

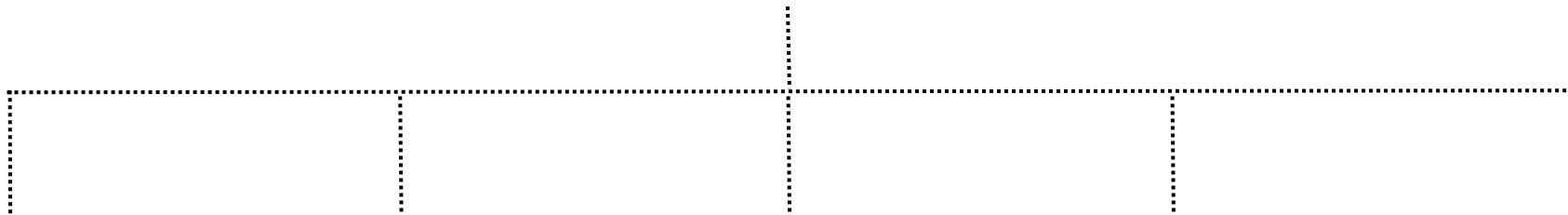


Credits: Eduardo Márquez



**IN LOVE WITH MALLORCA?
HELP US TO PROTECT IT!**

WHAT WE DO



MARINE CONSERVATION

The wealth and quality of our coastline is one of Mallorca's greatest environmental assets - protecting its waters is one of our key priorities.



SUSTAINABILITY

Fossil fuels, waste, and pollution pose major global challenges. Mallorca's waste production surged by 67.42% (2000-2021), demanding urgent action.



ECOLOGICAL AGRICULTURE

Soil is invaluable - a fount of life and riches. Local, sustainable agriculture shapes our land, offering cultural and gastronomic worth.



BIODIVERSITY

Preserving biodiversity is a big challenge in the Balearic Islands, where over 300 endemic species are at risk of extinction.



AWARENESS RAISING

By fostering awareness and providing education, we can empower individuals to assume accountability for their planetary impact.

[LEARN MORE ABOUT OUR PROJECTS](#)



HIGHLIGHTS

From May 2017 to the present, we have accomplished the following milestones:

28

FUNDED
PROJECTS



535K

DONATED TO
LOCAL PROJECTS



+20

PARTNER
ASSOCIATIONS



+50

CORPORATE
AMBASSADORS



6

YEARS
WORKING



2

AWARDS
RECEIVED



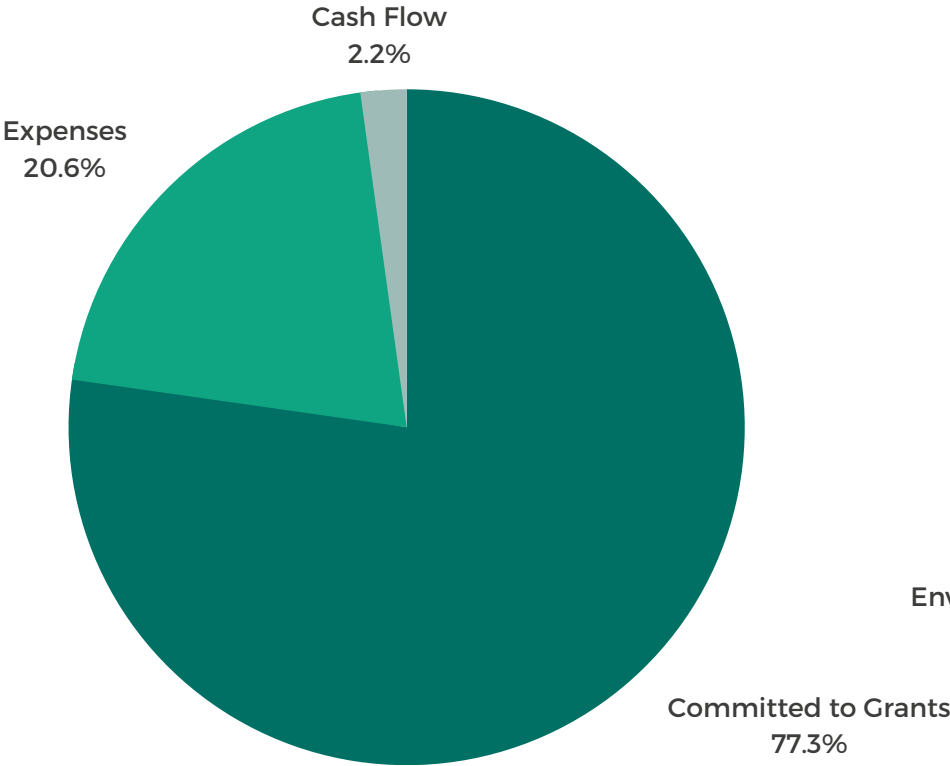
[FIND OUT MORE](#)

