



2022 Report

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Prologues



HANS LENZ

Mallorca Preservation Chairman

"Supporting initiatives that have a local impact, with a global projection".

Five years ago Mallorca Preservation - Foundation for the Preservation of Mallorca was born. Driven by a deep love and responsibility that we as humans have over our immediate natural environment, Mallorca Preservation is bringing about a new way of relating to and promoting positive change in our relationship with the island's nature.

The foundation provides fundraising, organizational support and visibility to carefully selected and approved local environmental projects. It involves young and old, residents and visitors, caring individuals and socially committed companies around a common goal: to protect Mallorca. Together, this local and responsible community is making a positive impact in reversing the damage of human action and reducing the effects of climate change on the island's fragile ecosystems.

In Mallorca Preservation's five years, the efforts of a growing community are driving environmental projects in all areas: marine conservation, biodiversity, organic farming, introducing regenerative practices, increasing renewable energy production, as well as enhancing environmental education and awareness for people living in and visiting Mallorca.

The Mallorca Preservation family is a growing eco-conscious community with over 50 members including Volunteers, Donors, Ambassadors, Advisory Board, Steering Committee and Executive Team. During this period, Mallorca Preservation has raised over €500,000 in donations which have been dedicated to 21 environmental projects. Many of these initiatives would not exist without this support.

We actively collaborate with more than 20 associations and we strive to maintain a transversal vision, supporting initiatives that have a local impact, with a global projection. As members of the Conservation Collective and thanks to the close collaboration with our foundations Ibiza Preservation and Menorca Preservation, we can extend the radius of action and enhance the scope, always following the precepts of efficient local action connected in a global network.

In the next five years Mallorca Preservation will continue to consolidate its work and its growing social connection with people who want to take action by actively supporting environmental projects on our amazing island. We would love for you to be part of this wonderful group of committed people who ensure that Mallorca receives the protection and care it deserves. Join us at Mallorca Preservation!



ANA RIERA

Mallorca Preservation Executive Director

"This year has been especially noteworthy as it has solidified our growth."

The year 2022 has been a very special year for Mallorca Preservation, which has given continuity to an action strategy devised three years ago that placed the climate crisis at the centre and sought ways to address it and adapt to new challenges.

In this way, Mallorca Preservation has supported projects that seek a transition towards regenerative agriculture, transforming it into an ally against climate change, projects that support local food production and promote local consumption, projects for the regeneration of wetlands, key ecosystems in mitigating and adapting to climate change, as well as circular economy projects, seeking a new model that was successful in the past and whose fit in our current reality must be sought with patience and consensus. During 2022, 84 alitan pups were born as part of the Stellaris project for the conservation of small sharks, and we have embarked on a Balearic-wide

project to address the problem of illegal fishing with the aim of protecting the professional fishing sector and optimising the function of marine protected areas.

This year has been especially noteworthy as it has solidified our growth that we have been sensing in recent years, thanks to the growing support of people and companies who believe in the work of Mallorca Preservation and in our ability to strengthen the large ecosystem of entities that work passionately for the conservation of the environment and for a change towards an increasingly sustainable model.

We look to the future with great enthusiasm and energy. We have a year full of challenges ahead of us in which we hope to be able to give continuity to some of the projects that are already underway, promote new initiatives and continue working together for Mallorca.

So my deepest thanks to all of you who support us, to the volunteers who dedicate their time and share their knowledge and experience with us, and to all the organisations we work with. Without all of you our work would not be possible.

MISSION

To preserve the beauty and high environmental quality of Mallorca. Supporting local initiatives focused on preserving and protecting the marine and terrestrial environment, promoting environmental education and sustainable development.

VISION

To create a sustainable future for Mallorca, where the natural environment is protected and preserved and where the local community thrives in harmony with the environment.

VALUES

Collaboration

Sustainability

Awareness-
raising

Transparency



Who we are

OUR STEERING COMMITTEE



BEN GOLDSMITH



HANS LENZ



BRUNO
ENTRECANALES



JOE HOLLES



FRANCISCO
MERCADAL



JULINKA DOENHOFF



IVAN LEVY



FRANSCISCO PFITSH



DREW AARON



VICTORIA VARGAS

OUR ADVISORY COUNCIL



JOAN MAYOL



MARCIAL BAROLET



MARCO VAN
DER REE



PAUL RODWELL



JOAN JUAN



MARTÍ BESTARD



MARIANA CHACÓN



CHRISTINA SKYTT



ANETTE SCHWAB

LOCAL TEAM



ANA RIERA

Executive Director

"Mallorca is a natural treasure of the Mediterranean. It is our duty to take care of this wonderful island and to improve it for future generations."



