

The Formentera Council's offices of environment and transport have organised the first day-long reminder dedicated to promoting energy efficiency—la Jornada d'Eficiència Energètica. Today's event was just one part of the celebrations for the worldwide Energy Efficiency Day, which is set to take place this Saturday, 5 March. Eight stands were set up around the Sant Francesc square (la plaça de la Constitució) for the occasion, providing passersby with information on transport, sustainable building and clean energy.

The idea for a local celebration of the day, said councillor of environment Daisee Aguilera, emerged during the discussion that followed a 15-December screening of *Ibiza y Formentera 100% renovables* . As Aguilera stated, “at that point it became clear that a large portion of Formentera residents wanted more information and advice about energy efficiency”.

“That's why we've brought together the offices of the administration and different stakeholders associated with energy efficiency. Now that there is no doubt climate change is real, the goal is to reduce greenhouse gases”, said Aguilera.

Four groups—the NGO Amics de la Terra, the nonprofit Som Energia, the Balearic Islands housing institute (IBAVI) and ECOform, a company working in sustainable energy—set up informational stands to raise awareness about specific actions in their respective industries. In addition, IBAVI architect Carlos Oliver led two guided visits—the first from 12 noon to 2 p.m. and another from 4 to 5 p.m.—of the low-cost housing units currently under construction in Sant Ferran. The homes, said Councillor Aguilera, “have set the standard in energy efficiency in the Balearics”.

Sustainable transport

Councillor Rafael González, head of transport, explained his office's chief target as “promoting sustainable transport and electric vehicles on the island”. According to González, such transport supports “the model of tranquility and care for the environment that we want for Formentera”.

González pointed out that Formentera is home to 12 free recharge points with a total capacity of 28 vehicles. Moreover, he noted, the Council offers “tax incentives, like requiring electric car drivers to pay only 25% of the circulation tax”. Among the other perks for those who make the electric leap, the transport councillor touted free parking in la Savina and free entry to the Ses Salines national park.

Three electric vehicle rent-a-car agencies—Ok Cars, Cooltra and Europcar—displayed some of their fleet on the square and the Es Brolls company had electric bikes for sale. For his part, Joan Groizard, director general of energy and climate change of the Govern Balear, attended the event as well. He put it simply: “What we need in the islands is a change in our energy model”.