FINANCIAL DISTRIBUTION 2023

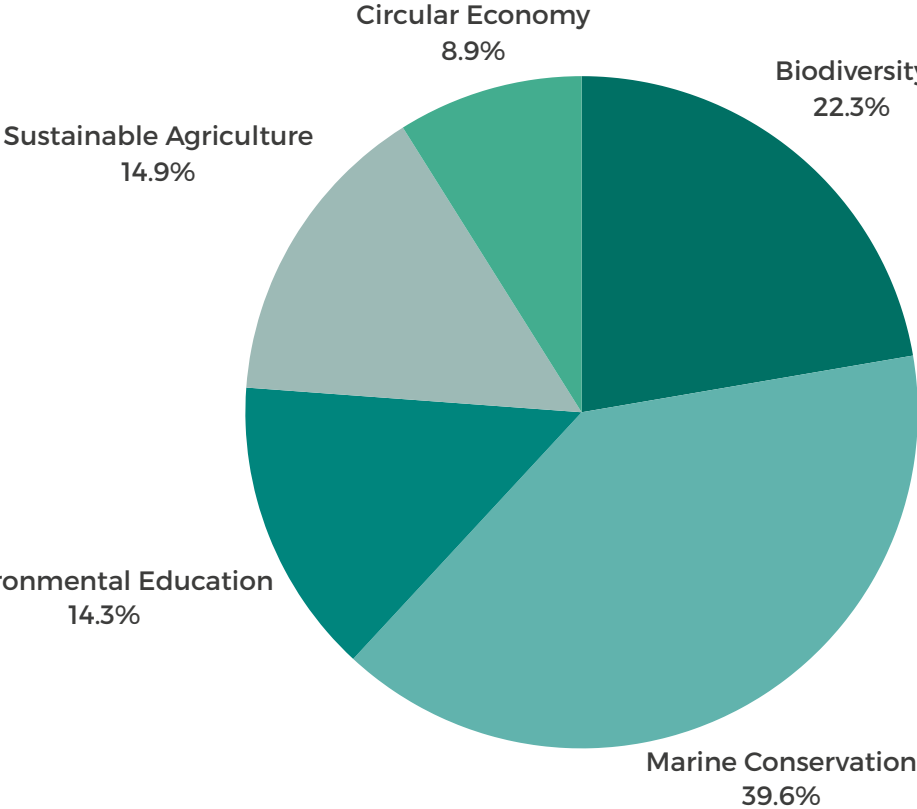


The foundation's expenditure has been allocated as follows, with a breakdown by project areas:

EXPENSES DISTRIBUTION



PROJECT AREAS



MALLORCA PRODUCE GOALS 2024

ESTIMATED BUDGET: 93.600€



ECOHUB



Implemented by:
APAEMA

The **EcoHub project** integrates a logistics center, workshop, experimental orchard, oil mill, and training rooms, fostering local organic production. It includes a shop to showcase and sell sustainable products, promoting community involvement and environmental stewardship.