MARIA OLIVER

Communications and Marketing Manager

"Mallorca is truly unique and holds a special place in my heart, having been born and raised here. I feel a deep responsibility to support and advocate for initiatives that aim to protect and preserve the island's natural beauty."

OUR NETWORK



ALNITAK



cleanwave.org
FUNDACIÓN CLEANWAVE



Rezero



Our Global Network

CONSERVATION COLLECTIVE

The **Conservation Collective** comprises a global network of locally-focused environmental foundations, emerging from the natural instinct of all people to protect what they love. The Conservation Collective facilitates funding for the most effective grassroots environmental initiatives, with world-class oversight, management and programme aid.

Today there are seventeen foundations in our network, based all over the world from Mallorca to Sri Lanka, and most recently Turquoise Coast (Turkey). The **Conservation Collective** network collates and shares best practices, and fosters a 'virtual' global team in order to ensure maximum collaboration.

The Foundations



THE THEORY OF CHANGE

The **Conservation Collective's** Theory of Change outlines a plan of action to create lasting impact on both a local and a global level. The focus is on two key approaches: the creation of new foundations within the collective and the collaboration with local communities. These actions lead to a range of positive outcomes, such as increased awareness and appreciation for the natural world, more environmentally conscious actions taken by public institutions and companies, and ultimately, a positive impact on the environment.

This includes the preservation of natural habitats, the protection and flourishing of native species, adaptation to climate change, and reduction of pollution and greenhouse gas emissions. The ultimate goal of the Theory of Change is to bring about meaningful change that leads to a more sustainable future for our planet.





© Hidde Juijn



©Nuria Bufort



© Simón Vila

MARINE CONSERVATION

The rich and pristine waters of Mallorca's maritime coastline are among the island's most precious environmental assets, making their protection a top priority.

One of the key factors that contribute to the exceptional quality of the Balearic Islands' waters is the presence of *Posidonia oceanica*, an endemic Mediterranean marine plant. *Posidonia* meadows play a crucial role in sediment dynamics, produce oxygen, absorb carbon, provide habitat and shelter for a variety of species, and effectively filter and maintain the water's cleanliness. For these reasons, *Posidonia* meadows are considered the most important habitat in the Mediterranean and the hallmark of a thriving marine ecosystem in the Balearic Islands.

To promote the conservation of the Balearic Sea's biodiversity, it is crucial to protect not only *Posidonia*, but also the entire range of marine species. The preservation of habitats supports the survival of different species, and therefore, we are striving to enhance the management of marine protected areas, promote sustainable fishing practices, and safeguard vulnerable species.

Petits Taurons - Acció Stellaris

"After two years of the conservation project "Petits Taurons - Acció Stellaris", we can confirm that it has been a success. As a result of this project at the Palma Aquarium Foundation, 70 young of the "Scyliorhinus Stellaris" species, considered "endangered" in the Balearic Sea, have been born. These hatchlings will soon be returned to the sea with tracking tags to monitor the animals".



Débora Morrison
Project Coordinator



Shark conservation: Petits Taurons - Acció Stellaris

Sharks and rays are the species that have suffered the greatest decline in the Balearic Islands and the Mediterranean in recent decades, due to overfishing. These species play a vital role in maintaining the balance of the food chain in marine ecosystems in the Mediterranean and beyond, and their decline could have serious ecological consequences.

The instinctive - albeit irrational - fear of them is partly to blame for their negative image; but the harsh reality is that they are very vulnerable species because they are late maturing and slow growing.

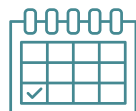
The alitan is listed as endangered in the Red Book of Balearic fishes. The main threat is by-catch with longlines and trammel nets. This species used to be very common in Balearic waters, but nowadays it is rare to find it.

With the intention of promoting the recovery of small sharks, in June 2021 an alliance was formalised through the signing of a protocol between the collaborating entities. We also have the collaboration of **Balearia** and the fishermen's guilds of **Cala Ratjada** and **Formentera**.

PARTNER INSTITUTIONS



10.400€
granted by MAPF.



2021-present
project period



84
Baby alitan have been born in the facilities of Palma Aquarium and the Cabrera Interpretation Centre.



4
receivers and 200 tags allow us to know where the animals are and how deep they are.

