



Alejandra Ferrer and Daisee Aguilera, the Formentera Council's heads of tourism and environment, respectively, met today to unveil developments in the Save Posidonia Project. Also in attendance at the presentation was Trasmapi's marketing chief Núria de la Torre, who announced the transport company's plans to donate €10,000 to the effort. The money will be used to sponsor 10,000 square metres (m²) of posidonia seagrass.

De la Torre also highlighted the company's decision to bedeck Trasmapi boats, inside and out, with the Save Posidonia Project logo, just one of several efforts—another will include an informational video—to win popular support for the cause. Today's presentation included the viewing of just such a video, one that is aimed at gaining popular sympathy for the undersea plant and project. Councillor Ferrer reported that Trasmapi's gift would bring the total area of sponsored seagrass to 12,746m², a figure she predicted would continue to rise.