REGENERATIVE AGRICULTURE



Implemented by:
APAEMA

The **Regenerative Agriculture initiative** supports farmers in adopting sustainable and regenerative agriculture (RA) practices by offering extensive training and expert advice, enhancing their ability to implement eco-friendly and restorative farming techniques.

COLLECTIVE MACHINERY



Implemented by:
APAEMA

The **collective machinery program** facilitates shared machinery access to aid sustainable farming practices, with a focus on direct seeding and dry biomass crushing, essential techniques for efficient and environmentally friendly agriculture.

PLANTING TREES



Implemented by:
APAEMA

Revitalising Mallorca's landscape, the **planting trees project** blends pastureland with rain-fed fruit trees for eco-productivity. It tackles climate adaptation, using water-efficient varieties and restoring landscapes through tree planting.

WARNING STATIONS



Implemented by:
APAEMA

Deploy a network of **warning stations**, each equipped with an advanced health warning system that utilizes predictive models. This setup is designed to monitor and control agricultural pests and diseases, ensuring timely intervention and management based on accurate predictions.

LOCAL CONSUME



Implemented by:
Mallorca Preservation

The **consume local initiative** encourages the community to embrace local, zero-kilometre, and ecological consumption, fostering a sustainable and environmentally conscious approach to food sourcing and consumption.

BIODIVERSITY GOALS 2024

ESTIMATED BUDGET: 26.000€



WETLANDS



Implemented by:
Mallorca Preservation

Revitalize a once-degraded natural habitat to encourage the resurgence of breeding bird populations. The **wetlands project** aims to transform the area into a thriving ecosystem, offering new opportunities for educational initiatives focused on environmental conservation and birdlife study.

BAT NEST BOXES



Implemented by:
D.O. de aceite de oliva de Mallorca.

Implement **bat nest boxes** to enhance pollination and control agricultural pests, significantly improving biodiversity. These strategically placed boxes will provide safe habitats for bats, encouraging their presence to naturally manage pest populations and aid in the pollination of various plant species.

RESCUE CENTRE



Implemented by:
Fundación Palma Aquarium

Marine rescue center specializing in aiding stranded cetaceans and rehabilitating distressed sea turtles for release. Emphasizes environmental education to boost awareness and participation in marine conservation.

MARINE CONSERVATION GOALS 2024

ESTIMATED BUDGET: 32.250€



CALANT XARXES



Implemented by:

Marilles, Ibiza Preservation, Menorca Preservation, Mallorca Preservation...

Investigate and raise awareness about **illegal fishing** practices, collaborate with industry stakeholders to develop or enhance certification systems, and promote responsible consumption among consumers.

STELLARIS PROJECT



Implemented by:

Fundación Palma Aquarium, SharkMed, Mallorca Preservation...

Breed **Alitán sharks** for release in protected areas, collaborate with fishermen to enhance eco-friendly fishing practices, and increase awareness about the ecological significance of rays and sharks.

CABRERA DOLPHINS



Implemented by:

Tursiops

Conduct a study of **bottlenose dolphins** in Cabrera National Park using hydrophones, develop a dolphin sound identification system, and assess the level of noise pollution in the park.

ENVIRONMENTAL EDUCATION GOALS 2024

ESTIMATED BUDGET: 63.000€



PLASTIC KM FOR IRIS



Implemented by:
YouSocial Volunteer

Create a **youth community** focused on discussing and sharing ideas to reduce plastic usage. Participate in the '1 Minute for your Island' video competition, highlighting innovative methods to combat plastic pollution.

SCHOOL PROGRAM



Implemented by:
Mallorca Preservation

Provide students the chance to visit the Fundació Vida Silvestre Mediterrànea **apiary centre**, enlightening them about the crucial role of pollinators. Aim to foster environmental conservation awareness among the youth.

SCHOOL GARDENS



Implemented by:
APAEMA

Collaborate with various organizations to develop resources enabling educational centers to establish and sustain **school garden** projects. This initiative aims to introduce garden produce to school-aged youth and educate them about the importance of good nutrition.

