/index.html> The Clean Boating Movement is a joint private-public partnership that aims to reduce the amount of plastic litter in our Seas by targeting and involving the pleasure boating community and the many charter vessels around the island of Mallorca, to get involved and play a vital role of picking up and removing plastic from the sea. It was initiated in Autumn 2020 in Cala Dor, Mallorca, through a collaboration between Sea Teach Sea School, the Santanyí town council, Cala d'Or tourism offices, Holls Charter, and other local businesses.



## 1.6 Cultural Heritage

The **Itinerem Foundation** was established in 2018 and inherited the work carried out by the Mediterranean Historical Heritage Cultural Association since 2015. Its board comprises a group of professionals from the tourism, cultural and media and communication sectors. Its goals are to design, promote and carry out different kinds of activities to promote and tell people about Mallorca's "*Possessions*" (historical rural manor houses) and other features of Mediterranean heritage, encouraging owners to get involved with local development and cultural tourism.

The Foundation also participates in the local community's growth by signing cooperation agreements with other associations, educational institutions, town councils and professional and business groups to identify and meet common goals.



<https://fundacion-itinerem.org>

## 2 EXAMPLES OF BEST PRACTICES FROM THE PUBLIC SECTOR

### 2.1 At Regional Level

#### 2.1.1 Port Authority of the Balearic Islands

The Balearic Islands' ports, run by the **Port Authority of the Balearic Islands** (APB for its acronym in Spanish), have set themselves different environmental policy commitments together with a series of initiatives to ensure the sustainability of the destination. Thus, their objectives are to:



- Meet the Balearic Islands' Community's demand in the frame of sustainable development by providing infrastructures and catalyst services to this end, respecting and improving the conditions and natural environment in the ports 'surroundings.
- Integrate environmental considerations into infrastructure planning, management, design and implementation operations and the use, surveillance and preservation of the public port domain.
- Protect the port area's marine environment and natural environment, including preventing pollution, ensuring legal compliance and other requirements in all its areas of influence.
- Use available natural resources rationally, minimising their use, applying energy efficiency criteria and preventing climate change.
- Encourage environmental training and education among the institution's staff, and support its employees' professional development, fostering a sense of pride in belonging to the organisation.
- Optimise economic management by protecting and making heritage and the available resources profitable.
- Carry out research and studies on matters related to port activity and environmental protection, and work on them with others.

Examples of outstanding initiatives:

- Air quality monitoring in the island's ports.
- Electric power supply for ships docked at the ports.
- Participation in the CleanPort project, its objective being to demonstrate the viability of a system to generate alternative clean energy in the maritime sector.
- Water quality monitoring.
- Participation in the SAMOA (Meteorological and Oceanographic Support System) project with the definition of specific and general warning alarms.
- Keeping the ports' water clean
- Agreement with the Save the Med Foundation.
- Waste management and monitoring of bins.
- Energy transformation at the terminals.
- Participation in the Green Hysland project. This is the first strategic project in southern Europe, and it will create an «ecosystem of green hydrogen» in the Balearic Islands. Green Hysland will generate, distribute and use at least 300

tons of renewable hydrogen, produced by solar energy, a year in Mallorca. The goal is to reduce CO<sub>2</sub> emissions on the island by up to 20,700 tons per year. The project is also part of the “Hydrogen Roadmap: a commitment to renewable hydrogen” recently approved by Spain’s Government, which seeks to position the country as a relevant technological example in the production and use of renewable hydrogen, reaching a production capacity of 4 GW by 2030, and mobilising a total estimated investment of 8,900 million euros.

- Participation in the Balith project, the aim of which is to improve energy storage batteries, also making it possible to store large amounts of energy during long periods. This system will help to save on the costs of the batteries used currently.
- Smart measurement grid (electricity and water)
- Implementation of the Smart Port platform for interconnected, green and smart ports.