Calant Xarxes

"To tackle the problem of illegal, unreported and unregulated fishing in the Balearics, it is first necessary to understand the needs of each island and to seek and demand specific solutions to defend fair fishing".



© David Arquimbau



Inés Roig
Project Coordinator



© Joan Costa



Calant xarxes: for fair fisheries

Mallorca's waters were once abundant with fish, providing the island with locally-sourced seafood caught by small-scale, sustainable fishermen. However, with the rise of industrial overfishing, fish stocks have drastically declined, and now only 10% of the seafood sold in the Balearics is locally caught. The remaining seafood is imported from commercial fishing operations worldwide. The issue is compounded by the proliferation of unregulated "recreational fishing," which has become an illegal commercial enterprise.

To combat this problem, **Marilles Foundation, Blue Marine Foundation, Conservation Collective, Ibiza Preservation Foundation, and Mallorca Preservation** have teamed up to conduct a study that provides a clearer understanding of the types of fishing infractions that occur in the Balearics. The study results will aid in improving marine conservation efforts and the sustainable management of fishery resources.

Thanks to the study, we are now better equipped to define the strategy and necessary actions to put an end to illegal fishing in the Balearic Islands.

PARTNER INSTITUTIONS



38.000€

granted by MAPF.



2020-present

project period.



1

study highlights the problem of illegal fishing in the Balearic Islands.



3

conferences have been held on the different islands of Mallorca, Menorca and Ibiza to address the issue of illegal fishing.



© CAMPER



© CAMPER



ECOLOGICAL AGRICULTURE

Soil is an invaluable natural resource that sustains life and prosperity. As such, we prioritize the support of local and sustainable agriculture, a vital practice that not only shapes our environment but also enriches society with its cultural, culinary, and eco-friendly benefits.

Among all industries, agriculture stands out for its potential to shift from a CO₂ emitter to a net CO₂ sequestrator, by capturing and storing carbon in the soil. Thus, we are committed to promoting the transition to regenerative agriculture, making it a nature-based solution to combat climate change.

Agriculture is not just about food production, but also about safeguarding cultural heritage. It needs the support of the local community to survive and flourish. Through our collective efforts, we can ensure that this way of life will endure for future generations.

Pasture+

"This project will make it possible to implement and monitor, for three and a half years, good farming practices such as direct sowing and the implementation of permanent pastures, among others. This will make it possible to quantitatively assess the results of all the new regenerative techniques that are being applied, as well as to compare them with results from other areas of the Peninsula".



Magdalena Adrover
Project Coordinator



© CAMPER



© CAMPER



Pasture +: good agro-livestock farming practices

Regenerative agriculture is a set of techniques that promote sustainable agricultural practices, enhance biodiversity, improve soil health and ecosystems, and mitigate the impact of climate change.

The adoption of regenerative methods allows the soil to absorb and store atmospheric carbon, making agriculture a valuable tool in the fight against climate change. Pastures and woody crops play a crucial role by being capable of accumulating more than 30% of organic carbon in their soils.

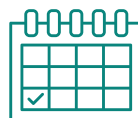
In light of the positive response to courses on regenerative agriculture and holistic livestock management, we aim to support **APAEMA** in a national-level project that builds upon the knowledge gained from these courses by implementing them in pilot farms.

Our goal is to promote environmentally responsible farming practices that restore soil health, biodiversity, and support rural development, while also mitigating the effects of climate change. Additionally, by validating and adapting the **PASTURE+** standard to different eco-regions, we hope to increase the marketing of products with environmental value.

PARTNER INSTITUTIONS



20.000€
granted by MAPF.



2022 - 2025
project period.



1
training programme on holistic management and regenerative agriculture will be developed.



36
farms across Spain will serve as a pilot test.





ENVIROMENTAL EDUCATION

It's evident that the world faces numerous environmental issues, including climate change, pollution, and loss of biodiversity, among others. To tackle these challenges, it's crucial for society to recognize the significance of environmental protection and take action accordingly.

Raising awareness and educating individuals can empower them to take accountability for their impact on the planet. However, these efforts are not enough to bring about lasting change. Engaging communities and utilizing effective communication is also crucial in inspiring action towards environmental protection.

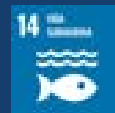
By educating people about the importance of protecting the environment and the consequences of their actions, we can empower them to make sustainable choices in their daily lives and contribute to creating a greener future.

