Setting up a tent and information stands at plaça de la Constitució in Sant Francesc, about one hundred 6- to 12-year-olds from the Consell de Formentera's three summer camps, or Escoles d'Estiu, staged a day of outreach and environmental awareness-building.

Kids canvassed the square, giving businesses, residents and tourists pamplets highlighting the importance of caring for the planet. The young eco-champions displayed bottles with cigarette butts and microplastics that had been combed from local beaches by Plastic-Free Formentera.

The youth decorated posters with messages calling to cut pollution, turbocharge recycling measures and pursue robust environmental action.

Councillor of youth Vanessa Parellada tied the initiative to this year's theme at the Escoles, 'Breathe the Island'. “We're using footfall in the square to create a megaphone for the effort to ditch plastics, boost recycling and slash our current rates of waste generation”, she said. “Youngsters will take over captaining this ship pretty soon, and everyone has a to play in making Formentera a better place.”

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Communication Department
Consell de Formentera