### 2.1.2 Palma de Mallorca Airport

Palma de Mallorca’s Airport is focused on offering optimal levels of service quality and environmental performance. To this end, it has an Energy Efficiency and Environmental Integrated Management Policy and an Integrated Quality and Environmental Management System, certified according to the ISO 9001 and ISO 14001 standards. It also participated in the ACI (Airport Council International) “Airport Carbon Accreditation” programme and obtained level 1 accreditation in 2013. It currently holds level 2 accreditation, and this involves, not only assessing and measuring the carbon footprint but also providing evidence of efficient carbon management, and also includes the definition of objectives and reduction in CO<sub>2</sub> emissions relative to the average emissions of the last three years.

Concerning the fight against climate change, AENA sets up its strategy in 2018 to ensure compliance with the Paris Agreement’s objectives to prevent the planet’s global average temperature increasing more than 2°C compared to the preindustrial times and promote additional efforts to ensure global warming does not exceed 1.5°C.

Recently, and following the European Green Deal, this strategy has been updated, introducing new objectives and initiatives that will allow us to achieve “zero emissions by 2040, based on the following principles:

- Manage the risks and opportunities related to climate change and airport activity.
- Gradually reduce the use of fossil fuels by introducing the production and use of renewable energy to guarantee clean, efficient and safe energy supply.
- Maximise energy efficiency adapting energy consumption to the real use of its facilities.
- Collaborative work with airline companies, handling agents and even shops, employees and the passengers themselves to implement innovative solutions that will allow us to make aviation more sustainable and carbon-free.
- Promote the production and use of sustainable aviation fuels (SAF).

Concerning acoustic impact management, Palma de Mallorca Airport uses a system to monitor noise levels. The general public can access this system through the Web Track application. This application is available on Aena’s web site and gives the general public

precise and transparent information on aeronautical operations and the corresponding sound levels.

Aena considers a series of intermediate objectives aimed at anticipating the achievement of the environmental goals it initially committed to. Aena's new environmental plan includes three main objectives:

- Raise the proportion of **self-sufficiency** from the seventy per cent initially proposed, to 100 per cent. This will be done by using **photovoltaic energy** inside airport facilities.
- Fulfil the **carbon-neutral programme** four years ahead of time, from 2030 to 2026, where Palma de Mallorca Airport participates in the “**Airport Carbon Accreditation**” programme. Carbon dioxide emissions that cannot be totally eliminated by 2026 will be compensated with projects aimed at absorbing the equivalent amount of CO<sub>2</sub> generated so that the end results are carbon-neutral.
- **Net zero emissions:** meet this objective ahead of time, in 2040 rather than in 2050. In 2019 Aena joined the NetZero2050 initiative, signed by more than 200 airports in twenty-four European countries. Aena has currently committed to accelerating the decarbonisation process by ten years compared to the previous commitment.

It is important to point out that Aena will become the first Spanish company, and one of the first worldwide to submit its *Climate Action Plan* to vote at its shareholders' meetings. This plan will include appropriate mechanisms to manage, monitor and communicate the company's decarbonisation objectives.

It should also be noted that in 2021, Aena, and therefore the Palma de Mallorca Airport, will present its Sustainability Strategy including aspects related to the improvement of waste, water, biodiversity, air quality... management. This will be done with an initial global diagnosis that will be carried out in all of Aena's departments to set up sustainability measures and indicators based on the company's strategy, policies, current regulation and UNWTO's Sustainable Development Goals.

### 2.1.3 Sustainable Tourism Tax

The Balearic Islands have implemented a **Sustainable Tourism Tax**<sup>3</sup> (ITS for its acronym in Spanish). This tax is charged to anyone staying at any kind of tourist accommodation on the islands. This tax makes it possible to invest in cultural and environmental projects, research, improving the islands' citizens social conditions, making the destination fully sustainable and providing a better environment and better services for both visitors and residents.

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<sup>3</sup> <http://www.illessostenibles.travel/en/home-en>



Thanks to ITS, fourteen projects to boost circular and social economy, sustainably manage waste generated by tourism and create jobs for people at risk of exclusion were selected in 2020. For example:

- The **Circle Carbon** composting plant that is carrying out a pilot project to produce and sell BioChar. This project was awarded a grant of 109,000€. Its purpose was to build specialised facilities to make high-quality compost from organic and kitchen waste, as well as from green waste from pruning and gardening. The facilities are operating on an experimental basis, and as well as product-quality tests, the first Biochar production and composting trials are also being carried out. The goal is to become an example for the implementation of future similar facilities.



