

The Consell de Formentera scheme formentera.eco to cap permits for in-bound vehicles has won the award for best sustainable tourism initiative. Mobility councillor Rafael González received the honours at the Nit de Turisme gala held last night on Menorca.

González explained that “for the first time, with formentera.eco, we’re regulating which vehicles are being brought and driven on the island. The goal is simple: to preserve the land and Formentera’s very tranquility by tackling saturation on local roads”.

The initiative grew out of the request of one resident, and is driven by two main goals. González described the first as “delivering a quality of life improvement for locals”. The second? “Visitor satisfaction”, he said, “so, whether someone comes in May or August, they’ll find the island they’re looking for”.

“In the first year we got what we set out to achieve—fewer cars on local roads in the high season, and more people using public transport or cycling”. Feats like those, “and distinctions like this one”, the mobility chief professed, “are motivation to keep pushing forward in the years ahead”.

2019 marks the fourth straight year that the best sustainable initiative prize is given to a Formentera project; a plan to promote the recovery of the local countryside won the accolades in 2016, followed by Save Posidonia Project in 2017 and Posidonia maps in 2018. Regional first minister Francina Armengol, Balearic economic model, tourism and employment minister Iago Negueruela, Menorca president Susana Mora and other regional authorities attended the ceremony as well.

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