

The Language Advisory Service of the Consell de Formentera in collaboration with the Balearic Office of Language Policy has presented a new push trumpeting the importance of passing on Formentera's cultural and linguistic heritage.

Visible on social media and urban noticeboards, "We're Key" (*Som clau*) encourages residents to ask questions about the island's architectural heritage, fishing tackle, ingredients in flaó and place names.

In the words of Raquel Guasch Ferrer, councillor of cultural heritage and language policy, "*Som clau* is about the importance of preserving language; the history enclosed in Formentera's place names; knowledge of fishing tackle; even how to distinguish between a traditional cistern and *aljub*. Beyond highlighting these data, we're acknowledging their value and showing that if as a society we don't know how to pass them on between generations and to newcomers, we're going to lose them".

In that sense, the councillor pointed out that the *Som clau* slogan speaks to the importance of individual islanders, and the role everyone must play in society: "Not only does the public administration have to work harder, but each one of us can and must transmit the collective legacy we have inherited, even just by speaking Catalan to those who are still learning and don't speak it. By explaining our place names and using them correctly, we are passing on and maintaining everything we learned in our day that makes us who we are".

Every Friday a question will be posted to social media and solved in a video published the following Monday. The protagonists, who pick apart and make sense of the question, also narrate their experience of how they learned what they know. The first five installations will be presented starting today and during the month of November.

28 October 2022  
Communications Office  
Consell de Formentera



Aljub o cisterna?



**som clau.**

l'alta una illa per transmetre.

**VÍDEO 1**



Com es diu això?



**som clau.**

l'alta una illa per transmetre.

**VÍDEO 2**



Quina planta aromàtica duu el flaó?

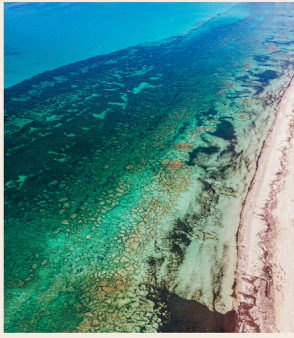


**som clau.**

l'alta una illa per transmetre.

**VÍDEO 3**





On és això?



**som clau.**

l'únia una illa per transmetre.

**VÍDEO 4**



La llarga o sa llarga?



**som clau.**

l'únia una illa per transmetre.

**VÍDEO 5**