Km de plástico por IRIS

"From 0 Plastic we identify young environmental leaders to inspire the people around them and propose initiatives of value for Mallorca in order to reduce the use of plastic. The Km de plástico por Iris project generates a community of aware and informed young people who help protect the island".



Alba Carbonell y Álex Mur
Project Coordinators



Iris project: Kilómetros de plástico por IRIS

Kilómetros de plástico por IRIS project invites young residents of the Balearic Islands to organize nature walks with their loved ones to raise awareness and share ideas on reducing plastic pollution in their local communities. Through these walks, participants will have the opportunity to engage in discussions and gain knowledge on the issue.

By participating in the Iris Project competition, they can showcase their commitment to the cause by submitting a video detailing their plans to combat plastic pollution in their islands. The winners will join marine researchers on a voyage aboard the **Tooftevaag**, taking part in marine conservation activities.

The Iris Project is a tribute to the late Iris Annabel Goldsmith, who had a deep love for nature and a special connection with animals and the sea. She always encouraged those around her to clean up litter before leaving a beach or other natural area. The project aims to inspire young people, just like Iris, to make their own efforts to protect the environment.

Kilómetros de plástico por IRIS project is a collaboration between **YouSocial Volunteer**, **Menorca Preservation**, **Ibiza Preservation**, and **Mallorca Preservation Foundation**.

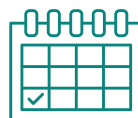
PARTNER INSTITUTIONS



ALNITAK



12.500€
granted by MAPF.



2021-present
project period.



773
young people from Ibiza, Menorca and Mallorca have participated in the last two years.



+20.000
kilometres walked by all the young people who took part across the three islands.



© Ruben Casas





© Patricia Parinejad

BIO DIVERSITY

The Balearic Islands are home to over 300 endemic species, many of which are in grave danger of extinction. These species are not only precious treasures in the Islands, but also valuable assets to the world at large.

To preserve these unique creatures, it is crucial to conserve and restore their habitats and have a comprehensive understanding of their populations and the threats they face. With this knowledge, we can take the necessary steps to protect their habitats, which are the very foundations of their survival. Conserving the Islands' biodiversity is not only a scientific and technical challenge, but also a social and cultural one. All segments of society, including the government, academia, private sector, and local communities, must come together to ensure the preservation of these species.

Preserving the endemic species of the Balearic Islands requires our full attention, dedication, and responsibility. We must embrace this challenge to ensure their continued existence.

B project

"Pollinators are of vital importance for the flora, which is why the recovery of the honeybee on the island and raising awareness of these insects ensures the environmental sustainability of the different plant species".



Jaume Pou Sureda
Project Coordinator



Project B: a safe home for bees

The rapid decline of the world's bee population is a pressing issue that demands immediate attention. Bees are essential pollinators that play a critical role in maintaining the balance of our ecosystem. Their decline is largely due to the use of pesticides and loss of habitat. In light of this, we are committed to providing bees with optimal, healthy habitats to help them thrive.

We have teamed up with **Abellaiflor**, an organization that is dedicated to the preservation of wild bees. Through this partnership, we aim to connect farmers with the association and offer them the opportunity to support the environment by participating in beekeeping programs.

Our goal is to improve the wellbeing of honeybees in Mallorca by providing them with healthy habitats that support their growth and reproduction. By taking action to support bees, we hope to not only help the environment but also ensure that future generations have access to the benefits of these crucial pollinators.

By fostering ideal living conditions for bees, we not only contribute to preserving the environment, but also result in the production of sustainably sourced honey that homeowners can enjoy.

PARTNER INSTITUTIONS



0€

granted by MAPF.



2020-present.

project period.



2.500.000

bees have found a safe place.



37

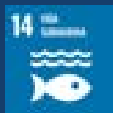
hives have been established on different farms all over Mallorca.

Wetland Restoration

"The restoration of the ecological corridor of Alcúdia Bay has been an initiative of the whole of society, who will benefit from the fundamental environmental services that wetlands provide, both for humans and for wildlife".



Carlota Viada
Project Coordinator



Restoration of the ecological corridor of Alcúdia Bay

Wetlands are not only a treasure trove of biodiversity, but they also provide vital support to over a billion people. Their critical functions in protecting against floods and mitigating the impacts of climate change make wetland conservation an essential component of building a sustainable future for our planet" (Patricia Zurita, CEO of BirdLife).