VOLUNTEER PROGRAM



Implemented by:
Mallorca Preservation

Provide opportunities for **collaborative environmental conservation** efforts, fostering a community dedicated to preserving Mallorca's natural beauty. Also, offer students hands-on experience in various environmental projects.

CIRCULAR ECONOMY AND ENERGY TRANSITION GOALS 2024

ESTIMATED BUDGET: 41.100€



REWINE



Implemented by:
ReZero

Partner with Mallorca's wine industry to implement a **glass bottle reuse system**. Support the establishment of a bottle washing facility to facilitate this, thereby decreasing the carbon footprint associated with transportation and glass recycling.

PLASTIC FREE MALLORCA



Implemented by:
APAEMA & Mallorca Preservation

Assess and reduce **plastic use in agriculture** by replacing plastic mulch with biofilm in gardens, substituting it with biodegradable raffia, and conducting studies to understand and address the impact and scope of agricultural plastic issues.

RENEWABLE ENERGY



Implemented by:
Mallorca Preservation

Guide society in transitioning to **renewable energy** usage. Provide information on consumption types and facilitate the installation of self-consumption production systems.

CAMPAIGN “WELCOME. PERHAPS”

+200K

Impacts across newspapers, advertising campaigns, and social media



Welcome.

Perhaps.

Respect the wonderful nature of Mallorca during your vacation and you will be welcome again. For sure.

 SUPPORT MALLORCA PRESERVATION FOUNDATION www.mallorcapreservation.org



Bienvenido.

Quizá.

Respetar la maravillosa naturaleza de Mallorca durante tus vacaciones y serás bienvenido de nuevo, sin duda alguna.

 APOYA MALLORCA PRESERVATION FOUNDATION www.mallorcapreservation.org



Willkommen.

Vielleicht.

Respektiere während Deines Urlaubs die wunderbare Natur Mallorcas und Du wirst zweifellos wieder willkommen sein.

 UNTERSTÜTZEN SIE MALLORCA PRESERVATION FOUNDATION www.mallorcapreservation.org



FIND OUT MORE

SUPPORT THE PRESERVATION OF MALLORCA



Mallorca Preservation ensures that your donation is directed entirely towards supporting environmental conservation through carefully selected local projects. These initiatives play an active role in reversing the adverse impacts of human activities on the island's ecosystems.

DONATIONS

Individuals interested in endorsing our endeavors can contribute through monthly, yearly, or one-time donations via **bank transfer*** or by visiting the website **mallorcapreservation.org/donate/**.

1€ INITIATIVE

Encourage customers to contribute €1 in support of the environment by including this amount to their table/room bill or adding it to the cost of any of the products available through your brand/shop.

VOLUNTEER

Participate actively with the local environmental foundations we support, or lend your skills, including photography, translation, event organization, and more, to Mallorca Preservation.

CORPORATE AMBASSADOR

Upon joining our ambassador programme, your logo will be prominently showcased on our website. Furthermore, you will receive an exclusive invitation to join a select group, where we collaborate closely with our ambassadors, offering them support and facilitating valuable connections.

WHO CONSTITUTES OUR FAMILY OF AMBASSADORS?

AIRE CATERING · CAN ALOMAR · CAN AULÍ · CAN CERA · CRAGHOPPER · DEIAX AQUOS · DURAN · EDIFICAM · EMOTION GROUP · ENGEL & VÖLKERS · ESPACIO HOMEDESIGN · FALCAO UNO · FERA · FUSTERIA CAMPANET · GALLERY RED · GRAS ARQUITECTOS · GRUPO FERRÁ · HOTEL ESPLÉNDIDO · HOTEL PORTIXOL · ISABEL GUARCH · IT MALLORCA · KIMPTON AYSLA · LA RESIDENCIA · LEGAL STEPS · LIONSGATE CAPITAL · MALLA PUBLICIDAD · MERCADAL ABOGADOS · PALMA SPORT & TENNIS CLUB · PH MALLORCA · PORCELANOSA · RIALTO LIVING · ROUGE · SADHANA WORKS · SANT JAUME · STUDIO AKAMA · TAULÓ · TERRAZA BALEAR · XOJAY

**SILVER
AMBASSADOR**

5.000€

**GOLD
AMBASSADOR**

10.000€

**PLATINUM
AMBASSADOR**

15.000€

To extend your support, kindly reach out to us at:
ANA@MALLORCAPRESERVATIONFUND.ORG.