## 2.2 Best Practices Examples in Mallorca

### 2.2.1 Palma City Council

Member of the DTI Network, this council implements relevant, sustainable tourism projects:

- Management of tourism flows with the “Welcome Palma” project. This project works with WiFi Heatmaps and chatbots that redirect tourism flows to the city’s different attractions. With suggestions to avoid overcrowding and reactivate other tourism sites.
- Dissuasive stops for discretionary transport, avoiding overcrowding, reducing pollution in the city’s critical spots, as well as promoting less-known neighbourhoods.
- Safe beaches. App created during the COVID-19 pandemic that is also being used by other towns. This App helps to control beach capacity.
- Incercle. A circular economy project used for organic waste collection from hotels. Compost is made from this waste and then used by the hotels. With this project, local and slow food is promoted and CO2 emissions drop.
- Green Spaces. Areas to enjoy the city, the urban way to offer tourists other options.



### 2.2.2 Calvià Town Council

Also a member of the DTI network and chairs of its executive board. Also working on its Smart Destination project funded by Red.es. Other sustainable tourism initiatives:

- Beach management plan. Fifteen of its beaches have UNE-ISO 13..9:2016 certifications, making it the Spanish municipality with most Q for “Quality” flags.
- Seventy per cent of Calvià’s land is protected, and the municipality has now taken a further step to protect its seabed by launching the “Posidonia” project to preserve the Posidonia oceanica.
- Activities that link tourism to environmental protection like SwimRun
- Challenge Peguera Mallorca Triathlon, where more than forty measures to reduce waste, raise awareness, etc. have been set up.
- Mallorca Life Festival, the combination of a social and economic impact event, where important environmental measures like sustainable consuming, efficient



water use, waste reduction or carbon footprint studies have been put implemented.

### 2.2.3 Pollença Town Council

The council is promoting the following initiatives:

- Use of Smart Technology in Pollença's environmental, cultural and tourist signage.
- Reduction of emissions and mobility planning: sustainability, reduce the impact on the environment, implement an integrated urban mobility development model.
- The design and development of a tourist marketing plan
- Improve the quality of the water in Puerto de Pollença's bay and protect the maritime ecosystem.
- A project to promote energy renovations in the hotel sector. Boost innovation in technology to contribute to a smarter and more sustainable use of energy. Promote more intelligent energy consumption.
- A project to boost the digitisation and digital transformation of the hotel sector.

### 2.2.4 Andratx Town Council

The Council is promoting the following initiatives:

- A significant investment in reusable bottles with the creation and distribution of reusable stainless steel bottles. General waste bins have been replaced for recycling bins for glass, cardboard and plastic.
- The development of initiatives aimed at making the municipality one of the most sustainable and respectful with the environment and its surroundings by setting up photovoltaic panels in municipal public parking lots for self-consumption, charging electric vehicles and supplying energy to different public buildings and even to families that have suffered immensely from the current crisis caused by the COVID-19 pandemic.
- Total refurbishment of the "Es Vinyet" sports centre. This facility will be a sustainable building model. Its solar panels and biomass boilers will supply enough energy for the whole building, swimming pools, showers, heating, etc.
- A cooperation agreement between the church of Andratx and the Town Hall has been reached allowing visitors can go to the church on specific days of the week. The parish church of Santa María in Andratx is one of the town's most representative buildings and was built in 1248.
- The organisation of sea and mountain races in natural surroundings and also in the town of Andratx (Race around Sa Dragonera with dugout canoes and swimming, Lorenzo Avilés Triathlon, 'Brutaló Andratx.')
- Promotion of mountain tourism with the creation of new trails (hiking, cycling) and a new mountain shelter.