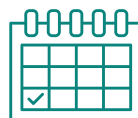
The s'Estany des Ponts wetland and the Maristany wetland are two of the largest lakes within the extensive wetland complex in the Bay of Alcudia, surrounding the Albufera. Unfortunately, the rapid growth of tourism in the 1970s resulted in widespread urbanization and environmental destruction. Today, these wetlands are in a dire state of neglect and deterioration.

Mallorca Preservation is working closely with the **WWF** to revive these critically important wetlands, specifically s'Estany des Ponts and Maristany in Alcúdia. The joint efforts aim to restore the degraded habitats and the populations of breeding birds, as well as create new opportunities for education and learning.

PARTNER INSTITUTIONS



10.000€
granted by MAPF.



2020-present
project period.



3,9
tonnes of rubbish
and exotic
vegetation have
been removed from
the two wetlands.



2.000.000€
of the Next
Generation Funds
have been
earmarked for this
project.

Recovery centre of the Palma Aquarium Foundation

"Marine fauna is vulnerable to anthropogenic impacts on the marine ecosystem. The Palma Aquarium Foundation attends to the strandings of sea turtles, cetaceans and sharks that occur on the Balearic coasts, assisting the injured animals and collecting data for research".



© Pedro Riera



Xisca Pujol
Project Coordinator



Centro de Recuperación de fauna marina de la Fundación Palma Aquarium

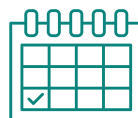
Palma Aquarium is a marine park with a mission to conserve the ocean, particularly the Balearic Sea. In 2014, the aquarium signed a technical assistance contract with **COFIB**, an organisation belonging to the Regional Ministry of the Environment, to become a recognized Recovery Centre for Catalogued Marine Fauna of the Balearic Islands. Since then, under **COFIB**'s and the Species Protection Service's guidance, the **Palma Aquarium** has been responsible for providing technical assistance for stranded sea turtles and cetaceans on the coast of Mallorca, as well as coordinating the work teams in Ibiza, Formentera, Menorca and compiling an annual register.

To ensure continuity, implement the actions undertaken and expand its conservation efforts, Palma Aquarium established its own foundation, the "**Palma Aquarium Foundation for the Protection of the Environment**," in 2016. The foundation provides resources for conservation, education, and research.

Since June 2022, the Palma Aquarium Foundation has been responsible for handling marine fauna strandings in the Balearic Islands through the OCEMIB project, which is supported by the Biodiversity Foundation of the Ministry for Ecological Transition and the Demographic Challenge (**MITECO**) and financed by NextGenerationEU funds under the Recovery, Transformation and Resilience Plan (**PRTR**).



7.500€
granted by MAPF



2020-present
project period.



111
animals including turtles, sharks and cetaceans have been cared for by the team of the Palma Aquarium Foundation.



112
In case you find a marine animal in need of help please call 112.

Black Vulture

"Construction of an adaptation cage for the release of vultures in the Ariant biological reserve. This project will allow a greater guarantee of success for the release of vultures recovered by COFIB."



Evelyn Tewes
Project Coordinator



© Ruben Casas



The conservation of the Black Vulture in Mallorca

The **Fundación Vida Silvestre Mediterránea (FVSM)** has made significant progress in its efforts to conserve the black vulture population in Mallorca. In the 1980s, the species was on the brink of extinction, but thanks to the dedication of organizations like FVSM, there are now over 300 individuals.

The **FVSM** continues to work to preserve the black vulture through various means, including monitoring, securing nesting sites, and promoting environmental education. The Foundation also plays an active role in the rehabilitation and release of individual black vultures, carefully transitioning them in a purpose-built cage before releasing them back into the wild.

The **FVSM** has set several critical objectives for this project, including raising public awareness of the importance of black vultures in ecosystems, promoting sustainable agriculture and livestock farming in the Serra de Tramuntana to protect their habitats, conserving the natural and cultural values of the Ariant Biological Reserve, encouraging land stewardship as a management tool in the Serra de Tramuntana, and strengthening the black vulture population by ensuring the success of their reintroduction through the construction of an effective transition cage.

PARTNER INSTITUTIONS



10.400€
granted by MAPF.



2021-2022
project period.



1
cage shall be constructed to facilitate their adaptation period before release.



4
vultures at least are expected to be successfully released thanks to the construction of the cage.



