



Formentera chief of environment Antonio J Sanz attended the official wrap-up of Ecovidrio’s “Vidrio por Posidonia” (Glass for Posidonia) campaign today at Camí de sa Guia. On hand at the gathering were Roberto Fuentes, regional director of the non-profit entity in charge of recycling, Ecovidrio, along with the Eivissa environment conseller, the coordinator of the non-profit ecological group GEN-GOB’s harbours division, and other figures and representatives from groups and sports clubs honoured at the event.

The island governments of Formentera and Eivissa, in collaboration with the town councils of Eivissa, Sant Antoni de Portmany, Santa Eulària des Riu, Sant Joan and Sant Josep, introduced “Vidrio por Posidonia” in February in a bid to build awareness among football clubs about the importance of recycling discarded glass containers.

A month before its placement on standby amid emergency orders, the initiative saw the installation of two football-shaped containers on the two islands and “Vidrio por Posidonia” decorations on bins near sports club facilities as a reminder to athletes, trainers and their families to recycle glass waste correctly.

Awards ceremony

According to the Ecovidrio director, 7,000kg of glass containers were collected over the course of the campaign, with benefits going toward the prizes handed out as part of the day’s ceremony. GEN-GOB, which works to promote conservation of posidonia meadows in the Pine Islands, was awarded €1,000 for diving gear.

Cheques valued at €200 for sports gear were also delivered to the following clubs for companion initiatives: Peña Independent de Sant Joan (“Vidre al contenidor”); CD Ibiza Islas Pitiusas (“Pitiuso de cor”); SD Portmany (social media promotion of “Vidrio por Posidonia”); Rapid CF (“Pinta el teu escut i recicla l’ampolla”).

Local environment chief Antonio J Sanz applauded Ecovidrio’s work piloting the campaign, which was conceived to educate young people in sports clubs about how crucial it is to recycle

glass—“one of the materials with the highest effective rate of recycling”, noted Sanz, “meaning the ecological protection afforded by glass recycling is paramount”. “Who better than our two islands understands the importance of safeguarding a crucial resource such as *Posidonia oceanica* ?” he asked.

14 July 2020

Department of Communications

Consell de Formentera