### 2.2.5 Sant Llorenç des Cardassar Town Council

The council has applied the RESCO Guide for the Resistance, Recovery and Reorientation of the Cala Millor coastline 2020-25. It is a strategic document to help deal

with the effects of the social and economic crisis caused by the COVID-19 pandemic. The Guide includes four Strategic Approaches: Destination reputation and identity; Hospitality and trust; Territory and Society; Governance and Sustainability. Thus, among other initiatives, the council also supervises the seventeen SDGs and the Agenda 2030, analyses public administrative management models, has agreements with different organisation and has become a member of the Smart Tourism Destinations' Network (DTI for its acronym in Spanish)

### 2.2.6 Manacor Town Council

In 2016 the council joined the new “Covenant of Mayors for Climate & Energy”. Making towns and cities inclusive, safe, resilient and sustainable and adopting urgent measures to fight against climate change and its effects are among this Covenant’s objectives. To improve the sustainability of its shores and beaches, the council is also carrying out a Project to Manage everything to do with Manacor’s coastline’s Urban Coves and Beaches. It plans explicitly to improve the quality of the beaches and boost their reputation:

- Continue with Quality Management. Manacor’s nine beaches are accredited with either the UNE-ISO 13009:2016 Standard on Beach Management or with the Q for Tourism Quality. Manacor Town Council’s Tourism Delegation supervises this ISO standard.
- Sustainable management of the beaches: treatment of Posidonia oceanica, waste and used materials.
- Boost their reputation. Purchase sustainable and good quality sun loungers, beach umbrellas, etc. and include the town council’s corporate image on them.
- Significantly reduce the number of sun loungers, beach umbrellas... by half.
- Digitisation of beach management: payment methods, etc.

### 2.2.7 Santanyí Town Council

The council is carrying out the following initiatives:

- Bike lanes to boost sustainable tourism. The new project is to take the bike lane from Calonge to Cala Ferrera.
- The “Clean Boating” movement that aims to reduce the amount of plastic in the sea involving the nautical sector (PPP mentioned above).
- Subsidised collection of organic matter at hotels to boost selective waste collection.
- Installation of LED lighting at the Cala Figuera Port

### 2.2.8 Alcúdia Town Council

The council has started-up different initiatives to guarantee sustainability in the municipality:

- Installation of electric vehicle charging stations in public parking lots.
- Replacement of public lighting systems with LED lighting.
- Replacement of diesel boilers for gas ones for the S’Albufera Primary School’s heating and water systems.
- Drafting and approval of the council’s Urban Mobility Plan.

- Drafting and approval of the municipality's Climate and Sustainable Energy Action Plan.
- Implementation of the “Muévete con transporte público” (travel on public transport) campaign to raise people's awareness about public transport use.
- The launch of a campaign to reuse fabric bags during the Christmas shopping period.
- Promotion of nature tourism with the creation of trails and the publication of leaflets and maps in six different languages (Catalan, Spanish, English, German, Swedish and French) for “birdwatching.”
- Promotion of hiking trails with the publication of leaflets including these trails in six different languages (Catalan, Spanish, English, German, Swedish and French). Promotional video.
- Campaign to recycle plastic glasses distributing reusable ones at local festivities.
- Promotion of quality and cultural tourism with the reinforcement and adaptation of Puerta de Vila Rioja's medieval rampart; widening of the walls' top walkway and partial restoration of the end of the Northern section to the Gate of San Sebastian; and the reinforcement and adaption of the Espuela rampart.
- Inclusivity and accessibility with activities to raise awareness, train and educate, remove architectural barriers, accessibility guide, apps
- Ecotourism emblem. The Council awards different kinds of organisations with an emblem in recognition of their excellent environmental management.
- The council implements a Beach Management Plan, and eight of the municipality's beaches implement ISO 14001:2015 and ISO 9001:2015 standards.
- Implementation of campaigns to improve the selective collection of waste in schools.



### 2.2.8.1 Maristany project

The Maristany project is included in all three of Alcudia's Secondary Schools' syllabus for students in their 4<sup>th</sup> year of ESO (Compulsory Secondary Education) taking Applied Science to Professional Activity.