© Patricia Parinejad





© Patricia Parinejad

SUSTAINABILITY

As the world rushes forward, the buildup of waste and pollution creates a lasting impact. Mallorca, unfortunately, is not immune to this global issue and has seen a staggering 67.42% increase in waste production between 2000 and 2021.

This rise can be attributed to a multitude of factors such as population growth, economic development, and tourism, which have placed strain on the island's resources and had a detrimental effect on the environment and the quality of life for the residents. In terms of energy, the Balearic Islands are heavily reliant on non-renewable fossil fuels, with only 2.3% coming from sustainable sources. This low number highlights the pressing need for a transition towards renewable energy sources, breaking the chains of dependence on finite resources and reducing our overall energy consumption.

It is time for action, a call to preserve the delicate balance of our beloved island. Therefore, we are working to promote a circular economy and the energy transition, which are key to tackling these global problems.

Bio-plastic

"Since 2019, market gardeners have been able to buy biofilm to mulch and fight against spontaneous vegetation in a more comfortable and environmentally friendly way. Every year, more and more farmers have taken up the scheme, around twenty farms, and in total more than 545 kilometres of plastic have been avoided, replaced by almost 11,000 kg of biodegradable plastic".



Miquel Serra
Project Coordinator



Bioplastic: reducing the use of plastic in agriculture

Plastic pollution is a major challenge that affects all of humanity. In the past few decades, plastic has been utilised in agriculture as a tool for enhancing crop production. In the process of mulching, plastic is used to cover soil around plants to create optimal growing conditions. However, when the plastic mulch is removed, it fragments into small particles and microplastics that remain in the soil.

In response, **Mallorca Preservation** has teamed up with **APAEMA**'s organic horticulturists to promote the use of alternative, environmentally-friendly solutions. The organization has signed a partnership agreement to gradually replace plastic mulch with biodegradable film made from potato starch. **Mallorca Preservation** has financed a portion of the cost of this alternative material, reducing the initial price by 43.4%.

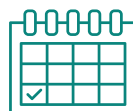
Through the project, 19 organic farms have been supported in their transition away from conventional plastic mulch. In total, these farms have replaced over 545 kilometres of plastic mulch for a biodegradable and GM-free film. The success of the project has led many farmers to pledge to never use traditional plastic mulch again.

PARTNER INSTITUTIONS



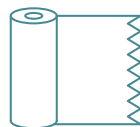
22.478€

granted by MAPF.



2019-present

project period.



545

kilometres of plastic have been replaced by biodegradable film.



19

eco farms have benefited from the aid.

Energy Community

"We believe that shared renewable energy is the future of sustainability. Following the example of the Polígono de San Lluís in Menorca, which was supported by Menorca Preservation from the beginning, we are working to make the Polígono de Son Bugadelles energy community a reality. We have the support of Mallorca Design District and hope that our efforts will help bring this energy community to fruition."



Ana Riera
Project Coordinator



Clean energy community Son Bugadelles industrial estate

An energy community is a collective of individuals or organizations that come together to generate, utilize, and manage their energy. By forming an energy community, members can experience numerous benefits such as reduced costs, improved energy efficiency, greater control over their energy supply, and positive environmental impacts.

With its diverse membership options (consumers, generators, owners, and investors) and flexible economic model, the community offers a dynamic structure that allows for significant room for development, growth and replicability.

To make this energy community a reality, **Mallorca Preservation** is committed to providing support to participating entities and financing the initial steps of the process, including the provision of advice, formation of a working group, presentation of the proposal to stakeholders, and training of the technical team.

The ultimate goal is to promote the creation of a renewable energy community as a catalyst for a transition to clean energy.

PARTNER INSTITUTIONS



5.000€
granted by MAPF.



2022-present
project period.



28

companies from different sectors are part of MADD and are potential partners.



1

informative event on the opportunity to form an energy community in the Polígono de Son Bugadelles.

reWINE

"Thanks to the help of Mallorca Preservation, we are identifying and attracting actors potentially interested in the reuse of wine bottles, weaving complicities between them and generating a driving group that can promote the design and implementation of this system in the future".



Roser Badia
Project Coordinator



Rewine: circular economy reusing wine bottles

In recent years, the decline in the use of reusable packaging in the Balearic Islands has become quite noticeable, particularly in the hospitality industry (HORECA) where single-use packaging reigns supreme. Despite the presence of some reusable packaging solutions and well-established reverse logistics processes, their market share has been declining.

