CiF chair Jaume Ferrer and Cristina Ozores, a spokesperson for the Vellmarí company, put their signatures on a deal to create discounts for Formentera residents who study diving. The initiative is aimed at spotlighting Formentera's wealth of undersea life and promoting sport.

Under the agreement, the Council agrees to chip in for a 50% reduction—up to €7,000—for Formentera residents who learn to dive in 2017. An individual can establish her or his residency by presenting a photocopy of legal ID (Spanish DNI) and a proof of residency (certificat de residència) at least one year old.

Promotion of activities under Vellmarí's "Descobreix la Formentera submarina" (“Discover Formentera underwater”) programme must always appear with the Formentera Council listed as partnering sponsor.