This project sets the basis for carrying out systematic measurements, both physicochemical and biological, in the wetland of Maristany (44 ha). It is an area of particular interest for the town council and its residents interested in preserving this precious ecosystem.

The project's main idea is to be the foundation to continue collecting data to have a continual record through time and thus be able to analyse and assess how the ecosystem is evolving. This will help to take steps to manage this area better.

Since May 2017, every month, the groups of students go on an outing to Maristany to measure the physicochemical parameters with a multiparameter water quality meter provided by the town council. A bird count is made every fortnight.

In 2017, this project won 1<sup>st</sup> prize in the Francisco José Garcia Palmer Informative Science and Technology video contest, organised by the University of the Balearic Islands.

### 2.2.9 Felanitx Town Council

To increase cycle tourism and hiking tourism, the council has created several bike lanes linking the area's most important tourist spots:

- Construction of a bicycle lane alongside a large part of Portocolom's seafront, running from the village's new regulating pond to the old part of town.
- Construction of a bicycle lane in Portocolom's La Fe neighbourhood leading to the Closos de Can Gaià archaeological site.
- Construction of a bicycle lane in the tourist resort of Cala Ferrera.



## 2.3 Best Practices Examples in Ibiza

### 2.3.1 Clean Energy Islands (Ibiza)



As part of the 'Clean energy for all Europeans' package, the Clean energy for EU islands initiative provides a long term framework to help islands generate their own sustainable, low-cost energy. This will result in:

- reduced energy costs and greatly increased production of renewable energy and the construction of energy storage facilities and demand response systems, using the latest technologies
- better energy security for islands, which will be less reliant on imports
- improved air quality, lower greenhouse gas emissions, and less impact on islands' natural environments
- the creation of new jobs and business opportunities, boosting islands' economic self-sufficiency

### 2.3.2 Sustainability Observatory of Ibiza



The Sustainability Observatory project was started in 2018, in order to track the evolution of socio-environmental issues on Ibiza from a data-driven, scientific perspective. The aim is to guide priorities and actions for the conservation of the island from a position of knowledge.

A small team gathers and analyses data annually across a wide range of indicators such as biodiversity, waste, water, energy, territory and tourism. The results of this work are made public through regular media coverage, as well as a yearly report. The Observatory's studies have the backing of the Balearic regional government and the Consell of Ibiza and are seen as a crucial tool to help inform public debate and promote more sustainable solutions.

### 2.3.3 Ibiza Creativa

The Consell de Ibiza together with the five city councils of the island and the Tourism Promotion Foundation have launched the **Ibiza Creativa** project ([www.ibizacreativa.com](http://www.ibizacreativa.com)), a tool that is committed to attract experiential, non-intrusive and respectful tourism. Specifically, Ibiza Creativa aims to become a platform that bring together all people, entities and companies that have stimulating, original and creative ideas and projects.



Under the slogan "*Be creative, transform tourism*", Ibiza Creativa seeks to publicize and promote all those projects of tourist activities (organization of workshops and courses in art, fashion, gastronomy, crafts, traditional trades, photography, photographic routes, ecological agriculture, etc). With these, it is intended that the tourist can take advantage of his trip to take a course that interests him, and at the same time to know at first-hand both about the environment and the people residing on the island. The project is also designed for wineries, agricultural cooperatives, fashion workshops, artist and artisan studios, ecological farms and farms, for them to promote their services and products.

### 2.3.4 Ibiza, Smart and Sustainable Tourism

The project "**Ibiza, Smart and Sustainable Tourism<sup>4</sup>**", is funded by Red.es, an entity dependent on the Ministry of Economy and Business. It has a maximum investment of 5,990,601.54€, contributed 60% by Red.es and 40% by the Consell Insular d'Eivissa.



The project aims to improve the safety and quality of the services offered to tourists on the island of Ibiza as well as to contribute to making Ibiza a more sustainable tourist destination.