However, reusable packaging has been gaining a lot of attention due to the rising cost of raw materials and a growing environmental consciousness among consumers. Currently, there is a complete lack of wine bottle reuse in all of its distribution channels, including hotels and restaurants. The wine industry has also been heavily impacted by the effects of climate change, making it imperative to implement new strategies to reduce carbon emissions.

To address these issues, **Mallorca Preservation** has partnered with **Rezero** on the **reWINE** project. The aim of this project is to support the circular economy by promoting the use of reusable wine bottles in Mallorca. The region provides an ideal setting for the implementation of reusable models, owing to its favorable logistics, environment, and territory. Additionally, the Balearic Waste Law now includes provisions for the implementation of Deposit and Return Systems for packaging, which will encourage the habit of returning bottles to shops.

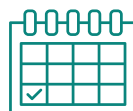
PARTNER INSTITUTIONS

Fundació prevenció
residus i consum

Rezero



5.000€
granted by MAPF.



2022-pr.
project period.



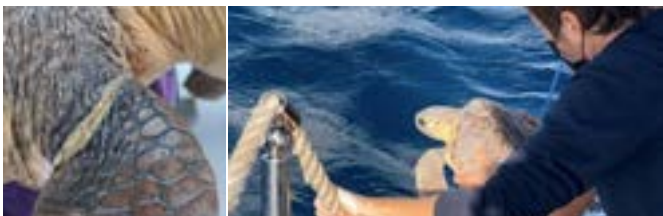
2
kilos of CO2 can be
saved by reusing a
glass bottle 8 times.



16
wineries, DOs, hotel
chains, etc. among
the project's driving
group.

Highlights of 2022

Turtles released by the Palma Aquarium Foundation.



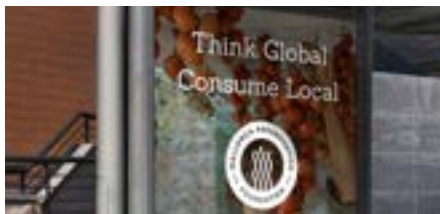
Celebration in London of the three Balearic foundations.



Foundations belonging to the Conservation Collective meet in Ibiza.



Think global, consume local" campaign.



Charity Jazz Concert at La Residencia. We raised €2,000.



Winners of Km de plástico por Iris, on their journey to Cabrera.



Celebrating the Mallorca Preservation 5th anniversary.



Ambassador Foundation of the Mallorca championships tournament.



We participated in the Deutsche Bank x ORRAA 2022 conference.



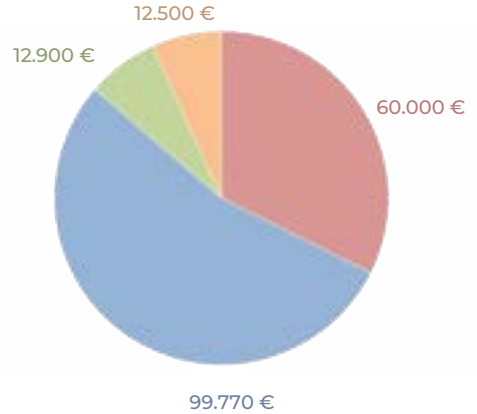
Fourth edition of the Foro Marino held in Ibiza.



Funding

GRANT SOURCES 2022

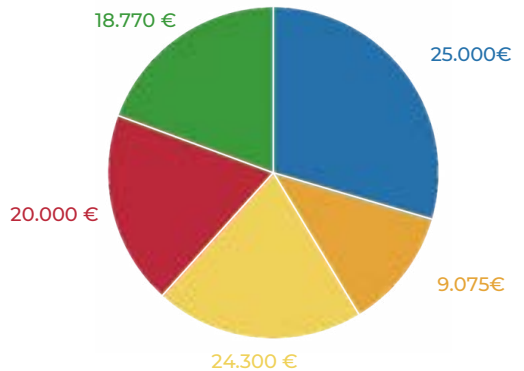
- Steering Committee
- Direct Donations
- Partnerships
- Events



