



The Formentera Council has announced details behind its summer push for good rubbish disposal habits. Under the tagline “The island's image is in everyone's hands”, the campaign was described today in press conference by CiF environment councillor Daisee Aguilera and a clutch of other stakeholders on the campaign, including the person tasked with leading street-level outreach, Begoña Jiménez. Joining Aguilera and Jiménez were two representatives from Ferrovial Servicios, the concession-holding company for waste collection in the Balearics. Eduardo Azcona, head of the company's Balearic division, and Silvia Carcelero, head of services on Formentera, sat alongside Podarcis president Dani Ramón, whose company is charged with designing the campaign.

The upshot of the campaign, says Councillor Aguilera, is about “connecting with locals and raising awareness”. With that in mind, the Council has hired an outreach ambassador on a six-month contract to go door-to-door talking to Formentera business owners about good rubbish disposal practises. She will also assure a presence near street-side bins. There, her duties will include explaining rules and new procedures to residents and sussing out possible service shortfalls. The Council and Ferrovial will use the information to improve collection and determine necessary courses of action, which could range from increased monitoring and fining to service changes.

### **Clean-up day**

One of the first efforts associated with the 2016 campaign will be an undersea clean-up push on the morning of Saturday May 21. The initiative has received the support of dive centres and underwater activity companies alike. Participants, Aguilera explained, will join forces in day-long cleaning efforts at Punta Pedrera, Es Caló de s'Oli and Espalmador, in an effort to “get our seabed as clean as possible for the start of summer”. Clean-up crews will meet at 9.00am in front of the Formentera Mar tower in la Savina. Anyone interested in volunteering should call 971321210 or send an email to [infoambiental@conselldeformentera.cat](mailto:infoambiental@conselldeformentera.cat).

The environment office has also published a brochure, posters and decals with tips about which rubbish goes where. The CiF canvasser will hand out the material at strategic points on the island, like sites where illegal dumping infractions have spiked. The newly modified municipal anti-dumping ordinance imposes three scales of fines, €150-€900, €900-€45,000 and €45,000-€1,750,000, depending on whether the violation is deemed minor, serious or very serious.

The brochure also features a QR code which allows residents to complete a survey about local waste collection and make suggestions regarding service improvements. Last year, more than eight thousand tonnes of rubbish —consisting of 24 per cent recyclable material— was collected on the island. Launched today, “The island's image is in everyone's hands” is aimed at pushing Formentera recycling rates even higher.