The project will develop and implement the following applications:

- **Early fire detection system** by installing optronic cameras. This system makes it possible to improve security in country houses (in Ibiza there are 22,000 tourist places of rural houses and agrotourism) in order to avoid environmental disasters by early detection of fires and their ge positioning. This information will be integrated with emergency management systems.
- **Geolocation project of country houses for emergencies** (mainly medical, fire and citizen security). All country houses will be geolocated and coordinated with state,

<sup>4</sup> <https://www.red.es/redes/es/page/ibiza-turismo-inteligente-y-sostenible>

regional and local emergency services. For this, the emergency systems will be equipped with an APP that facilitates the location, advises an optimal path depending on the type of emergency and the vehicle used and will provide all the data associated with it. The main objective is to reduce the time of attention to the emergency

- Creation of an **APP with integrated tourist information**:
  - Singular tourist spots (coves, singular buildings, recreational spaces and discotheques, corners and landscapes, local commerce, art and leisure). Proximity warning service and presence detection in the chosen enclaves, in a personalized and uninterrupted way.
  - State of the beaches. A series of smart buoys will be deployed from which it will be possible to know the occupation and quality of the water.
  - Status of the dissuasive car parks created in the city of Ibiza and on the beaches, only accessible by public transport (connected beaches program). The necessary sensing and control elements will be created to have this information in real time.
  - Information on the arrival time of the bus by reading the QR code at the stop or GPS positioning. Likewise, smart canopies powered by solar energy will be installed that provide information on the arrival time of buses, which will result in greater use of public transport.
  - Sensorization of marine waters through the use of smart buoys that will allow controlling the state of the water quality of the beaches, preventing possible illegal discharges or breakage of outfalls

### 2.3.5 Ibiza Sostenible

In 2019, the Ibiza Council launched the **Sustainable Ibiza Campaign**<sup>5</sup> to attract responsible tourism.

The project has different proposals for the visitor, with their actions, to contribute to preserve the environment.

"**Sustainable Ibiza**" is a platform that seeks to involve institutions, companies and citizens with values of "nature and proximity", based on the development objectives promoted by the United Nations (UN). One of

the project measures has to do with accessibility for tourists with special needs, whether cognitive, sensitive or auditory, through the realization of a first map of Ibiza in braille and showing the adapted options that can already be found on the island.

The platform also supports small initiatives promoted by local associations or citizens that already promote the ecology and sustainability of the island.



### 2.3.6 Ibiza Plogging

**IBIZA PLOGGING** is a pioneering event that promotes sport and ecology as engines of sustainable development and tourism in Ibiza and the Balearic Islands. The origin of

<sup>5</sup> <https://www.ibizasostenible.com/>

“Plogging” is located in Stockholm in the summer of 2017, although it quickly spread to the rest of the country and to other Nordic territories such as Finland or Norway, to end up conquering Scotland or France. The initiative has spread to more than 100 countries and every day more than 20,000 people “run around the planet”, that is, they are dedicated to picking up garbage while practicing sports.

More than 1,500 people participated in IBIZA PLOGGING 2019, practicing cycling, hiking or running while doing Plogging, meaning that participants collected the garbage they found along the way, helping to take care of the environment. More than 30 entities and sports clubs on the island have joined the activities to carry out different sports as a team and actions to collect waste in the five municipalities. More than 641 kilos of garbage removed by participants,



volunteers and entities, during the 2020 edition, adding-up to the 4,500 kilos that have already been collected in the four previous editions on the island since 2018.

### 2.3.7 Ibiza is Wellness

**IBIZA IS WELLNESS** (<http://www.ibizaeswellness.com/>) is a new project of the Consell Insular d'Eivissa to promote Tourism of well-being, beauty, preventive health, sport, nature and sustainability.

Its mission is to give visibility to companies and projects that are working professionally in this regard.