Total income in 2022: : 185.170€

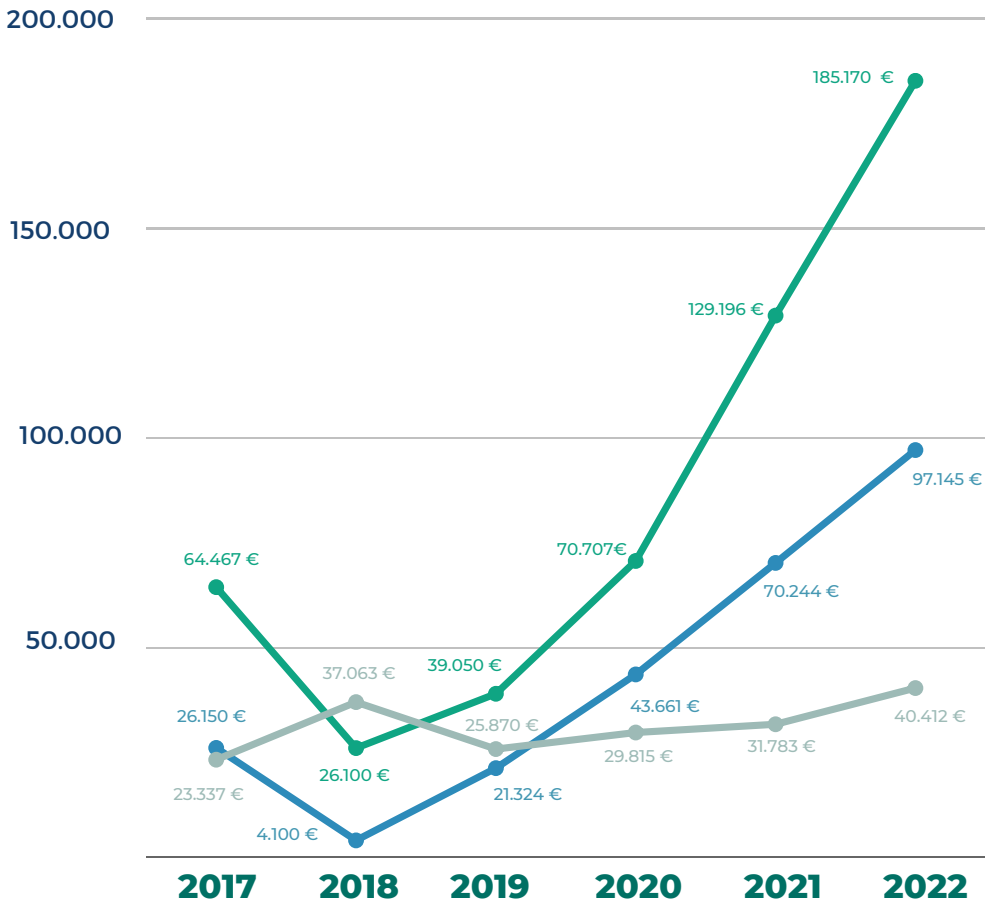
GRANTS FOR LOCAL PROJECTS 2022

- Sustainability
- Biodiversity
- Ecological Agriculture
- Environmental Education
- Marine Conservation



Total amount of grants allocated to local projects in 2022: 97.145 €.

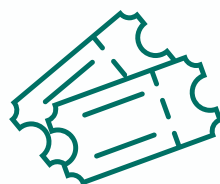
GRANT HISTORY



HOW WE ARE FUNDED

EVENTS

Our ambassadors, individual donors and supporters organise charity events to raise funds for the Foundation, and make a matching donation to the proceeds. We also organise auctions and other fundraising events.



CORPORATE DONATIONS

There are three types of corporate donations called ambassadors, which are classified as silver, gold and platinum. If you want to be an ambassador please contact: ana@mallorcapreservationfund.org

INDIVIDUAL DONATIONS

Individuals interested in supporting our work can make a monthly, annual or one-time donation by bank transfer or through the web mallorcapreservation.org/donate/.



1€ INITIATIVE

Customers of restaurants participating in this initiative can contribute to the environment in a very simple way: 1 euro is added to the total amount of their bill, which is automatically reflected in their ticket.

Our Ambassadors

WOULD YOU LIKE TO BECOME AN AMBASSADOR?

**SILVER
AMBASSADOR**

5.000€

**GOLD
AMBASSADOR**

10.000€

**PLATINUM
AMBASSADOR**

15.000€

Individuals, companies, and organisations can play a significant role in our work. If you're interested in supporting us, please contact: ana@mallorcapreservationfund.org.

TOGETHER WE CAN MAKE A DIFFERENCE!



MALLORCA



SCAN ME



TO SUPPORT US

#HELP US PROTECT OUR ISLAND

baharystudio



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