JOIN TO MALLORCA PRESERVATION

Bank transfer

Holder: Fundación para la Conservación de Mallorca
IBAN: ES63 0061 0029 1917 3768 0115
BIC: BMARES2M

OUR MISSION

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

OUR 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.



OUR LOCAL TEAM



"Mallorca is a mediterranean natural treasure. Our duty is to take care of this wonderful island and improve it for future generations."

Ana Riera | Executive Director
ana@mallorcapreservationfund.org



"Mallorca boasts 550 km of coastline, 15,000 species, 300 beaches, and 100 mountains – a unique environment we must cherish and protect."

Marc Masmiquel | Technical Coordinator of Sustainability Observatory of Mallorca
marc@mallorcapreservationfund.org



"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 preserve the island's natural beauty."

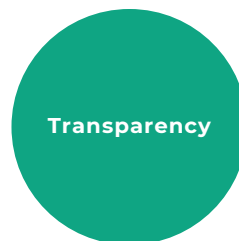
Maria Oliver | Communications Manager
maria@mallorcapreservationfund.org



"The loss of Mallorca's natural essence demands our proactive measures for its preservation, and it is crucial to engage the community, as what belongs to everyone can only be resolved collectively"

Irene Wagner | Project Manager
irene@mallorcapreservationfund.org

OUR VALUES



WHO WE ARE

Mallorca Preservation Foundation (MAPF) was established in 2017 with a primary objective of safeguarding Mallorca's stunning natural beauty and promoting environmental excellence. Its overarching vision is to foster a sustainable future for the island, wherein the local community flourishes in harmony with the protected natural environment.

OUR TEAM

The **Steering Committee**, comprised of the founders and actively engaged donors, guides the overarching strategy. They analyze and grant approval to projects, leveraging their personal connections to broaden the network of collaborators. Members of the Steering Committee possess a wealth of experience and perspectives, all united by a shared commitment to the preservation of Mallorca's environment.

Our **Advisory Board** consists of a diverse array of individuals hailing from various backgrounds, all of whom bring their wealth of experience and dedication to environmental concerns. They generously contribute their time and effort to the cause.

OUR STEERING COMMITTEE



Hans Lenz



Ben Goldsmith



Bruno Entrecanales



Joe Holles



Francisco Pfitsch



Drew Aaron



Francisco Mercadal

OUR ADVISORY BOARD



Mariana Chacón



Christina Skytt



Diego Ricchiuti



Marcial Bardolet



Marco Van der Ree



Joan Juan



Martín Bestard



Paul Rodwell



Anette Schwab

WE ARE NOT ALONE

GET TO KNOW OUR GLOBAL NETWORK

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.



RECOGNITION FROM THE CONDÉ NAST

The Conservation Collective featured alongside some true environmental heroes in **"50 people and places making the world a better place right now!"**

[READ THE ARTICLE](#)

CC TWO YEAR REVIEW

Get a detailed insight into the environmental work supported by all local foundations in 2022.

[READ REVIEW](#)

Mallorca Preservation Foundation

Registered Charity No. 10000000000370
Balearic Islands, Spain.
The Conservation Collective, 1185925 (UK)

 @mallorcapreservation

 @Mallorcafund

 @mallorcapreservation

 @Mallorca Preservation



TOGETHER WE CAN MAKE A DIFFERENCE!

THANK YOU IN ADVANCE!

Ana Riera
Executive Director

Hans Lenz
Chairman

www.mallorcapreservation.org

Scan to access the
2022 report

CLICK TO DOWNLOAD