#### Goals:

- Promote local companies and projects in the sector
- Facilitate the location of these for residents and tourists
- Promote the development of wellness and holistic tourism
- Attract quality tourism in environmental impact
- Seasonally adjust tourism
- Strengthen a stable professional activity
- Be an example of sustainable development



## 2.4 Best Practices Examples in Menorca

### 2.4.1 Menorca Biosphere Reserve



The Menorca Biosphere Reserve brand is a sustainability label that identifies and gives value to all those companies that carry out their economic activity on the island with initiatives to protect Menorca's environment, culture and society. This seal represents a commitment to the island of Menorca by which producers, artisans and tourism entrepreneurs adhere to a series of criteria in line with the values of the Menorca Biosphere Reserve

### 2.4.2 Turismo 0CO<sub>2</sub>

The project '**Menorca Reserva de Biosfera-Turismo 0CO<sub>2</sub>**' was recently selected by the Spanish Ministry of Industry, Business and Tourism, for the reconversion of the tourism model of Menorca towards a smart and more sustainable one. Menorca was selected as a pioneer, mature destinations, with an urban and environmental overload generated by the large influx of tourists received in recent decades and who need to renew its offer to avoid losing competitiveness and to improve the perception that residents have of the urban development of your destination.

The objective of this **sustainable mobility project** is to create a network of land routes with its own identity whose starting point is the *Camí de Cavalls*. A fundamental aspect will be the connection of this network with the rural environment and the creation of viewpoints and points of interest, as well as refreshment and rest areas. The project will also establish a network of maritime routes, both to practice water sports and to publicize the natural and cultural wealth of Menorca.



### 2.4.3 Starlight Tourism Destination

Starlight reserves and tourist destinations are recognized places in the world where conditions of excellence are met for observing the night sky, they are spaces where a commitment is established for the defense of the quality of the night sky and access to the light of the stars.

Menorca has been certified **Starlight Tourism Destination** due to the light quality of its sky. With this seal, the Island has become the first destination in the Mediterranean to obtain this double accreditation as a reserve and as a Starlight destination, becoming part of the thirteen territories in the world that have obtained this certification as a reserve and one of the twenty-eight world destinations that enjoy excellent qualities for the contemplation of the starry skies. However, this certification is the starting point of an ambitious project for locals and visitors to realize the richness of the starry sky, whose purpose is to bet on star tourism and have three stellar viewpoints at strategic points as well as recover the Astronomical Observatory of Ciutadella to carry out an educational function.



*Menorcan's night sky*

### 2.4.4 BGreenMenorca

**BGreenMenorca**<sup>6</sup> is an ecotourism project based in Menorca.

The main objective of Menorca's tourism model, declared a Biosphere Reserve by UNESCO in 1993, is to achieve sustainable, viable, equitable, inclusive, egalitarian and quality tourism development, which maintains the balance between the social, economic and environmental dimensions. of tourism.

For this, the infrastructures must be adapted and the tourism sector oriented towards a more sustainable and respectful model with the environment, as well as creating a tourism product based on ecotourism, observing the sky, the native fauna and flora and promoting activities sustainable in the *Camí de Cavalls*, on the coast and in the marine environment.

<sup>6</sup> <http://www.illessostenibles.travel/projecte-its/ca/menorca/bggreenmenorca-ecoturisme-a-menorca>

The Ecotourism in Menorca project aims to achieve objectives such as:

- Promote sustainable internal tourist mobility to reduce the carbon footprint of tourists who visit us.
- Promote adequate environmental management of the tourism sector (accommodation and complementary offer): EMS, good environmental practices, training.
- Implement environmental management policies and practices in the destination.
- Give altruist recommendations on good environmental practices.
- Extend the tourist season, reducing the current high seasonality, to avoid situations of saturation of services, spaces and public infrastructures that can make residents uncomfortable.
- Reduce tourist labour seasonality; greater job stability.
- Bet on the training of professionals in the tourism sector and improve the training of current workers.
- Consolidate an attractive portfolio of tourist products for the island.
- Promote the local economy.
- Improve the competitiveness of the tourism sector.
- Expand the range of services of the tourist offer, so that they include quality, diversity and brand.
- Promote employment and entrepreneurship.
- Establish a transport system that guarantees the accessibility and mobility of the demand.
- Boost the economy; new market niches.

