A full programme of activities underpins the Formentera Council's backing of European Mobility Week. At the top of the list, said Rafael González, is an initiative called Rutes Verdes, a network of thirty-two newly completed nature trails. The transport councillor called the bid to boost exploration of the island by bike one of the Council's “star projects”.

For the Council, European Mobility Week also has great symbolic value; our administration has for years made strides in sustainable mobility. The Council, González said, backs any effort to enjoy the island in ways that are cleaner, quieter and more sustainable.

E-cars

This Thursday, September 21, an exhibition of zero-emissions vehicles will unfold in plaça de la Constitució from 10.00am to 1.00pm. Various local companies will showcase models from their e-vehicle fleets and the Council will follow suit, with displays of two of its own E-Meharis, two scooters and two bikes. Formentera's celebration of the yearly European Mobility Week campaign centres on “giving locals and tourists a way to discover the advantage of these vehicles firsthand”, said the councillor.

Bike ride and tourist-appreciation day

Visitors and residents alike are invited to jump on board, Thursday September 22, for a bicicletada (bike ride) across the island's network of nature trails. The gathering point has been set at 9.30am at plaça de la Constitució. From there, participants will set out for Cala Saona, making their way across three of Formentera's 32 bike and walk paths. González was sure to highlight the trails' newly installed signage. His office runs the initiative with the help of tourism councillor Alejandra Ferrer.

The Office of Tourism has slated celebrations for its tourist-appreciation day, Dia del Turista, on the same day, Thursday September 22, “to put the spotlight on sustainability and see that Formentera's visiting tourists are committed to this kind of transport”, said González. According to the councillor, moving Dia del Turista to its current spot on the calendar was the Council's way of letting tourists know where Formentera's priorities lie and boosting the importance of the Mobility Week initiative.

An outreach campaign over the last week at area hotels and tourist lodgings was aimed at getting the word out about the activities and the trails system. At approximately 11.00am on Thursday, when bike ride participants make it back to plaça de la Constitució, they will be met with a sampling of traditional Formentera products. All of Formentera is invited to come out and participate in this encounter for increased sustainability.