Tourism councillor Alejandra Ferrer is in Germany this week to give presentations on Formentera in the central European nation's two main cities, Munich and Berlin. She will take the opportunity to make special mention of a particular local initiative, Save Posidonia Project.

Appearing before German media in a Munich restaurant at 12 noon today, Ferrer spoke about the island's off-season charms (“activities and an array of features that make us unique like traditions, gastronomy and culture”) before detailing the plan to raise money to protect the hero of Formentera's ecosystem and beaches: posidonia seagrass. “We explained that preserving our posidonia is going to be fundamental if we want our future generations to enjoy Formentera as we have,” she reported afterwards. It was a presentation where media outlets in niche markets like tourism, sustainability and the environment were especially attentive, particularly given that 2017 is the year of sustainable tourism.

Ferrer will lead another presentation before the press at the Spanish embassy in Berlin. The Balearic agency for tourism and Turespaña both collaborated in the promotional efforts.