## 2.5 Best Practices Examples in Formentera

### 2.5.1 Formentera, Sustainability Laboratory

Formentera is the ideal place to be a sustainability laboratory and thus be able to transfer projects to other tourist destinations, demonstrating that it is possible to find the balance between caring for the environment and the well-being of residents and visitors. Formentera has established five strategic lines to improve the sustainability of its destination:

- Diversification of the tourist offer in low season.
- Encourage the use of non-polluting means of transport (with promotion of electric vehicle and the implementation of more recharging stations) and control the entry of vehicles in high season.
- Work towards the implementation of waste zero system, eradicating disposable plastics and committing to create a return deposit system, a pioneer in Spain.
- Encourage the use of renewable energies in tourism companies and homes.
- Regulate the flow of visitors and maritime traffic on regular lines, with special care to control the problem of uncontrolled anchorages on the island's coastline.

### 2.5.2 Save Posidonia Project

**Save Posidonia Project**<sup>7</sup> is a pioneering project in the western Mediterranean Sea. The Project was born from the desire of the Insular Council of the island of Formentera (Balearic Islands) to promote sustainable tourism and launch an action plan to raise funds that will go exclusively to the conservation of the *Posidonia Oceánica* marine plant. The objective is to raise awareness about the vital importance of Posidonia in Formentera in the present and especially for future generations.



The project allows residents and visitors to sponsor square meters of Posidonia (1€ per square meter). So far, **251.052m<sup>2</sup>** have been sponsored.

To further protect the Posidonia, several conservation measures are currently implemented in Formentera:

- **Regulation with ecological buoys.** The installation of 77 ecological buoys has prevented the vessels that visit these coves from mooring without their anchoring systems causing the degradation or destruction of the Posidonia meadows. The buoys are for small boats (up to 25 meters).
- **Assistance service and anchoring surveillance.** The watchmen have the function of informing and making sailors aware of the importance of anchoring on the sand and not on the Posidonia. They help the captains during the maneuver as there

<sup>7</sup> <https://www.saveposidoniaproject.org/es/>

are a large number of boats anchored in Illetas during the high season. The watchmen also control that there are no spills or other activities that harm the quality of the waters. Both the small sailboats and the largest yachts in the world want to enjoy the crystal clear waters of Formentera.

- **Increase in the fleet of surveillance boats.** Due to the increase in recreational boats that anchor in the waters of Formentera, the Balearic Government, is planning to increase the fleet of surveillance boats in the area of the natural park of Ibiza and Formentera.

### 2.5.3 Formentera Eco

**Formentera.eco**<sup>8</sup> is a project that requires visitors who come to the island with their vehicles to reserve a place. A very simple and fast procedure that has a symbolic cost: 1 euro per car and 0.50 per motorcycle. The objective is not to exceed the vehicle ceiling set by the island council: 2,280 cars for private use and 2,700 cars for rental; 230 motorcycles for private use and 7,000 motorcycles for rent.

Relieving the pressure of the roads and regulating the arrival of vehicles coming mostly from neighboring Ibiza are among the purposes of the project that does not allow, likewise, quads or caravans or motorhomes. In the case of the former due to "*the damage they cause to the road network of Formentera, especially to the dirt roads*", while in the case of motorhomes and caravans it is because camping is not allowed in the entire Formentera territory.



### 2.5.4 Formentera Slow Food

The typical cuisine of Formentera is closely linked to its traditional way of life, marked by the link with the sea and the agriculture. It is characterized by an almost absolute dependence on native products, conditioned by the isolation of the Pitiusas Islands.

<sup>8</sup> <https://formentera.eco/es>

This shortage of products, combined with creativity and the use of high-quality products (such as fish), give rise to traditional recipes.

The **Formentera Slow Food**<sup>9</sup> website presents all traditional dishes with local products and all their flavours collected on a map of the island where producers and product stores are specified km0.



<sup>9</sup> <https://www.formentera.es/slow-food/>

# WINTER MED

## MAPPING OF SUSTAINABLE TOURISM BEST PRACTICES

